

University Web and Digital Content

Date

2/23

Item

F.47

University Web and Digital Content functions as the central web team of the University and manages the public web presence at usi.edu. The department provides technical expertise and knowledge of web trends and development standards and how they relate to section 508 web accessibility standards. University Web adheres to University branding guidelines and establishes universal templates and styles to create a cohesive web presence for University web sites.

University Web and Digital Content consults with content stakeholders to recommend best practices for information architecture, search engine optimization, and website strategy. The department also creates databases and web programming to deliver dynamic data to online users. University Web does not charge for its services and therefore those services are limited to official University departments, colleges and outreach programs.

Due to compatibility concerns among servers, software, programming languages and accessibility compliance, any web application or software to be used with University web sites should be approved by the director of University Web and Digital Content. Online forms are created through Qualtrics and administered by the Institutional Analytics Office. Online transactions requiring financial information are created through TouchNet and administered by the Business Office.

University Web and Digital Content utilizes a Content Management System (CMS) as a tool for content editors to easily update and manage the content on departmental websites. University Web is responsible for creating the CMS templates and development of the layout, appearance and styles utilized by colleges and departments. All templates meet University branding guidelines. University Web manages access for designated editors across campus. Training resources are available online at usi.edu/web. In the event of abandoned, outdated or inappropriate content, University Web has the authority to add, alter or remove content on the University website at any time. Web editing permission may be revoked at the discretion of the director of University Web and Digital Content due to neglect of web editing duties, disregard for web accessibility standards, lack of conformance to brand standards, publishing inappropriate content or violation of University policy.

Faculty websites are available upon request and are created with the CMS. Directory information is automatically pulled into the faculty homepage. Additional content and biographical information may be added by faculty. Content published on faculty websites should be professional in nature. Faculty are responsible for the creation and maintenance of individual webpages.

University Web and Digital Content maintains a USI data collection and privacy statement found at www.usi.edu/policies/web-privacy.

SOCIAL MEDIA

USI encourages the University community to actively engage with USI's social media presence. Social media guidelines can be found at www.usi.edu/social-media.