MISSOURI SOUTHERN STATE UNIVERSITY POLICY					
Policy #:	02-0026	Effective:	**9/1/2023**	Category:	University Employee Policies
Name:	**Website Governance Policy**				

1.0 - PURPOSE

This policy provides guidance for maintaining the university website and identifies the individuals responsible for ensuring web editors follow these guidelines.

2.0 - SCOPE

This policy applies to all individuals who request website updates and those individuals who manage departmental website page updates.

3.0 - POLICY

Definitions

Web Advisory Committee - This committee is composed of key institutional stakeholders and provides an opportunity to offer input on website strategy and share suggestions/concerns.

Web Editor - Editors of the MSSU website are responsible for the day-to-day maintenance of their assigned web pages.

Policy Overview

The website mssu.edu, is the sole property of Missouri Southern State University. While faculty and staff will have access to edit certain portions of the site, the site and all sub-sites remain property of Missouri Southern. The primary target audience of the MSSU website is prospective students. The role of the homepage and most visible navigation are intended to target potential students and encourage them to apply and enroll.

Other pages on the site may serve different audiences. When developing content for a page it is essential to consider who the audience is and how you are delivering your content to them.
The Missouri Southern website is guided by these principles:

- **Student recruitment and retention are the prioritized audience.**
- **Showcasing a consistent and unified brand**
- **Providing vital, user friendly, up to date information**

The public face of the MSSU website will be managed and maintained by the University Relations and Marketing office (URM). The approved content management system and its brand architecture will be used to develop pages in the MSSU framework. No software products, plug-ins, services, embedded scripts, or content will be deployed on the MSSU website without the approval and oversight of URM.

Web Advisory Committee

This committee will meet at a minimum of once a semester. Committee members will provide representation to editors and departments as assigned.

Committee Members
- Director of Marketing – **Abby Morris (Co-chair)**
- Social and Web Coordinator – **Amber Cure (Co-chair)**
- Associate VP of Admissions and Enrollment Representative – **Alicia Hughes**
- Provost Representative (Academic) – **Dr. Bhaskar Subedi**
- Provost Representative (Student Success) – **Lisa Klaver**
- Chief Information Officer Representative - **Jonathan Sansom**
- Vice President of Advancement Representative – **Lisa O'Hanahan**
- Chief Financial Officer Representative – **Michelle Arwood**

Web Editor Role

Editors of the MSSU website are responsible for the day-to-day maintenance of their assigned web pages. Including updates to content such as text, photos, videos, links, and PDFs. All MSSU pages are required to use the standard design/theme of the website. All content updated by editors will be reviewed by URM and published in a timely manner. All website content must comply with MSSU brand standards.

Photo Content Guidelines
- All photography used on the website must come from the official MSSU Photo Archives linked below. **https://flickr.com/photos/54388408@N02/**
- Only official university headshots, taken by the university photographer will be allowed on faculty/staff pages.

Video Content Guidelines
- All videography produced by the university multimedia specialist is approved for use on the website.
- Videos produced by outside parties can be used on the website but will need to be approved by URM.

Outside Links Guidelines
- Links must relate to the purpose of the web page.
- Carefully consider what 3rd party website MSSU is endorsing or "vouching for" by linking to that product, service, or entity. All outside links must be approved by URM.

Editors should provide input on current web practices to their Web Advisory Committee representative.

Web Editors

	Position	Number of Licenses	Area of Responsibility
URM		2	
	Director of Marketing		Website Oversite

	Social Media and Web Coordinator		a. President's Office
			b. Board of Governors
			c. Academic Affairs
			    i. Honors
			    ii. Provost Office
			    iii. Spiva Library
			    iv. Curriculum Management
			    v. Testing Services
			    vi. Grad Counsel
			    vii. Institutional Effectiveness
			d. Lion Cub Academy
			e. Show Me Gold
			f. International Education

IT		3	
	Chief Information Officer		Technical Support
	Manager of Infrastructure Services		Technical Support
	IT Support Specialist		ADA Compliance
Admissions and Enrollment Services		1	
	Admissions Marketing and Communications Coordinator		a. Admissions b. Registrar c. Bursar d. Fin. Aid e. Dual Credit f. Global Leaders g. Talent Search h. Upward Bound
Academic Affairs		1	
	Academic Affairs Project Manager		Course Catalog
Chief Financial Officer		1	
	CFO Appointee		a. Human Resources b. Financial Services c. Bookstore / Card Services d. Food Services e. Facility Services

VP of Advancement		1	
	VP Appointee		a. Alumni b. Development c. Foundation
College of Arts and Sciences		2	
	Dean Appointee		All web pages assigned by department
	Dean Appointee		All web pages assigned by department
College of Business, Communication and Technology		2	
	Dean Appointee		All web pages assigned by department
	Dean Appointee		All web pages assigned by department
College of Health, Life Sciences and Education		2	
	Dean Appointee		All web pages assigned by department
	Dean Appointee		All web pages assigned by department
Student Success Center		1	
	AVP Appointee		a. Advising b. Career Services c. Disability Services d. Orientation e. Project Stay f. Student Employment g. Tutoring
Dean of Students		1	
	Dean Appointee		a. Conduct b. Counseling c. Health Center d. MOSO Cares e. Residence Life f. Title IX g. Recreation Center h. University Police Department
Student Engagement and Leadership		1	
	Director Appointee		a. Student Activities b. Phi Eta Sigma c. Student Government
Hannon Hill		1	
Beacon Technology		1	

Note: MSSU Athletics will manage and maintain mssulions.com