

UNIVERSITY OF NEBRASKA AT OMAHA
**DIGITAL COMMUNICATIONS
GOVERNANCE**

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INTRODUCTION

The development of the University of Nebraska at Omaha website and other public digital assets represents a significant investment, playing a pivotal role in enhancing the university's online presence. It is, therefore, imperative that our university community upholds the standards, policies, and quality of unomaha.edu and its associated digital properties. This document outlines the management and governance of UNO's public digital environment.

Digital governance encompasses the individuals, policies, procedures, standards, and guidelines governing the creation and maintenance of our official website and other public digital assets. These encompass all webpages managed within the Content Management System (CMS), as well as subsites created and managed within unomaha.edu.

Additionally, it encompasses externally-facing applications and services, social media platforms, mass email communication, e-newsletters, and other tools supporting public electronic communications, along with all media hosted on external platforms. This policy does not apply to websites, digital tools, or educational technologies intended solely for internal administrative use or use within specific courses, studios, and other non-public learning contexts.

The Digital Governance Committee is entrusted with the responsibility of formulating the direction and policies for UNO's public online presence. To ensure that decisions are made with a comprehensive understanding of the implications and consequences, choices within the purview of the Digital Communications Executive Committee will be made through consensus. In cases where consensus cannot be reached, available options will be presented to the university's Executive Leadership Team along with a recommended course of action for resolution.

The key responsibilities of the Digital Governance Committee encompass the following:

1. Establishment of Policies and Procedures: Develop and implement appropriate policies, processes, and procedures governing digital strategy and standards for public UNO-branded communications.
2. Policy Effectiveness Evaluation: Continuously assess the effectiveness of these policies and standards.
3. Legal and Regulatory Compliance: Ensure compliance with all legal and regulatory standards, including but not limited to accessibility, security, privacy, and related matters.

4. Authorization of Global Changes: Approve and authorize global alterations to taxonomy, structure, branding, appearance, navigation, styling, and other relevant aspects as necessary.
5. Template Recommendations: Suggest new templates or modifications to existing templates in alignment with best practices.
6. Content Quality and Consistency: Guarantee the quality, consistency, and integrity of content across digital platforms.
7. Conflict Resolution: Serve as a facilitator and resolver for non-compliance issues, working towards equitable resolutions as necessary.

1. OUR GUIDING VALUES

The following represent UNO's fundamental principles for digital communication:

Audience-Centric Approach

UNO's digital presence is rooted in an audience-centric perspective, aligning with our commitment to student-centeredness as articulated in the university's strategic plan. Tailoring our digital content to the diverse needs of UNO's audiences enhances user-friendliness and reinforces the effectiveness of our messaging.

Primary Audiences at UNO include:

1. Prospective students
2. Current students
3. Current and prospective faculty and staff

Secondary Audiences at UNO include:

1. Alumni
2. The Omaha community and donors
3. The Academic community

Project prioritization hinges on the requirements of our university's most critical audiences, with institutional resources allocated accordingly. The Digital Communications Executive Committee convenes twice a semester to assess, endorse, and adjust project priorities in response to additional needs and requests.

Navigation and information architecture for UNO's digital presence will be based on the primary audience's needs, rather than being organized according to the university's internal structure or processes. Our university websites should empower visitors to swiftly locate the information they seek and complete their intended transactions.

To provide the best service to all audiences, we advocate implementing user-centered design principles alongside rigorous usability testing and performance measurement.

Brand Consistency

Effective university branding hinges on the seamless experience it delivers across all channels. Consistency is paramount for user-friendly navigation and effective communication.

All digital properties under UNOmaha.edu and those officially sanctioned exceptions (e.g., omavs.com, kvno.org, unoalumni.org) must adhere to the university's established standards for communication and branding. It is a fundamental expectation that all official UNO academic program information should reside on UNOmaha.edu within the content management system. Additional content that should find its home on UNOmaha.edu includes, but is not limited to:

- Any content originating from an official UNO department
- Institutional and college news
- Public event information held on campus or endorsed by UNO
- Staff directories and contact details
- Job postings
- Pertinent campus information and policies applicable to students, staff, and faculty

Please note: In the event that a member or unit of the university believes that their official university content cannot be accommodated within the current content management system and domain, it is imperative to bring the matter to the attention of the Digital Communications Team. They will review the content to ensure it doesn't compete in search rankings or cause confusion among users. Any exception granted must receive approval from the Digital Communications Executive Committee.

Digital communications should align with UNO's overarching strategic objectives, conveying our commitment to student-centeredness, academic excellence, and community engagement.

Accessibility and Security

All digital content from UNO must be accessible to all visitors, including those with disabilities. Official UNO websites are mandated to adhere to current legal standards, both at the national and state levels.

The presentation of digital content should be optimized for a wide range of consumption scenarios, including tablets, smartphones, non-smartphones, and other mobile devices. It should also cater to various modern browser brands and versions, as well as accommodate varying connectivity speeds.

UNOmaha.edu sites, along with officially sanctioned exceptions such as omavs.com, kvno.org, and unoalumni.org, are required to not only meet but surpass the standards and best practices for system security, secure transactions, and the safeguarding of personal data and identities.

2. SUPPORT AND OVERSITE

Feedback Process

We welcome feedback from all members of the university community at UNO. Throughout the year, community members are invited to send ideas, requests, problems, and concerns to the Digital Communications Executive Committee via email: web@unomaha.edu. We appreciate suggestions related to projects of all scales, from significant initiatives to minor enhancements:

- For small changes and maintenance requests, an online form is available for submissions. The Digital Communications Team takes responsibility for continuously assessing and prioritizing these requests, offering timely responses. If a request cannot be accommodated, the team will transparently explain the rationale and propose alternative solutions.
- As part of its annual strategic planning, the Digital Communications Team will craft a digital development plan that outlines forthcoming major initiatives for the university. Any member of the university community can propose projects for inclusion in the digital development plan, either formally through an online form or by contacting the Director of Digital Communications through an executive member. Submissions will be considered throughout the year, with a cutoff date determined by the Digital Communications Team.
- In the event that a major project is suggested during the year and is not currently part of the digital development plan, the Digital Communications Team will evaluate the urgency and scope of the work. If the project is deemed crucial and resources are available, the Digital Communications Team will amend the digital development plan and make the changes accessible online. Projects that are not time-sensitive will be reviewed for potential inclusion in future digital development plans. All requests will be assessed and prioritized in accordance with this governance policy and UNO's digital strategy. If necessary, a formal appeal can be submitted to the Director of Digital Communications for discussion with the Digital Communications Executive Committee.

Support for digital content and websites at UNO will be led by the Digital Communications Team within the Office of Strategic Marketing & Communications, collaborating with Information Technology Services (ITS) as needed for technical support.

Empowered by the Digital Communications Executive Committee, the Digital Communications Team is tasked with making decisions regarding UNO's digital presence. The team is responsible for creating, implementing, and overseeing a comprehensive UNO digital strategy based on university goals and the needs of the university's most vital audiences.

UNO's network of campus communicators will play a crucial role in supporting digital projects across the university by facilitating the sharing of expertise and knowledge between various units.

To ensure consistency, all official pages, websites, social media profiles, and other digital

3. CONSISTENCY AND MAINTENANCE

representations of the university must adhere to the approved brand, design, logo standards, and governance processes. This requirement encompasses all websites within the UNOmaha.edu domain and extends to:

- Other UNO-related websites
- Mobile Applications
- Mass Email and Text Messaging
- Social Media Channels
- Video and Television Productions
- Digital Displays on Campus or owned by the university
- Digital Marketing Analytics

The Office of Strategic Marketing & Communications is entrusted with preserving the brand's integrity, ensuring the uniformity of visual elements, and maintaining a consistent tone of voice across UNO's digital presence. The Digital Communications Team is authorized to guide units to make necessary adjustments to align with brand standards and this digital governance policy.

UNO shall utilize a single web content management system (CMS) on UNOmaha.edu for the upkeep of official websites. Any alternative methods should be approved by the Digital Communications Team prior to implementation. Information Technology Services is responsible for the infrastructure of the CMS, while the Digital Communications Team will oversee site content, optimization, navigation, and overall maintenance. Exceptions should be submitted to the Digital Communications Executive Committee for approval.

Significant content and design modifications must be executed in accordance with UNO policies and guidelines. Units can access training and support through the Office of Strategic Marketing & Communications and the Digital Communications Team. Major design components that impact the brand will be safeguarded within the CMS to prevent accidental alterations. Any adjustments to these elements should be discussed and sanctioned by the Digital Communications Team before implementation.

All digital content must be regularly updated and reviewed at least annually, managed using a common archival and retirement process, as outlined in Section Four on review and revision. In the event the Digital Communications Team identifies a portion of the UNO website or a

social media account that has been abandoned (i.e., no recent updates), a team member will attempt to identify an appropriate owner or notify the unit head. If these steps cannot be completed and the content is outdated, redundant, or inconsequential, it may be subject to removal.

All members of the university community share the responsibility of reporting inaccurate, outdated, inappropriate, or poorly developed web content. Any individual affiliated with UNO may forward suggestions of this nature to the Digital Communications Team for appropriate action.

The Digital Communications Team and all associated units are obligated to conduct an annual

4. REVIEW AND REVISION

review and update of all content within their purview on all digital assets. Content that is outdated, redundant, or obsolete should be promptly removed. In addition, users who have not logged in for more than a year will be removed from the Content Management System (CMS). For pages with exceptionally low traffic, the following actions should be considered:

- If the low traffic is attributed to usability issues, contemplate making structural or navigation changes.
- If the low traffic is linked to the content's lack of relevance or utility, consider revising or removing the content.
- If the low traffic is a result of the content being challenging to locate by search engines, explore methods to enhance content, metadata, or page mark-up for better discoverability.

This proactive approach ensures that our digital properties remain fresh, user-friendly, and aligned with evolving needs and expectations.

Web leads across UNO bear the ultimate responsibility for overseeing their unit's digital

5. CAMPUS COMMUNICATORS AND WEB LEADS

presence. The Digital Communications Team will collaborate with unit heads to ensure the appropriate appointment of a web lead. Depending on the unit's structure, web leads should report to a dean, department head, or director. To accommodate situations like personnel transitions or illness, it's advisable to have multiple individuals capable of making changes to each digital property.

Furthermore, it is prudent to designate a backup to the web lead, a decision in which the Digital Communications Team need not be directly involved. This backup should possess familiarity with the content of the unit's website.

Web leads are encouraged to maintain close collaboration with the Digital Communications Team and the Office of Strategic Marketing & Communications, particularly when proposing significant changes that impact the user experience. Such changes may include:

- Modifications to URLs or Page Titles
- Integration of tools or widgets
- Establishment of new subdirectories (e.g., UNOmaha.edu/site)

This cooperation ensures that brand integrity, messaging, and information architecture are optimized to deliver the best user experience during major changes.

6. COMPLIANCE

If a unit is found to be falling short in fulfilling the responsibilities, the following actions will be taken:

- 1. Guidance from the Digital Communications Team:** The Digital Communications Team will initially provide guidance to the unit in question, offering support to help them align with the established policies.
- 2. Digital Communications Executive Committee Intervention:** If adherence to policies remains elusive, the Digital Communications Executive Committee may appoint a staff member to undertake necessary actions. These actions may include the removal of obsolete or factually incorrect content, updates to enhance accessibility, or adjustments to align with current brand standards.
- 3. Policy Exceptions:** Exceptions to these policies may be requested through the Digital Communications Team and will be considered if deemed appropriate. Any unit attempting to circumvent university digital policies will be referred to the Digital Communications Executive Committee for resolution.
- 4. Responsible Channel Usage:** Units not responsibly utilizing official channels in accordance with policies and guidelines will be directed to rectify the issue. Support and necessary training will be made available in such instances.
- 5. Nonresponsive Units or Sites without Apparent Owners:** In cases involving nonresponsive units or sites lacking an evident owner, the Digital Communications Executive Committee may engage the Digital Communications Team to issue directives.

These measures are intended for rare, extreme cases. Typically, the Office of Strategic Marketing & Communications and the Digital Communications Team will collaborate with the concerned unit to achieve a cooperative resolution.

The Digital Communications Executive Committee holds the authority to request immediate action for the alteration or removal of any component on a UNO website, social media post, or any other form of digital communication. In the interest of preserving the integrity of UNO's web presence and the school's reputation, UNO's Digital Team maintains the continual authorization to take any necessary steps without requiring approval from the Digital Communications Executive Committee.