

Web Governance Board Bylaws

Title: Web Governance Board

Authority: Advisory to the NMSU President

Type of Board: Standing

Scope of Work: Provide centralized governance for the ongoing development and maintenance of the New Mexico State University web presence to achieve a consistent look and feel for official university web pages representing New Mexico State University.

Effective Date: February, 2015

Web Governance Board

PURPOSE

The Web Governance Board of New Mexico State University will oversee the development and review of web standards, provide oversight on web polices, and set strategic direction for the University website.

GOALS

The Web Governance Board will work with internal web support structures within academic colleges and administrative units to achieve the following goals regarding university webpages:

- Content will remain current and relevant to end users
- Content will include a unified brand message that promotes the University and strategic vision
- The target audience for public/external facing pages is consistent and speaks to students, prospective students, and donors.
- Website navigation will be consistent in structure to ensure information is easy-to-find for the target audience.
- The website should be accessible and viewable on a variety of mobile devices.
- There will be clear standards for infrastructure, security, and support.
- Required training to guide staff responsible for maintaining websites.
- Oversight and alignment with accreditation.

DUTIES AND RESPONSIBILITIES

While adaptive to the ongoing and dynamic nature of the web, the Web Governance Board has the following specific duties and responsibilities:

- In response to the need of end users, provide oversight and set strategic direction of the NMSU web presence.
 - o Establish branding requirements for academic colleges and departments to include a page for each faculty member.

- Establish process, procedures, and protocols; and evaluate effectiveness for current and future web standards.
- Evaluate global changes (i.e. those effecting all official university websites) to structure, navigation, and styling, etc. as needed.
- Review recommendations and requests for template enhancements and changes.
- Ensure overall site quality and content integrity for official university websites.
- Ensure compliance with all legal and regulatory standards, such as accessibility, security, etc.
- Provide updates to the President's Communications Council
- Create and maintain database containing points of contact of responsible parties for each university website.
- Seek input from technical groups as needed to make recommendations and determinations.

MEMBERSHIP

The structure of the Web Governance Board consists of an appointed chair and co-chair with representative from University Communications, Information and Communication Technologies, The Center for Learning and Professional Development, Student Affairs and Enrollment Management, ASNMSU, University Advancement, a representative from each community college campus, and a Faculty representative. Board membership appointments are ongoing. If needed, membership reappointments will made on an annual basis.

Position responsible for appointment:

- University Communications, (appointed by Associate VP of Ucomm)
- Information and Communication Technologies, (appointed by CIO)
- The Center for Learning and Professional Development, (appointed by VP of HR)
- Student Affairs and Enrollment Management, (appointed by VP of Student Affairs and Enrollment Management)
- ASNMSU, (appointed by President)
- University Advancement, (appointed by VP of Advancement)
- Faculty representative (appointed by Faculty Senate)
- Doña Ana Campus representative (appointed by the Director Public Relations and Development for NMSU Doña Ana Campus)
- Grants Campus representative (appointed by President of NMSU Grants Campus)
- Alamogordo Campus representative (appointed by President of NMSU Alamogordo Campus)
- Carlsbad Campus representative (appointed by Director of Marketing & Publications at NMSU Carlsbad Campus)
- Chair/Co-chair (appointed by the President of New Mexico State University)

MEETINGS

The Web Governance Board will meet at least four times a year, with additional meetings scheduled, as circumstances require. Members of management, University leadership, or others may be invited to attend meetings and provide information as necessary.

Homepage requests and website “take downs” will be handled by email. Board members should respond via email within 48 hours to make a decision. The board will meet on a case-by-case basis if needed to make a formal decision.

RESOURCE AND ADMINISTRATIVE SUPPORT

The Office of the President will serve as the office of record for the Web Governance Board. University Communications will provide resource and administrative support.