

BECKER.EDU WEBSITE MANAGEMENT, revised 3-27-17

Website Statement of Purpose

The website, www.becker.edu, helps Becker College fulfill its mission by providing comprehensive, accurate, relevant, and timely information about its programs and services to prospective and current students and their families; Becker College faculty, staff, students, and alumni; the media; community partners; organizations, funders, and accrediting bodies; and the public. As an organized, well-designed and managed gateway to Becker College and its web-based content, the site functions to support the College brand, promote access to information, improve business operations, and provide avenues for further engagement with the College.

Vision

The website www.becker.edu will:

- Be representative of the entire Becker College community.
- Be user-friendly with clear navigation, searchable information, and interactive feedback.
- Contain the most relevant and current information about Becker College programs and services.
- Provide contact information, be responsive to questions, and consider comments and feedback.
- Be visually appealing and support the College's brand standards.
- *Be accessible to users in need of visual or auditory accommodations.*

Management Structure

Becker College recognizes the power and the value of team work and collaboration. The website should be managed by clearly delineating responsibilities in order to successfully accomplish day-to-day maintenance and effectively manage the College's web presence. The following groups have been charged with achieving these objectives:

- Web Team
- Joint Enrollment, IT, and Marketing Team (serves as web steering committee)
- Content Updaters Team

Note: The President's Cabinet serves as final approver for major initiatives such as additional functionality, prioritizing major projects and upgrades, and expenditures.

Web Team

Purpose

The Web Team is the work group that manages website updates and requests for more significant changes and additions. It manages operations relative to the website and web presences and makes recommendations to and coordinates with the Joint Enrollment, IT, and Marketing Team. It ensures that the College's web presence supports College brand, meets NEASC requirements for public disclosure, and other requirements such as accessibility, and advocates for and assists members of the College community in presenting clear, consistent, relevant and user-friendly web content. It also provides training and support to the Content Updaters to aid those responsible for creating, maintaining, and managing content for the Becker College website.

Responsibilities

- Manages operations relative to the College website and web presences.
- Manages communications relative to the College website.
- Collaborates with Marketing and Enrollment Management to propagate a cohesive Becker College identity.
- Researches and makes recommendations to The Joint Enrollment, IT, and Marketing Team (serves as web steering committee) about new technologies, policies, procedures, design, functionality, etc.
- Measures and assess the College's web presence.
- Provide support and training to Content Updaters.
- Mandate use of and compliance with the College Style Guide in the creation and updating of web content, to ensure a unified web presence.

Meeting convener

- Carolyn Assa and Claudia Snell

Membership

- Carolyn Assa, Executive Director of Marketing & Strategic Communications
- Patty Patria, vice president of information technology
- Sandy Lashin-Curewitz, interactive media communications director
- Ryan Merrill, communications director, President's Office
- Anne Sroka, chief of staff
- Ryan Bickford, Academic Affairs
- Joe Lomastro, Student Affairs
- Claudia Snell, WordPress developer

Meeting Frequency

- Bi-weekly, meetings alternate weeks with the Joint Enrollment, IT, and Marketing Team

Joint Enrollment, IT, and Marketing Team (serves as web steering committee)

Purpose

The Joint Enrollment, IT, and Marketing Team (serves as web steering committee) is the governing body for overseeing and enforcing web policies, procedures, and guidelines. It prioritizes projects and provides a process for making changes to existing web policies, procedures, and guidelines.

Responsibilities

- Works with the Web Team, seeking input and recommendations regarding web policies and standards.
- Oversees the development of the Becker College website as an effective means for communicating with, and providing, information to the College community and external constituencies.
- Advances web-centric communications for improved efficiencies, cost savings, and timely and accurate information.
- Acts as a recommending body for the development of Becker College's website and online presence including, but not limited to strategies, priorities, structure, functionality, management, policies, procedures, and implementation.
- Promotes collaboration and gains support for this important resource by coordinating web-related activities.
- Proactively promotes the integration of the website into the academic and administrative life of the College.
- Ensures that the College mission and priorities are served in short- and long-term web planning.
- Acts as the policy-enforcing body relative to the College website.

Meeting convener

- Sandy Lashin-Curewitz and Claudia Snell

Membership

- Carolyn Assa
- Sally Cameron
- Anna Croop
- Kenneth Kaplan
- Sandy Lashin-Curewitz
- Ryan Merrill
- Patty Patria
- Mike Perron
- Greg Potts
- Katelynn Shea
- Joe Spero
- Claudia Snell
- Anne Sroka
- Judy Tonelli-Brown

The Dean of the School of Animal Studies and Natural Sciences, Dean of the School of Design and Technology, Dean of the School of Nursing and Behavioral Sciences, Assistant Vice President for Curriculum and Instruction, will be invited as warranted when projects that affect them arise.

Meeting Frequency

- Bi-weekly, meetings alternate weeks with the Web Team

Policies and guidelines may include, but are not limited to:

- Acceptable Use Policy
- Web copyright requirements
- Web accessibility requirements
- Design/development standards
- Web photo and video usage
- Fulfilling requirements pertaining to public information
- Privacy
- WordPress CMS access, permissions, and procedure
 - Who will be allowed access?
 - How is access assigned?
 - Who assigns access?
 - What permissions are appropriate to each role?
 - Who requests or approves access?
 - What is the procedure for requesting and approving access?
 - What is the workflow for each access procedure?
 - How does a user lose access, or have it reassigned?

Development Standards

Becker College recognizes the role the web plays in promoting the College and disseminating information. The quality of information provided via the website helps shape institutional image and public perception. In accordance with the NEASC public disclosure standard, College information must be “complete, accurate, accessible, clear, and sufficient for intended audiences to make informed decisions about the institution.” Information on the Becker College website strives to meet these standards, integrating appropriately with the look and feel of other College print and electronic communications.

Content Updaters Team

Purpose

The members of the Content Updaters Team will serve as the authors, and publishers for their designated department or area webpages. They reflect the scope of Becker College’s program and services. They will keep information updated and current, and work with their supervisors ensure posted content is approved. Content Updaters will be trained in WordPress, the Becker College content management system. They will meet four times per year, for training and discussion of pertinent issues, and will use WordPress on a daily or weekly basis to keep their department’s content up-to-date. The members of the Content Updaters Team

Content Updaters Team

- A list of content updaters and their areas of responsibility can be found on the next page.

Meeting Frequency

- Four times per year (twice a semester)

Meeting Conveners

- Carolyn Assa and Claudia Snell

Content Updaters Team

Academic Affairs	School of Design and Technology	Deb Crowley
	School of Animal Studies & Natural Sciences	Ryan Bickford
	School of Nursing & Behavioral Science	Nancy Driscoll
	Division of Humanities (including Agile Mindset, Core/Gen Ed, Global)	Ryan Bickford
	TLT	Ryan Bickford
	Counseling	John Pratico
	Institutional Research	Vera Mauk
Student Affairs	Res Life, Health, CLC	Mike Prinkney, and Tracey Pakstis
	CASL	Dexter Viator
	Center for Career Education and Advising	Rich Davino, Angela Barnes, Brandon Frencic, Lauren Canale
	CLC	Jess Brochu
	Campus Safety	Rich Menard
	Health Services	Pam Ritacco
Business Operations	IT	Patty Patria, Mike Kiernan
	Budget, Finance, Facilities	Mike Mongeon
	HR	Steve Bourgault

	Libraries	Eric Cruise
	Student Accounts	Alex Hartman, Tyler Moylan
Enrollment Management	Accelerated	Ashley Ottman
	Admissions & Accelerated	Liz Gallo
	Financial Aid	Allen Cowett
	Registrar	Cheryl Haskins
Institutional Advancement	Institutional Advancement	Deb Aurelio
Marketing	Marketing	Sandy Lashin-Curewitz, Sandra Pickett
Other	Mass DiGI	Tim Loew
	Yunus Social Business Centre @ Becker College	Sandy Curewitz
	President's Office	Ryan Merrill
	Emergency Operations	Sandy Curewitz
	Global @ Becker	Terri Caney

Note: Web Calendar needs to be addressed.