



University of Pittsburgh at Titusville

UPT POLICY ON MAINTENANCE OF THE CAMPUS WEB SITE

(June 9, 2009)

1. Introduction

A basic principle for maintaining a well-organized and user-friendly Web site is that of central control. That is, changes or additions to the site must not be made by anyone in the organization on their own. There must be a single point through which all changes must pass to ensure that they conform to the general esthetics and structure of the site, are expressed clearly and with proper grammatical style, and have been reviewed and approved by senior management. It is also vital that the effects of one change upon other parts of the Web site are known and provided for.

2. Two Ways of Implementing Changes

2.1 Maintenance Pages

Maintenance pages allow designated personnel to make routine changes to very specific sections of the Web site without having to go through the Webmaster. They are intended to be used for information which needs to be updated very quickly or changed very often. Procedures for their use are discussed below.

2.2 Changes Made by the Webmaster

All changes other than those processed via maintenance pages will be made directly to the Web site by the campus Webmaster. Major additions, new pages, alterations to existing pages, new or re-directed links, revised formats or text are examples of this sort of change.

3. Major Changes via Webmaster (not via Maintenance Pages)

3.1 Points of Control

At UPT there will be two points of control, at the department level and at the campus level.

3.2 Department Level Control

For purposes of this policy, a “department” is defined as the entire area or areas reporting to a Senior Staff member.

- All proposed changes in a given department must be channeled through the appropriate Senior Staff member (Vice President for Academic Affairs for all faculty).
- The Senior Staff member will review the proposed changes to determine if they are appropriate.

3.3 Campus Level Control

After review and approval, the Senior Staff member will forward the proposed changes to the Gatekeeper, either in hard copy or electronically.

- The Gatekeeper will review them primarily for structural and esthetic compatibility, technical feasibility, grammar and style, and the nature of the effects the change may have on other portions of the Web site.
- The Gatekeeper will not normally be concerned with the content of the change.
- The Gatekeeper will consult with the Webmaster regarding any technical issues which may arise and with any other appropriate personnel who may be of help in assessing the changes.
- If the Gatekeeper feels that alterations are needed, he or she will consult with the Senior Staff member to arrive at a revised version of the change acceptable to both.
- If no agreement is reached, the campus President will be the final arbiter.
- Additionally, all truly major changes will be forwarded to the campus President for his approval before they are implemented.
- Changes proposed by the Gatekeeper personally will be vetted and must be approved by the campus President.

3.4 Director of Public Relations

The Director of Public Relations will be given direct access to the relevant portion of the site so that he or she may make changes directly or via the Webmaster. Changes which do not need to be made immediately should be reviewed by the Gatekeeper for style and language.

4. Accountability

4.1 Changes Submitted in Hard Copy.

Any proposed changes submitted to the Gatekeeper in hard copy must be in a folder or envelope with the personal signature of the Senior Staff member concerned and the date.

4.2 Changes Submitted Electronically.

Proposed changes submitted via e-mail or attachments to e-mail must be sent directly by the Senior Staff member from his or her personal e-mail address

4.3 Implications of Submission.

The signature or e-mail address is the Senior Staff member's assurance that he or she has personally reviewed and approved the changes and vouches for their accuracy.

4.4 Submissions without Proper Approval.

Any proposed changes which are submitted either without the signature of the Senior Staff member and date or which are sent from an e-mail address other than that of the Senior Staff member will be returned with no action taken.

5. Implementation of Approved Changes

Changes which are approved both by the Senior Staff member and the Gatekeeper will be forwarded to the Webmaster for implementation in a timely fashion.

5.1 Notifications

- The Gatekeeper will notify the Senior Staff member concerned (via e-mail) when the changes have been forwarded to the Webmaster.
- The Webmaster will notify the Senior Staff member concerned (via e-mail, with a copy to the Gatekeeper) when the changes have been actually placed on the Web site.

5.2 Review of Changes

- Once the Senior Staff member has been notified that the desired changes have been made, he or she and any other relevant personnel should check the Web site to ensure that the changes were made properly.
- Discrepancies should be reported to the Gatekeeper by the Senior Staff member.

6. Maintenance Pages

As noted above, these are used to make changes to very specific sections of the Web site in situations when data change routinely, quickly, or frequently. There are, technically, several different types of maintenance pages, but each type has the same effect of permitting quick, direct access to the section of the Web site involved..

6.1 Authorization of Maintenance Page Users.

The individual or individuals who control each page or pages in a given department are designated by the relevant Senior Staff member in writing, and no one else is authorized to use these pages except as indicated in paragraph 8.1 below.

6.2 Control of Maintenance Page Data

The relevant Senior Staff member may either elect to review and approve all such changes before they are made or to allow them to be implemented without such a review.

6.3 Requests for Additional Maintenance Pages

Requests for the creation of additional maintenance pages should be made to the Gatekeeper by the Senior Staff member concerned. In the case of disagreements, the President's decision will be final.

7. Web Site Control within a Department

Within each department, the structure and flow of Web site information will be determined by the Senior Staff member in charge. A single person may be designated to whom all suggested changes must be submitted and who alone will then bring them to the Senior Staff member, or any individual in that area may be allowed to bring changes directly. Any other structure may be developed and utilized as long as sufficient control is maintained. The Senior Staff member is personally responsible for control within his or her department.

8. Back-up Provisions

8.1 Maintenance Pages

If the person who normally maintains a maintenance page is absent, and if the page is such that information must be changed quickly (*i.e.*, it cannot be put off until the regular person returns), the Senior Staff member should designate (in writing) a back-up individual to perform this function. The back-up should not be allowed access to the maintenance page(s) unless the primary is unavailable. If he or she desires, the Senior Staff member may personally function as the back-up.

8.2 Senior Staff

In the absence of any Senior Staff member, the functions with regard to the Web pages for that area will be exercised by the campus President (or his or her delegate).

8.3 Gatekeeper

If the Gatekeeper is absent and needed changes cannot wait until his or her return, the campus President (or his or her delegate) will perform this function.

APPENDIX A: Maintenance Pages

<u>Department / Pages Controlled</u>	<u>Senior Staff Member / Page Controller(s)</u>
<u>President's Office</u> Immediate news briefs <i>Panther Print</i>	<u>Dr. Shields</u> Tammy Knapp Audrey Renn
<u>Academic Affairs</u> Academic schedule Instructional announcements Available faculty positions Course descriptions Academic calendar	<u>Dr. Winkler</u> Christopher Coat Patti Jo Young To be determined Cynthia Strickland Christopher Coat
<u>Business Affairs</u> Staff directory Available staff positions Student employment positions Student Accounts announcements Events database Computer Center announcements Maintenance announcements Bookstore announcements Vehicle use schedule	<u>Dr. Rash</u> Debra Biggerstaff Debra Biggerstaff Paula Foley Nicole Neely Saundra Tracey Lori Brown Jon Edwards Marge McMahon Pam Krepps, Saundra Tracey
<u>Enrollment Management</u> Admissions visitation schedule	<u>Mr. Mumford</u> Jessica Reynolds
<u>Student Affairs</u> Campus activity calendar Emergency announcements Athletics schedules and scores	<u>Dr. Schneider</u> Stephanie Thomas Jeff Schneider, campus police officers Brian Bibey

NOTE: This is not an exhaustive list, and many more maintenance pages will surely be developed.