

Website Content Management

This procedure sets expectations and describes the process for content update requests, approval and execution related to content published within the Mountwest Community & Technical College WWW domain (www.mctc.edu).

The oversight of consumer Web design and management of the content contained in it is the responsibility of the Office of Communications and Marketing and the college's marketing agency of record. Additional content management responsibilities are delegated to designated content providers for the purpose of updating individual pages and/or sections as designated by the Office of Marketing & Communications. Furthermore, it is the responsibility of the administration, faculty, and staff at large to continuously share information relative to the timely update of Web content with the Office of Marketing & Communications and designated content providers.

Content must be reviewed by divisions and/or departments and updated by the appropriate content providers prior to the start of each semester or as changes occur, thus outdating existing content. The only exceptions to this rule are curriculum changes, which may only occur annually in March with appropriate oversight from the Executive Vice President & Chief Academic Officer and the Registrar.

Web Content may be updated in two ways.

1.) Approved Content Providers:

Content providers are designated by appropriate department heads for all pages. To become a content provider under www.mctc.edu domain, an individual must be a current employee of Mountwest Community & Technical College and complete the approved Web Content Provider Authorization Form and submit it to the Office of Communications and Marketing.

Providers are expected to update their pages using the college's web-based content management forms. After updates are submitted, the system directs the updates to the Office of Communications and Marketing or designated department heads for editing and final publishing. All content submissions will be edited and published within 48 business hours of submission to the Office.

2.) Web-based Requests:

Mountwest offers the additional option to make formal content update requests using a fillable web form on its website at www.mctc.edu/marketing-communications/ or to the news (mctc.edu) email address. All requests made in these formats require email approval from the content provider of record for that page. These requests may take up to 48 business hours to publish. If the request is denied, the requestor will be notified by email by the Office of Communications and Marketing within 48 business hours of his/her request.

This is also the appropriate mechanism for requesting the development of new or repurposed Webpages under the www.mctc.edu domain to ensure proper placement within the site tree.

Content Approval

Individual departments are encouraged to establish their own protocols for content approval outside the content management system and the purview of this procedure.

It is the responsibility of approved content providers to verify and correct any obvious and erroneous, outdated, or incomplete information prior to publishing the content. The Office of Communications and Marketing and approved content providers reserve the right to deny any such requests that contain obvious, outdated, or incomplete information.

Content requests that violate institutional procedure or rule, state or federal law will also be denied.

Web Content Governance

Within the hierarchy of the www.mctc.edu domain, web banners, announcements and promotions within the site are overseen by the Office of Marketing & Communications and are used throughout the site whenever possible and feasible. Messages that are vital to a broad segment of the Mountwest student population take priority, followed by those impacting potential students, parents, the community at large, donors, faculty and staff and other stakeholders.

Content providers should be proactive in the delivery of time-sensitive information and promotional needs such that the Office of Communications and Marketing may initiate the process of development for the same. A minimum of 30 days' notice is requested for any event-based marketing.

Emergency Notifications

In the event of an emergency (as defined in Emergency Procedures or weather-related closure the Executive Director of Environmental Health, Safety and Facilities, his or her designee, the Office of Communications and Marketing and/or Mountwest's Advertising Agency of record are prepared to notify stakeholders on the Mountwest homepage using a banner at the top of the page. In some cases, this may link to another internal page with additional information. Content will be determined on a case-by-case basis, but an emergency message is programmed into the content management system.

Training for Content Provider

A knowledgeable base of content providers is beneficial for individual departments and the institution as a whole and essential for the continuous web updates required the office of Communications and Marketing commits to provide at least one annual training for new and existing content providers prior to the conclusion of the spring term.

This administrative procedure replaces the Website Content Update administrative procedure.