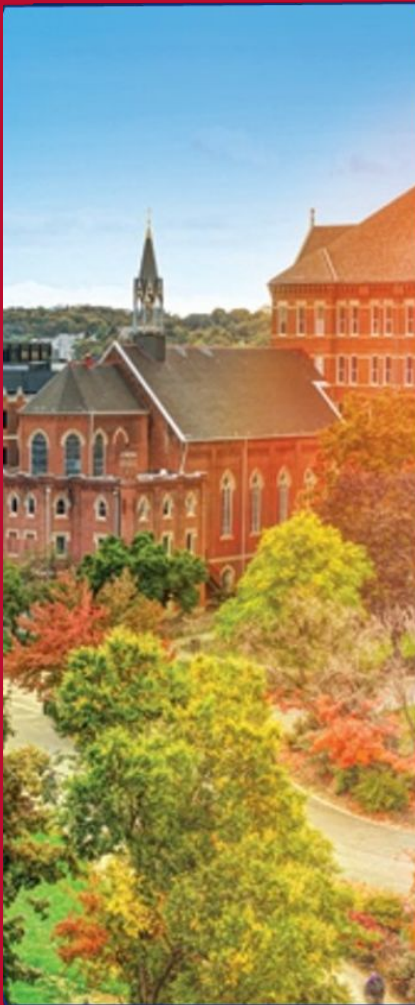


Governance with a Small Team

Protect the investment, effort and brand





Duquesne University is a private, catholic institution in Pittsburgh, PA

8,200 students

10 Colleges/Schools -- including the new College of Osteopathic Medicine

- 85+ Undergraduate majors
- 110+ Graduate majors

DMC Team of 24

Central Web team of 3

Decentralized content management

- nearly 200 editors
- 3,861 pages on duq.edu



Patty Swisher,
AVP Marketing &
Communications

**Division of Marketing &
Communications**



“Web Team is the Best Team”

- 2023 Duquesne University Teamwork Award
- 2023 Modern Campus 10 best colleges and universities for excellence in website design and management
- 2022 CUPRAP Silver Award for Web Redesign

Here's what we're facing:



Enrollment Landscape



*Is it the **enrollment cliff** or the enrollment shift? Regardless, recruiting students is costly and perhaps more difficult.*

*The **cliff** describing the declining number of students enrolling in college – due to declining birth rates, rising costs, lack of trust, etc.*

*The **shift** referring to the net losers vs. net receivers*



Sources: College and University Professional Association for Human Resources (2023); The Higher Education Demand Index (Grawe, 2016)

-- Forbes article "The Cliffs of Higher Ed"

<https://www.forbes.com/sites/davidrosowsky/2024/02/03/the-cliffs-of-higher-ed-whos-going-over-and-why/>

Distrust of Higher Education

1/3
say NO
Confidence

A recent Newsweek article reported nearly 1/3 of Americans said they had little or no confidence in higher education, up from 10% a decade ago.

Reasons: “Too Liberal” “Not teaching Relevant Skills” “Not being able to find employment” “Cost, Price Tag, Mounting Debt”

Newsweek article: Is College Still Worth It? Many Americans

<https://www.newsweek.com/college-still-worth-it-many-americans-say-no-1946705#:~:text=The%20survey%20%20released%20in%20July,had%20little%20or%20no%20confidence.>

Say No

Critical Information Source

RANKED
2nd
OF NINE

*Salesforce asked students to rank the most influential sources of information during their college selection processes. Out of nine options, **institutional websites were rated the second-most influential source of information** – second only to parents or guardians.*

-- Volt article on Keys to Student Centric Marketing

https://voldedu.com/insights/6-keys-to-student-centric-marketing-for-higher-education/?utm_medium=email&utm_source=sharpspring&sslid=Mzc2NzEzMzUwNzIzAwA&sseid=MzI2NzM1MjQ3NgAA&jobid=081d2acc-203b-4932-be61-1afa26b8249d



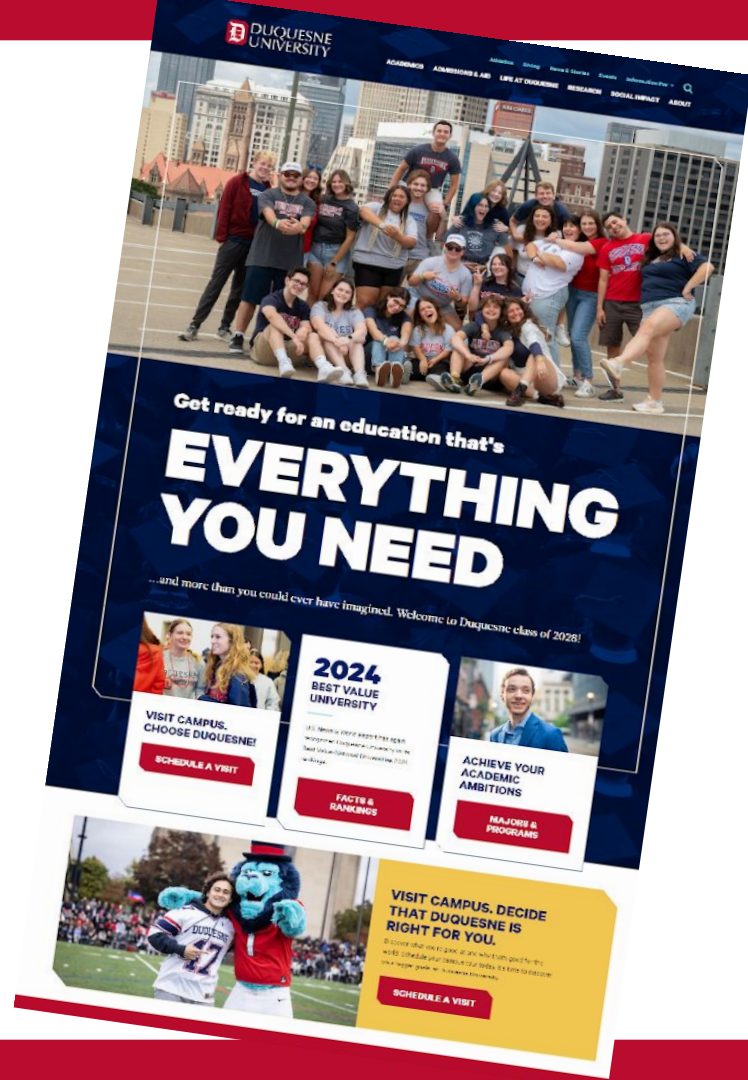
Why Governance?

- Why Web Governance is important
- Share tips, regardless of the size of your team, to help you consider governance for your website and team

Story: A Preventable Situation

- Saturday 8:25 AM – Our DMC text messages starting blowing up! Notified web team to remove access.
- What we *didn't know* Friday 7:15 PM - Staff member with access was terminated.
- Sunday - Social Posts were being deleted.
- Tuesday - A whole social account was deleted; then discovered several web pages were deleted.* He had already been locked out of the CMS.
- A cease and desist letter was issued from University legal.
- Approximately 12 pages were impacted – *but NONE “published.” And, permission-based roles didn't allow for emptying the recycle bin. **Governance succeeded!**
- Half of pages were restored within an hour of impact. The remaining pages restored by the next day.

Your university
website is a core
business asset



Why Governance?

- Protect that asset!
- The web team cannot do it all
- Coordinated structure creates culture of knowledge and engagement among web editors across campus
- Core web team own's the responsibility for training, documentation and peer support

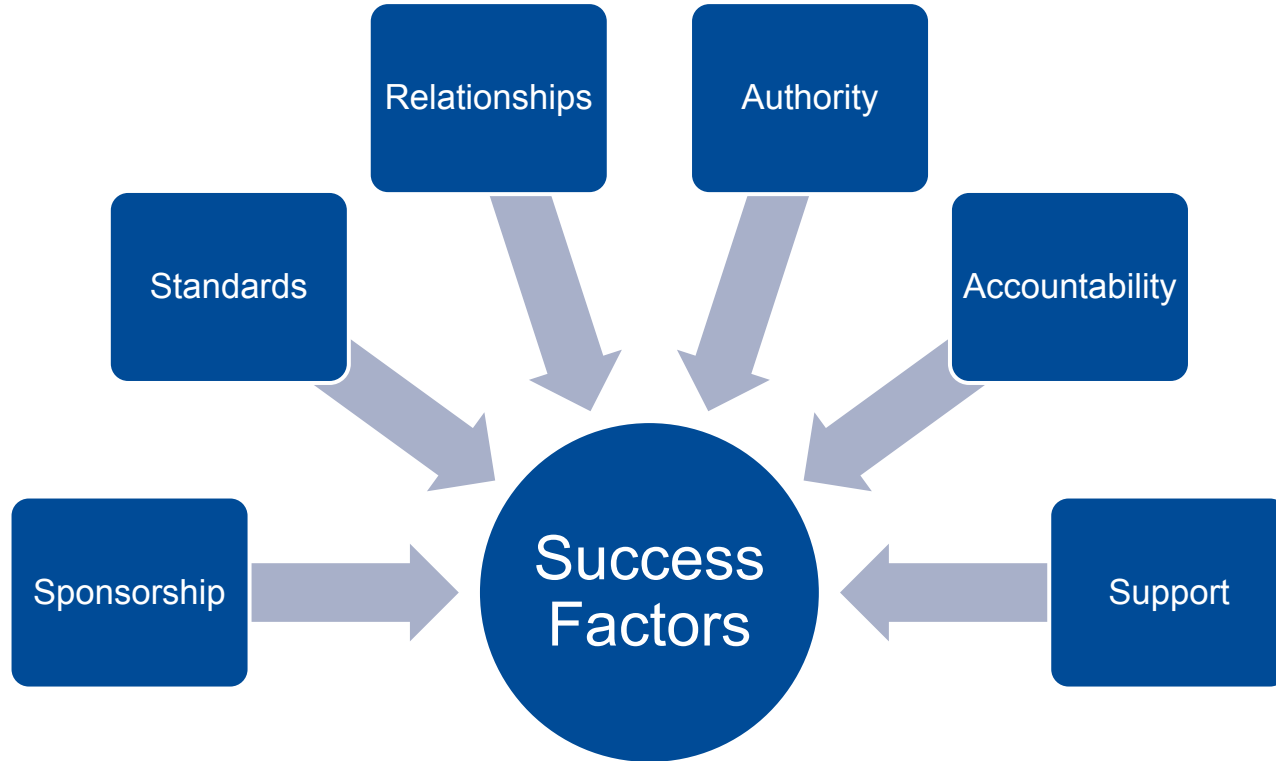


Core Web team

- Authoritative Content
- Sets Web Governance
- Serves as Primary Web Content Publishers
- Educates, Trains, Collaborates with Web Content Editors
- Leads the Web Content Community

Web-Team's Mission: *Web Team will engage in a campus-wide effort to evangelize about the website, create community and support structures and establish training to maintain, optimize and protect the main University website.*

For Governance to Succeed



Web Governance Team Roles

Suggested Role		DMC Role(s)	DMC # of Staff
Web Editor in Chief	>	Director of Web Services +AVP	1.5
Web Support Specialist	>	Web Design Manager	1
Web Digital Copywriter	>	Web Content Manager	1
Web Digital Analyst	>	(all of the above)	0
Web Visual Content Specialist	>	Creative Services	4.5
News & Events Editor	>	Media Relations team	4
Accessibility Champion	>	Director of Web Services + team	

**What our Small Team
has been able to do**



What does our Governance Look like?

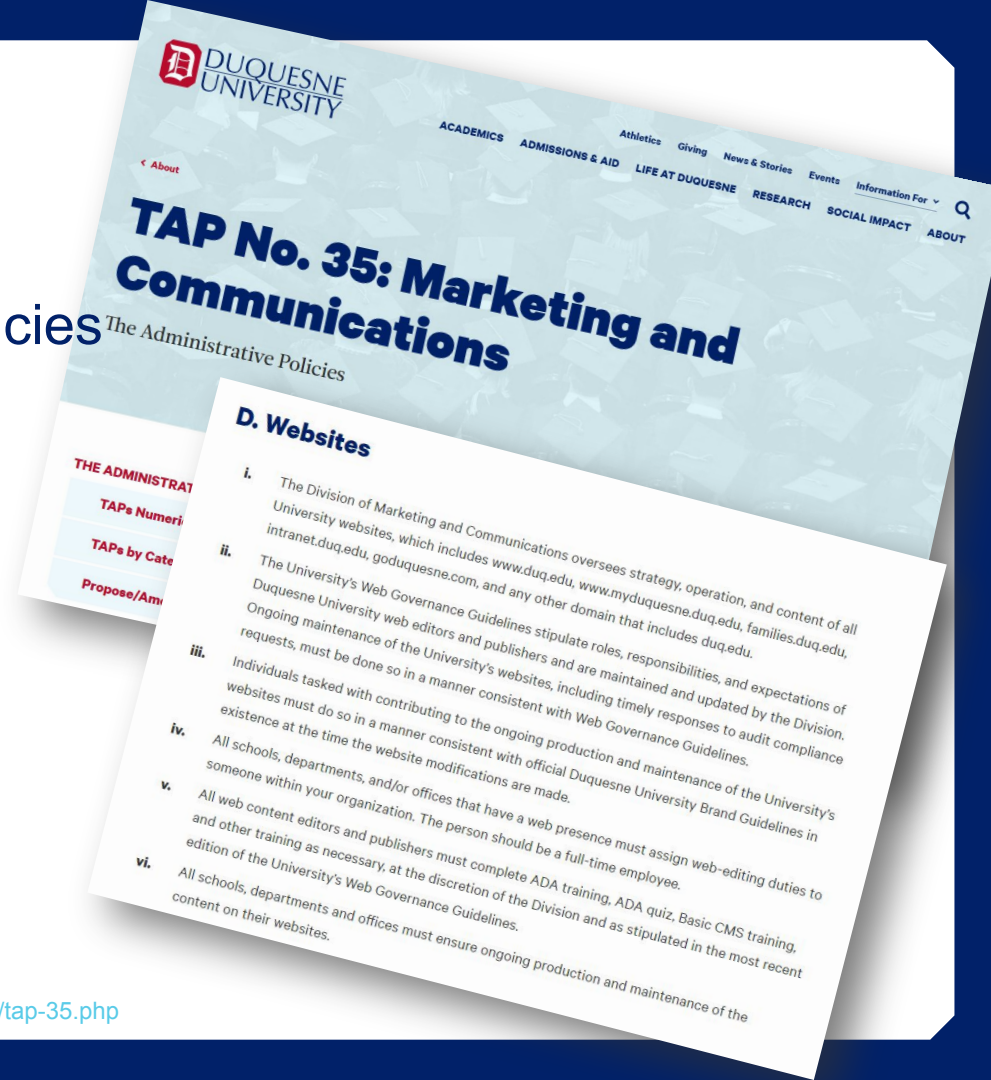
- ☐ Policy support from Administration – TAP 35 and TAP 57
- ☐ Establish written governance document as a guide
- ☐ Hold page publishing to authoritative few (DMC Web Team)
- ☐ Cross-train DMC team for content editing
- ☐ Create short-form videos for web editing instruction
- ☐ Create documentation for specific topics, issues, needs.
- ☐ Train Web Content Editors in schools/departments/centers
- ☐ Communicate monthly via email invitation; more frequently using MS Teams
- ☐ Establish monthly **Content Matters** sessions to address levels of knowledge/skills; best practices (writing for the web, SEO, ADA, component usage)
- ☐ Establish Web Team Community on Microsoft Teams for updates and notices
- ☐ Regularly audit content
- ☐ Host Web-a-thon 2x/year

Policy Support

- TAPs = The Administrative Policies
- TAP No. 35 = Marketing and Communications

“ This Policy guides the production, approval, and transmission of all official University communications, messaging, and marketing activity done via publications, advertising, official email channels, **websites**, social media, and other external marketing materials. ”

<https://www.duq.edu/about/policies-and-initiatives/the-administrative-policies/tap-35.php>



Web Governance Document

- Not a policy. A guideline.
- Outlines high-level practices that establish roles, responsibilities and expectations

Web Roles

Content Publishers

Overview

Creates/revises, reviews and approves content for publication to the live website. Content publishers are an extension of the DMC web team. Individuals designated as content publishers are generally assigned to the role due to their proven track record as editors in showing a commitment to web governance concepts and practices, DMC established content strategy, University brand messaging, training and compliance.

Every major school, department and office must have a designated content publisher accountable for its content, or have an actionable plan to work toward assigning an appropriate person. The DMC Web Team has the ability to remain the publisher for short periods, if a suitable person is not available, and if overrides are necessary in certain situations.

Responsibilities

Content Process and Standards

- Create and revise web content, in consultation with the DMC web team, subject matter expert(s), and/or other relevant stakeholders, within designated user group.
- Review content for publication or submit it to the editor for corrections. Check for:
 - Appropriateness
 - Quality
 - Timeliness /Enrollment Cycle
 - Structure
 - Brand
 - Style
 - Accuracy
 - Relevance
- Identify and create new child pages as needed.
- Remove or update expired or outdated content.
- Make decisions about unit's digital presence in conjunction and communication with their unit leadership and subject matter experts.
- Reference analytics data, best practices and other available information to guide decisions about website content.
- Follow image and file naming conventions.

Management and Administration

- Communicate with DMC web team as main points of contact about website governance issues.

Publisher Role

Content Publishers -

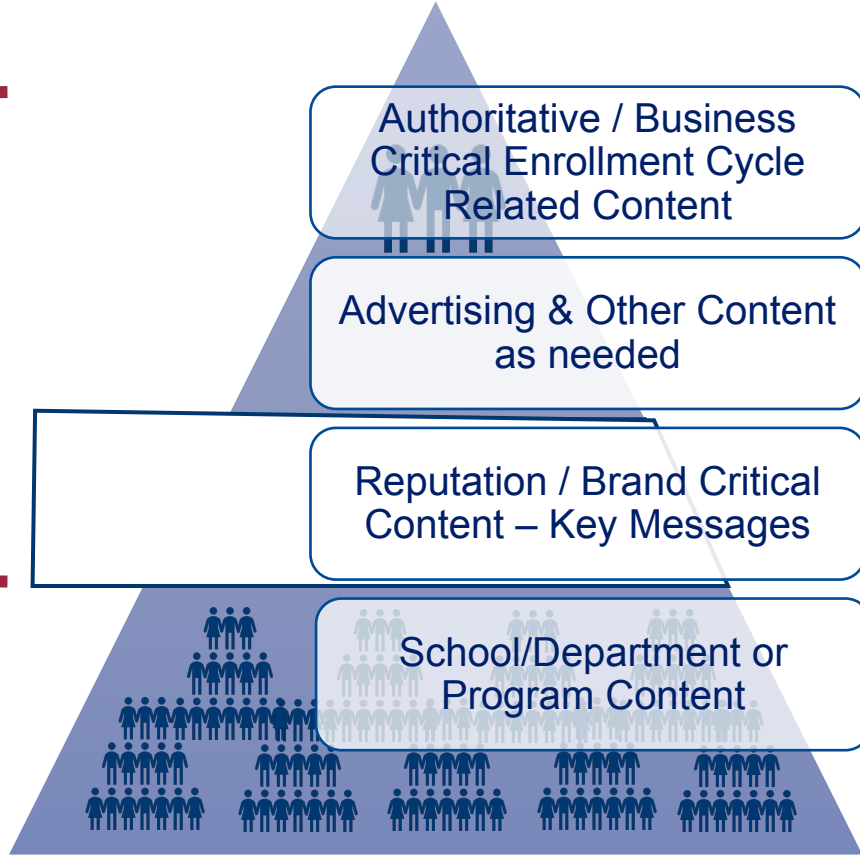
Smallest group, led by
DMC Web Team, all
content, expert-level of
knowledge and skill

Overlap –

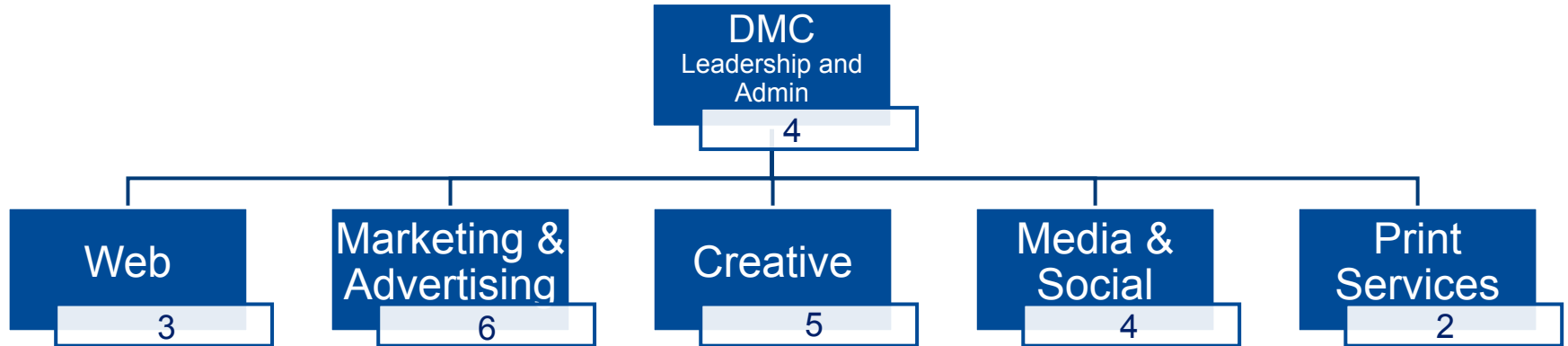
Everyone is responsible
for Brand

Content Editors – 100+

Largest group, subject
matter content editing,
mixed levels of knowledge
and skill

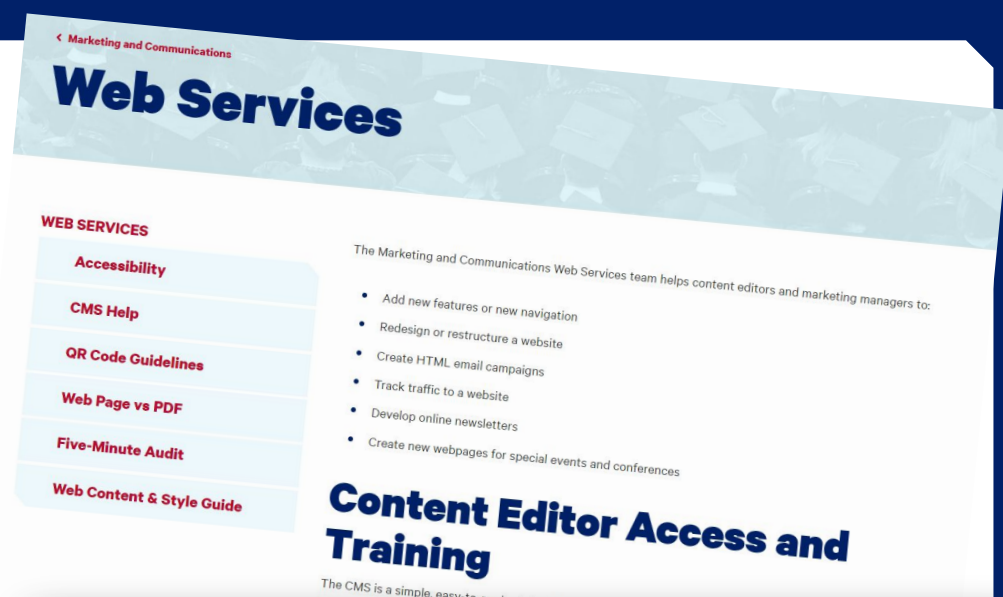


Cross-train our in-house DMC staff



Provide Resources

- Support increasing skills and abilities
- Training/Educating
- Easy to find help
 - Five-Minute Audit
 - QR Code Guidelines
- Web content and style guide



How-to Videos

Below is a list of videos for completing specific tasks in the CMS. We will be adding more videos as they are completed.

General

- [Adding Events](#) (3:38)
- [Creating a New Page](#) (2:24)
- [Editing the Left Nav](#) (2:50)
- [Finding a Dependency Tag](#) (2:21)

Hero Area

- [Replace a Hero Image with a Hero CTA](#) (2:04)

Main Content Area Components Page - with left nav

- [Add a Button](#) (1:47)
- [Add a Blockquote](#) (1:08)
- [Add an Inline Image](#) (2:55)
- [Add a Table](#) (3:20)

Profile Detail Page

- [Accordion Component](#) (1:58)

Program Detail Page

- [More in this Program Navigation](#) (2:34)

Communicate Regularly

- Monthly email to Campus Partners: Content Editors, Deans, Department heads (280+)
- Followed by a live Zoom Training / Review Session
- Archived in a shared Box Folder, “Web Toolbox”



Provide Resources

- Subject matter guides



Web Toolbox

NAME ↑



ADA and CMS Training



Content Matters Presentations - By



Webathon Page Lists



ada-web-accessibility-2022.pptx



component-planner.xlsx

New Web Site Image Sizes – all image sizes are listed

General Page – pages with left navigation

Hero Image	1160 x 650	description-year-news.jpg
Hero video	16:9 ratio	N/A
WYSIWYG Callout (General page ONLY)	480 x 280	description-year-news-thumb.jpg
Image Component (General page ONLY)	768 x 428	description-year-news-thumb.jpg

Landing Page – main page with horizontal navigation

Hero Image	1360 x 765	
Hero Video	16:9 ratio	
WYSIWYG Callout (Landing page ONLY)	540 x 304	
WYSIWYG inline	768 x 428	

News Detail – news and story pages

Hero	1160 x 650	description-year-news.jpg
News Thumbnail	360 x 252	Description-year-newsthumb.jpg

Program Detail – page with blue program box on right side

Hero	1160 x 650	program-year-prgm.jpg
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Recurring Components – used across various pages (full width area)

Accordion	768 x 428	description-year-accordion.jpg
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Components & Snippets Use Cases

How to efficiently use components and snippets on your web pages.

Flexible Card

Recommendation:

- Draw attention; think of 'magnets' to information
- Must have great images or stand-out stats
- Direct interested parties to important information, action, engagement
- Use for BOLD differentiators, why choose your program at Duquesne!
- Link to prominent calls to action
- Should have three items
- Short CTA button copy

Don't use for:

- Long explanations of detailed content
- Faculty highlights
- Wishy-washy verbose copy



Communicate Regularly

- Microsoft Teams Web Learning Community 200+ participants
- Daily communication possible with Web Content Editors

RZ Robin Zolinas 10/17/2023 8:35 AM Edited

IMPORTANT!
Copying links from Outlook to the CMS

Good morning [Web Learning Community](#), I've run into a bunch of link errors on the website. In most instances, the link is <https://nam02.safelinks.protection.outlook.com/> in the link. This occurs when you copy the link straight from an email. To fix this, you need to open the link in a browser and copy it from the address bar in your browser. If you have any questions, please email Robin

5

RZ Robin Zolinas 9/5/2023 12:56 PM

Image sizes

Good afternoon @everyone ! We've received quite a few inquiries about image sizes lately. The files in this channel. It is linked below as well. There are also videos at duq.edu/help/videos that might help. Thanks!

3

Amanda Dabbs
Great tip to s
from an ema



Web Learning Community

Stephanie Sullivan 7/2

Office Hour Today at 3 p.m.

Hey [Web Learning Community](#)! We'll host our Office Hour here today at 3 p.m. Looking forward to chatting open-forum style with anyone who has any questions, challenges or ideas for their pages!

2

Lamont Parker 8/17/2023 3:28 PM Edited

@Everyone - Tip: Easy way to login to edit your page directly.

If you are having trouble locating your pages, don't forget, you can always find your page on duq.edu then scroll to the bottom of that page and click the **copyright** © symbol to log to any page you have access to. If you have questions let us know.

3 1

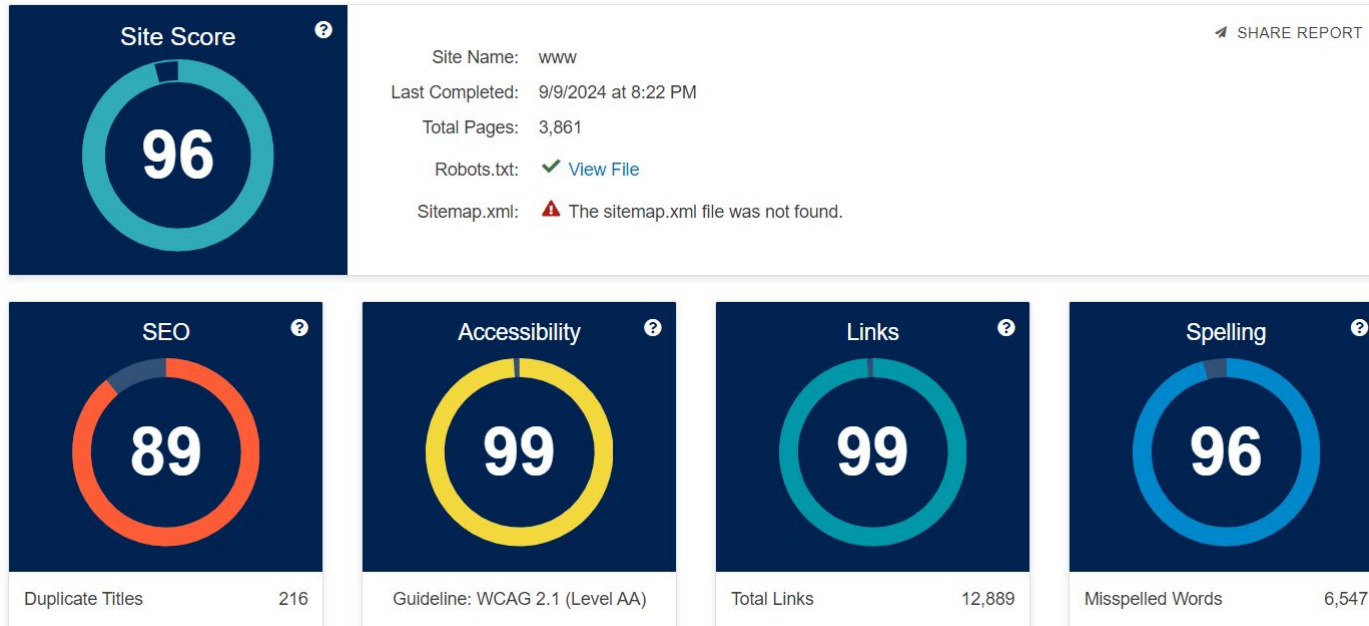
Copyright © 2023 Duquesne University. All Rights Reserved. [Privacy](#) [Accessibility](#)

Audit & Host Web-a-thon

- Our Governance plan indicates we will conduct audits 2x/year.
- PLUS, we've added:
 - Five-Minute Audit opportunities
 - School Requested Audits
 - Subject Matter Audits – PDFs, Forms, Spellings, Documents



CMS highlights potential audit needs



Our Governance

- ☐ Policy support from Administration – TAP 35 and TAP 57
- ☐ Establish written governance document as a guide – Roles, Responsibilities, Expectations
- ☐ Hold page publishing to authoritative few (DMC Web Team, limited others to date)
- ☐ Cross-train DMC team for content editing
- ☐ Create short-form videos for web editing instruction; longer-form videos for basic/intro instruction
- ☐ Create documentation for specific topics, issues, needs. Teams Files and Web Toolbox.
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What's Next for DMC?

- Increased focus on ADA Accessibility.
 - Less about main site; more about periphery sites
 - Trusted Tester Training certification
- Web preparation for Middle States Accreditation
- Activation of Personalization on the web
- More incorporation of web GA4 data (*click reports, scroll reports, organic traffic*) in bi-weekly meetings

Thank You!

Let's Connect:

email: swisherp@duq.edu

LinkedIn: <https://www.linkedin.com/in/pattyswisher/>

AMA Symposium for Higher Education – Las Vegas,
NV, November

CUPRAP – Lancaster, PA, Annually in March



Patty Swisher,
AVP Marketing &
Communications

**Division of Marketing &
Communications**

