

ST. THOMAS MORE COLLEGE (STM) WEBSITE CONTENT MANAGEMENT AND MAINTENANCE POLICY

Purpose: To maintain a vibrant college website as a key vehicle for communication with the St. Thomas More College (STM), University of Saskatchewan and Catholic communities, potential students, alumni, donors and the public.

Policy: There will be one website for St. Thomas More College managed under the direction of the Director of Communications and Marketing.

The website shall accurately reflect the St. Thomas More College mission, offerings, initiatives and achievements, all presented in a timely manner. Website content must be visually consistent with the STM brand, while working within the University of Saskatchewan web management system. The site will be managed and maintained in consultation with the STM Information Technology Department.

ROLES AND RESPONSIBILITIES

1. Director of Communications, Marketing and Student Recruitment: The Director of Communications, Marketing and Student Recruitment acts as STM Website Manager and Creative Director, creating and/or managing the overall content (words and pictures) that appear on the site, except in the case of the Prairie Centre for Ukrainian Heritage (PCUH) and the Shannon Library Sections (see number 2 below). The **Director of Communications, Marketing and Student Recruitment** receives, reviews and provides decision with respect to: all submitted copy for editorial approval and; all requests for website modifications including content additions, deletions, category and heading changes, copy changes (with the exception of those amendments to PCUH and Shannon Library sites as indicated in number 2 below).

The **Director of Communications, Marketing and Student Recruitment** is responsible to:

- Determine organization, layout and design of the STM Web site with the authority to make or approve layout and design changes.
- Add and create features and news items;
- Make content and image updates to the following website sections with information provided by parties listed:

About & Governance pages (*information provided by College Secretary and Director of Mission and Ministry*);

Academic Department Pages (*Department Heads provide content updates*)

Campus ministry (*information provided by Campus ministry team members*);

Research Lectures & Conferences (*information provided by Director of Mission and/or Academic Administrative Assistant*);

Choices pages (*information provided by Choices Executive Chef*);

Job postings (*information provided by Human Resources Manager and Executive Assistant to the Dean*).

The **Marketing and Development Assistant** is responsible to:

- Add faculty and staff photographs and information on the “find people” page and;
- Add weekly bulletins for the Campus Ministry chapel page, as provided and;
- Make Event Calendar updates based on event booking submissions and organizer provided information;
- Update academic department web pages in format outlined below, based on updates provided by Dean’s office.

The **Director of Communications, Marketing and Student Recruitment** oversees content (design and updates) for Academic department pages.

The approved format for faculty included on STM Department web pages will be as follows:

- I. Department Head (photograph and a link to biography)
- II. Tenured and tenure stream (photograph and a link to biography)
- III. Term (name and email address)
- IV. Sessional Lecturers (name and email address)
- V. Emeritus (name and College email address by permission of Dean)

2. Director, Prairie Centre for Ukrainian Heritage (PCUH) and the Librarian. In consultation with the Director of Communications and Marketing and following the principles and process contained herein, the Director, PCUH and the Librarian:

- Act as Website Manager and Creative Director for each of their respective sections on the STM website, creating and/or managing the overall content (words and pictures) that appear there.
- Determine organization, layout and design with authority to make and approve layout and design changes that are consistent with this policy and all other website content pertaining to St. Thomas More College.
- Make content and image updates and;
- Hold editorial approval of submitted copy for their website section ensuring that the content and presentation of it adheres to this policy.
- Request that the Director, Communications and Marketing review submitted copy or provide interpretation of this policy whenever changes or updates in their section depart from what is usually posted on STM websites.

3. The **Dean** approves the content format for Academic web pages.

4. Information Technology Manager:

- Manages the hosting and technical programming aspects of the entire STM Web site.
- Assists in site troubleshooting.
- Liaison with U of S CMS services.

5. Manager of Student Experience and Enrollment and/or the Academic Services Specialist are responsible to:

- Update STM Course Offerings and associated descriptions;
- Update content in Student Services subsections;
- Ensure content and contact information updated for STM student Clubs;
- Update the Scholarships and Bursaries section and;
- Ensure Event calendar submissions originating from Student Services and managed clubs (through SLC – example – Service and Justice Project) are included on the STM website,
- Serve as support for Event calendar submissions as required to cover absence or at request of Director of Communications, Marketing and Student Recruitment.

6. Dean's Academic Administrative Assistant:

- Updates Faculty Lectures, Conferences and Seminar Series information on the STM website (provide dates, speaker, subject) and;
- Provides event photos for follow up web news items;
- Updates individual faculty pages (including research and publications, courses taught, academic credentials, etc.).
- Serves as the gateway for STM Web Course listing updates and official descriptions. (See appendix1)

7. Manager of Payroll; Manager of Accounting:

- Develops and updates online Donation or purchasing forms.
- Develops and updates faculty and staff online forms related to expenses and remuneration;
- Develops and updates forms to capture monthly work records.

8. Director of Development:

- Advises the Academic Services Specialist with any information received that will require updates the Scholarships and Bursaries section) and;
- Provides Alumni, Donor or event information required for inclusion on News or event calendar portion and;
- Updates Alumni pages on the STM website.

9. The following individuals are responsible for providing website section content information to the Director of Communications, Marketing and Student Recruitment:

- **Department Heads** – provide content updates for Academic Department Pages.
- **Campus Ministers** – provide information for the Campus Ministry Section;
- **Director of Mission and Ministry and Dean's Academic Administrative Assistant** – provide information regarding Research, Lectures and Conferences;
- **College Secretary** – provides information for "About" and "Governance" pages;
- **Executive Chef and Manager, Choices** – provides information regarding Choices pages;
- **Human Resources Manager and Executive Assistant to the Dean** provide information regarding Job postings
- **Engaged Learning Coordinator** – provide content and updates (Intercordia, CSL, L'Arche Canada, EL Office)

Appendix 1

1. The Dean's Academic Administrative Assistant(DAAA) serves as the liaison for STM course and program changes:
 - New courses and changes to existing, are forwarded by the DAAA, as they receive official approval, to the Manager of Student Experience and Enrollment(MSEE) and STM Academic Advisors - so they can support students with a 'heads up" in advising, if needed, before U of S catalogue officially published.
 - The complete list of STM course changes (including descriptions and prerequisites) for the upcoming year, are forwarded by the DAAA to the MSEE by the third week of February, and any additional updates, by third week of May.
2. In February, the MSEE will ask STM academic department heads and program chairs (for STM minors and certificates) to review STM website course information and note required changes. These changes will be cross-referenced with the DAAA's information to ensure a final approved list.

3. The Dean/Associate Dean will set February 26 as the deadline for course and program changes to be submitted. The University does its annual update every March 1st for information effective May 1 to April 30. They do make updates between Mar 1 and June 1 for new courses approved through course challenge. Changes approved after June 1 must wait until the next March 1st update according to uSask rules. We must ensure the March 1 hard deadline for change submission.
4. Changes to STM programs and course listings on our website will only be made after they have been officially published on the USask catalogue.
5. The MSEE will update the courses and programs on the STM website to match the information on the uSask course catalogue in the first week of March and again in the first week of June, if there are any updates. The information regarding STM courses and programs on the STM website will be referred to directly for recruitment purposes, ensuring the need for accuracy.

The MSEE will provide a disclaimer on course and program pages on the STM website, noting that official course offerings are listed in PAWS, and additionally include a publication date on our pages so people know how recently the information has been updated

The **Administrative Committee** is responsible for review and update of this Policy.