Website Content Management System

A. Procedures

1. Account Request

   i. A UWG department, division, or organization may request a website Content Management System (CMS) account by completing the CMS Account Creation and Change Request Form with department/division head approval and submission to the Application Administrator.

   ii. The Application Administrator will confirm the request via a return email, and by identifying and copying the department or division head, or if the account request is for an organization, the sponsoring department or division head.

2. Account Set-up

   i. Faculty/Staff: When an account is requested, the account reviewers, editors and approvers are identified. Each account requires at least two approvers with authority to publish to the live web. Any faculty or staff member may be a website editor when approved by the department or division head. Any faculty or staff member who completes mandatory website training may be a site approver when approved by the department or division head.

   ii. Students/Graduate Research Assistants (GRAs): Students and GRAs are permitted to be site reviewers or editors but do not have the authority to publish to the live web. Publishing must always be done by an authorized faculty or staff member.

3. Mandatory Training

   i. Any faculty or staff member is required to complete mandatory web training before becoming
a site approver and gaining authority to publish to the live web. The role of this training is to support digital/web accessibility per Office of Civil Rights (OCR) standards and best practices for web publishing. The UCM website will feature mandatory website curriculum, along with class times, dates and registration information.

ii. Any faculty or staff member with authority to publish to the live web must complete annual mandatory training to maintain approver rights. The UCM website will feature mandatory website curriculum, along with class times, dates and registration information. In addition, UCM will publish ongoing reminders for reinforcement of mandatory training.

iii. Any faculty or staff member failing to complete annual mandatory training will lose authority to publish to the live web. UCM will notify the approver of the requirement to complete annual training via email and copy the department or division head. Should a faculty or staff approver fail to complete training within 15 business days from the date of official notice, the authority to publish to the live web will be terminated.

4. Account Changes

i. If changes need to be made to a user’s account, a written request must be submitted to the Application Administrator through completion of the CMS Account Creation/Change Request Form.

ii. Change requests may consist of, but are not limited to:
   a. Additional access to pages
   b. Changes to access levels (editor, approver, reviewer)
   c. Revocation of access to pages

iii. It is the responsibility of the department or division to identify users that no longer require access to the CMS and to request removal as authorized publishers or editors. The department or division head is responsible for identifying a faculty or staff member to whom the approval of pages in the workflow should be reassigned.

5. Website CMS Authority Levels and CMS Features

i. UCM will maintain on its website a list of CMS features available to website reviewers, editors, and approvers, as well as features restricted to UCM web services and ITS web innovations staff members.

A Website Content Management System (CMS) is a software application that allows users to create, manage, and publish digital content on a website without extensive technical knowledge. It provides an intuitive interface for content creators and streamlines updating and maintaining a website.

It is essential to establish a procedure outlining the steps and guidelines for creating, editing, reviewing, and publishing content within the CMS to ensure effective and efficient management of a website using a CMS. It helps maintain consistency, quality, and adherence to brand guidelines throughout the website.

B. User Account Creation and Set-up

Units with department/division head approval may request a Website Content Management System
Employees: Only UWG employees (i.e., faculty and staff) shall be designated as Web Editors or Site Approvers. Designated employees shall complete mandatory website and accessibility training.

Students/Graduate Assistants (GAs) are permitted to be Site Reviewers or Editors but shall not have the authority to publish to the live web.

C. Training and Support

An employee designated as Web Editor, Web Reviewer, or Site Approver shall complete mandatory website and accessibility training for the following reasons.

1. To gain and retain authority to publish to the live web.
   University Communications and Marketing (UCM) offers training to support digital/web accessibility per the Office of Civil Rights (OCR) standards and best practices for web publishing.
   
   UCM will communicate annual training requirements, which shall be completed within 15 business days from the official notice. Failure to meet training requirements may result in the termination of authority to publish to the live website.

2. Maintain rights to publish to the live web.
   To reinforce mandatory training requirements, UCM features a required website curriculum with class times, dates, and registration information. UCM will send published reminders to designated CMS account users.

Students/Graduate Assistants (GAs) may attend website and accessibility training but are not required.

D. Account User Changes

To ensure business continuity and prevent a lapse in CMS accounts, departments or divisions are responsible for identifying CMS users who no longer require access. The department or division head is responsible for identifying an employee to whom the approval of pages in the workflow should be reassigned.

Any user account changes must be submitted to UCM - Web Services via the Web Services Request Form. Change requests may consist of, but are not limited to, changes to access levels (Editor, Approver, Reviewer) or the addition or revocation of access to pages.

E. CMS Authority Levels and Features

UCM will maintain a list of CMS features available to Web Reviewers, Editors, and Approvers, as well as features restricted to UCM Web Services and Information Technology Services (ITS) Web Development Team.
UCM is responsible for communicating site redesigns and template updates to all Web Editors.

F. Compliance

Failure to comply with this procedure may result in website CMS account termination and/or disciplinary actions under applicable UWG and State policies, procedures, and federal or state laws.

Definitions

**Site Approver** - a CMS user who can approve and publish webpages changes to the live web.

**Web Editor** - a CMS user who creates or updates new or existing pages.

**Web Reviewer** - a CMS user who does not typically edit pages but reviews before publication.

**Website Content Management System (CMS)** - a software that provides website authoring, collaboration, and administration tools to assist users in the creation and management of website content.

**Reviewer** - a CMS user who does not typically edit pages but reviews prior to publication.

**Editor** - a CMS user who has the ability to create new pages or make updates to existing pages.

**Approver** - a CMS user who has the ability to approve web page changes and publish to the live web.

**Application Administrator** - a CMS user who has the ability to create users, groups and configure workflow process.

**CMS Account Creation and Change Request Form** - a form posted on the University Communications and Marketing (UCM) website used to request a new CMS account or to request changes to a current CMS account.

Forms

UCM Request Forms are available on the University Communications and Marketing (UCM) Work West Webspace (login required).

- See Tile WebServices

Guidelines/Related material

- Procedure Web Standards and Rules

Additional Resources

- OU Campus CMS & Web Templates
## Approval Signatures

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<tr>
<th>Step Description</th>
<th>Approver</th>
<th>Date</th>
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