

Web Governance Committee Charter

Purpose

Provide oversight and strategic direction for all EWU web pages and sites.

- Establish standard procedures
- Review and make recommendations on information architecture
- Resolve non-compliance issues

Members

Ex Officio (2)

- Director of Marketing, University Marketing and Communications (Co-Chair)
- Senior Manager for Web and Mobile Services, Information Technology (Co-Chair)

Appointed (4) members serving 2-year terms

- One WordPress user, to be appointed by the Provost and Vice President for Academic Affairs
- One WordPress user, to be appointed by the Vice President for Diversity, Equity, and Inclusion
- One WordPress user, to be appointed by the Vice President for Student Affairs
- One member, to be appointed by the Athletic Director

Responsibilities

- Establish appropriate and clearly-written policies, processes, and procedures that set high standards for current and future website functionality and content integrity.
- Review requests from EWU stakeholders for custom functions, designs or exceptions to established branding, content, development, and design policies
- Evaluate effectiveness of current web technologies, editorial components, and implementation of business processes
- Review recommendations from the Marketing and Communications and Information Technology for large-scale modifications and new technologies
- Ensure compliance with all branding, legal and regulatory standards, including accessibility and security, and resolve non-compliance issues
- Review website analytics and metrics to make recommendations on how to improve the overall structure, design and content of the website
- Work with existing groups, such as accessibility or security, to address university needs for the web
- Meet at least six times per year to review policies and consider new requests.