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## ASUN Operating Procedure – Web Updates/Schedule

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### Operating Procedure Synopsis

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*Title: Web Updates and Schedule for content updates*  
*Approval Date: 29 JUN 2016*  
*Revised: N/A*  
*Responsible Officer: Vice Chancellor for Finance & Administration*  
*Responsible Operating Procedure Manager: Director of Marketing*  
*Responsible Department: Marketing*

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#### A. Purpose

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This operating procedure defines the process for submitting, scheduling and execution of all website updates.

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#### B. Definitions

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Blog – the content section on our homepage below the feature image and the “let’s do this” menu.  
News – the collection of press releases and other campus news.  
Program Pages – each program has a page devoted to help potential students learn more about the programs we offer.  
Below the fold – the website content that isn’t visible when you first load the page. You must scroll down to see the content “below the fold”.

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#### C. Scope

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All ASUN employees, students and visitors.

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#### D. Statement of Authority

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The website update and schedule are monitored by the Director of Marketing.  
Updates will be handled by: Director of Marketing, Webmaster, Director of Public Relations & Communications

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#### E. Procedures

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##### News Stories:

Director of PR & Communication will be responsible for the content in this section of our website. The content of these stories should be the official institution communication. This is where we tell “our stories”.

##### Content:

- Major events or occurrences around campus (Patron, Community Events, Concert/Lectures, etc.)
- Regional News announcements (Industry partnerships, ASUN Accomplishments, Noteworthy Hires, etc.)
- Potential Student communication (Registration dates, special course info, etc.)

Post Schedule:

- A minimum of one story should be posted weekly, three weekly is preferred.
- Do not post more than one story per day. This causes the content to shift “below the fold” on our website.

**Blog Entries:**

Director of Marketing will reserve editorial privilege for the content of the blog on asun.edu. Blog entries should be relevant to potential students (traditional & non-traditional). Multiple staff, faculty and students will be given the right to submit content for our blog. No content will post directly without the review of the Director of Marketing.

Content:

**Community College Benefits** – The mission of the blog is to convince potential students that ASUN has value as a first step into higher education. Topics can include: technology program overviews, finding careers, affordability, small classes, financial aid tips, admission tips, in depth program entries, classroom survival, recommended courses, Career Pathways, workforce related tie-ins.

Post Schedule:

- Minimum of twice weekly. This content needs to constantly change and grow. We want this to be the interactive section of our site. We’ll share it on Facebook/Twitter/Google+, so it can help our SEO footprint.
- This schedule might change as we grow through this process.

**Program Pages:**

Each program director will be responsible for the content of their program page. If something is incorrect, they are to fill out a web update ticket. Their Dean or VC will be notified of the requested change. No content will be posted without written approval from DM, VC or Dean.

Content:

- This page should be a complete description of what students will learn from this program.
- Standard content: Degree plans, cost, prerequisites, required courses, ACTS Transfer System, etc.
- Additional content: Application to college or to enter specific programs, etc.

All updates to the website should be sent through the web update ticket system. The requests will be reviewed and handled as they are sent. But, all requests are subject to institutional marketing initiatives, and will be prioritized by the DM.

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**F. Responsible Officer**

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Vice Chancellor for Finance & Admin

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**G. Related Information**

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www.asun.edu