



ASUN Operating Procedure – 6003

Operating Procedure Synopsis

Title: Web Updates and Schedule

Approval Date/Revision Date(s): 9/2018

Review Date(s):

Executive Cabinet Liaison: Chancellor

Responsible Manager: Director of Marketing

A. Purpose and Scope

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

B. Definitions

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”.

C. Procedures

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.

*All ASUN students, faculty, staff and administrators are expected to adhere to operating procedures.

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 and the individual's Vice Chancellor.

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 send a revised content email to webupdate@asun.edu and copy their Dean or VC. No content will be posted without 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, transfer matrix, etc.

-Additional content: Application to college or to enter specific programs, etc.

Post Schedule:

-Every semester, each program director should read/review the relevance of their program page.

-If site data becomes stale, the DM will contact the Program Director to update/revise/refresh the content.

All updates to the website should be sent via email to webupdate@asun.edu. 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.

D. Related Information

www.asun.edu

Steps for creating a work ticket for an update:

Web update requests

Open browser and go to the following address Support.asun.edu

Enter username (firstname_lastname)

Enter password (this is the password that is used for all institution systems)

Click on service desk (tickets)

Click new

Click new ticket from queue

Click on asun web site update

Enter title for the ticket relating to web update

Enter summary of what needs to be done.

Attach information that needs to be updated on web site.

Click category for the update

Choose the vice chancellor for your area

Submit the ticket