ASUN Operating Procedure – 11003

Operating Procedure Synopsis

Title: Web Updates and Schedule
Approval Date/Revision Date(s): 9/2018
Review Date(s): 11/2019, 7/2021, 7/2022
Executive Cabinet Liaison: Vice Chancellor for Leadership and Community Engagement
Responsible Manager: Executive Director of Marketing and Communication

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 Executive Director of Marketing and Communications. Updates will be handled by the Executive Director of Marketing and Communications or ITS.

B. Definitions

Blog – the content section on ASUN's homepage below the feature image and the "let's do this" menu.
News – the collection of press releases and other campus items.
Program Pages – each program has a page devoted to help potential students learn more about the programs offered.
Below the fold – the website content that isn't visible when a page is first loaded. One must scroll down to see the content "below the fold".

C. Procedures

News Stories:
The Marketing and Communications team will be responsible for the content in this section of the institution's website. The content of these stories should be the official institution communication. This is where important news stories at ASU-Newport are showcased.

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:
-Minimum of one story every two weeks is a preferred minimum.
-No more than one story per day. This causes the content to shift "below the fold" on the website.

Blog Entries:
Blog entries should be relevant to potential students (traditional & non-traditional). Any staff, faculty or

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

students will be given the right to submit blog content. No content will post directly without being reviewed by the marketing and communications team and the respective Vice Chancellor.

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

Post Schedule:
-New monthly content is preferred. This content needs to constantly change and grow. This should be the interactive section of our site. It will be shared on Facebook/Twitter/Google+, so it can help our SEO footprint.
-This schedule might change as we grow through this process.

All other Pages (i.e. program, admissions, career pathways, etc.):
Each director and dean will be responsible for the content of the pages in their division. If something is incorrect, they need to submit the changes via support.asun.edu. No content will be posted without approval from their VC, Dean and the Executive Director of Marketing and Communications.

Content:
-Each page should be a complete description of what students will learn or what they need to besuccessful at ASU-Newport.
-Standard content: Degree plans, cost, prerequisites, required courses, admission requirements, transfer matrix, etc.
-Additional content: Application to college or to enter specific programs, etc.

Post Schedule:
-Every semester, Vice Chancellors, Deans and Directors should review the relevance of the pages that promote theirdivision.

All updates to the website should be submitted at support.asun.edu. The requests will be reviewed and prioritized as they are sent in. But, all requests are subject to institutional marketing initiatives, and will be prioritized by the Executive Director of Marketing and Communications.

D. Related Information

www.asun.edu
Steps for creating a work ticket for web updates:
Open browser and go to support.asun.edu
Enter username (firstname_lastname@asun.edu)
Enter password (your ASUN password)
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