SWC
SOUTHWESTERN COLLEGE

Page Governance Process

What we'll help you do -

We're going to clarify the processes for:

- *Creating users in their proper roles*
- *Training them to use the Southwestern website*
- *Editorial workflow when a new page is created*
- *Maintaining a page after it is live*

Creating & Training Users

When a new user is looking to be added to the system, the following steps are taken by the internal team to ensure a user is set up and feels prepared to edit/post content:

1. User fills out [New User Form]
   a. Upon contacting the IT team for a new user, a standard email (laid out below) will be sent out with initial training instruction steps.
2. User is assigned role and permissions:
   a. Role — **Inputter** or **Publisher** — determined by Webmaster or other member of team
   b. Permissions: Dependent upon answers in form. Permissions granted by ServiceNow.
3. User attends live training:
   a. A member of Southwestern's Professional Development Program or the Information Technology team will conduct periodic in-person/virtual trainings for new users, who will be expected to attend.

Hello,

Thank you for submitting a New User Form. Our web team will be reviewing your request shortly.

While you wait to hear from us, you can review the following pages/documents.

- Rules of the Road
- Writing for the Web Workshop recording

> **Commented [1]:** This would need to be uploaded to some central location users can access.

These will help you understand a number of important things related to publishing on Southwestern College's website, including:

- Knowing when to create a new page and when to edit an existing one
- Writing best practices
- Understanding how to create a new page — technically, and creatively
- How frequently to check and update your page.

Additionally, we will be in touch with you about an in-person web training session when our next live class is scheduled.

Thank you,

XXX

Training Users to Use the Southwestern Website

Because of Southwestern's decentralized content creation process, we want to empower users with the knowledge they need to do things on their own. While users await a live training, they will also be given the following tools:

Users are expected to review the following materials to ensure consistency and quality across the website. Review of these three documents should take three to four hours, and should be used during the content/page creation process.

1. **Omni Update Training**: Before anyone begins editing or approving content, they should first get acquainted with the OmniUpdate website system. This technical training acclimates users to navigating the back end of the website. The videos add up to about an hour long. You can find additional information about OmniUpdate on our website.
   a. Introduction to the Interface (06:45)
      The initial process of logging into OU Campus and then some of the key parts of the system's interface. Notes: [1] we are not using "Direct Edit" link ; [2] you will login with your MySWC Account.
   b. Introduction to Gadgets (04:50)
      This video gives a brief introduction to gadgets. It discusses where to find them, how to determine which ones appear on the screen, and other important details.
   c. Editing Page Content (11:58)
      Learn the basics of editing content using OU Campus' What-You-See-Is-What-You-Get (WYSIWYG) Editor, and learn a little more about the Page Actions toolbar.
   d. Using Reusable Content (07:56)
      This video discusses in detail the differences between Assets and Snippets, the two types of reusable content inside OU Campus, and also shows how to add them both to a page.
   e. Using Page Properties (06:38)
      In this video, learn about how to modify Page Parameters for a page inside OU Campus.

Page Parameters are found within the Properties tab of the Page Actions toolbar, and can be viewed and modified by level 5 users and above.

f. Snippets Gadget (04:07)

Learn how to drag and drop snippets into your page from the Gadgets Sidebar, and everything else the Snippets Gadget can do, in this video!

g. Publishing Content (07:43)

This video discusses the ins and outs of publishing content in OU Campus. We discuss the Final Check options, adding version descriptions, how to perform scheduled publishes, and finally how to trigger social media posts when pages are published.

h. Page Check (08:14)

Learn about how to use Page Check inside OU Campus, and also about Final Check, where certain Page Check options may run automatically when the Publish button is clicked.

i. Setting Reminders (07:13)

This video discusses Scheduled and Stale Reminders, and shows how you can set them for pages and other content in your site.

2. **Rules of the Road**:

a. Designed specifically to align with Southwestern's strategy needs, these following chapters will train users in more detail to think creatively about how they use various components of the website and create engaging content. This includes but is not limited to: identifying page goals, using page components, and content writing tips (which align with the workshop).

3. **Writing for the Web Workshop**:

a. This live workshop given and developed by iFactory walks users through writing best practices, and specifically discusses pages that were edited and re-written for Southwestern College. Trends in writing styles, as well as ways to improve page layout, are discussed, in addition to specific examples of Southwestern pages.

Editorial Workflow

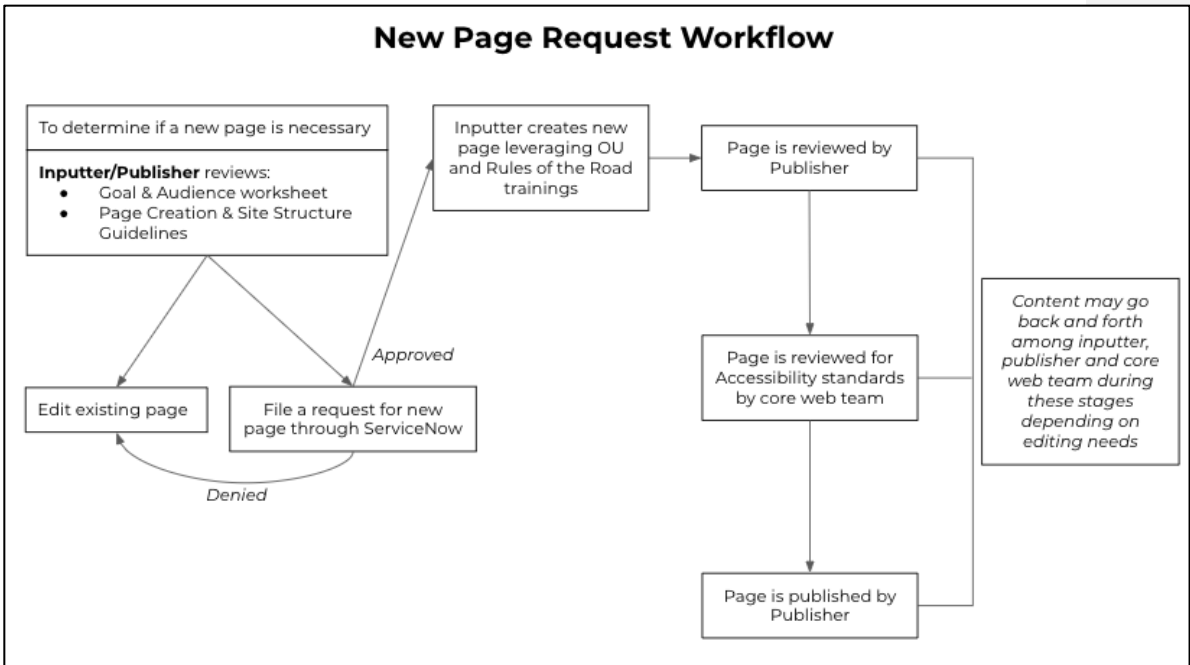*Who should content go to after it is written or edited?*

As mentioned, due to Southwestern's decentralized editorial process, not every piece of content will go for review through the central staff. This is why training is so important!

However, content that is being created for the first time will go through review.

Before a new page is requested through ServiceNow, users will be expected to read the _Goal & Audience Worksheet_ and _Page Creation & Site Structure Guidelines_. If the user believes that a new page needs to be created, it will need to be approved by the core team. The core team may suggest editing a current page instead of adding a new one.

If it is determined that a new page is necessary, workflow will look as follows:

New Page Request Workflow

To determine if a new page is necessary

Inputter/Publisher reviews:
- Goal & Audience worksheet
- Page Creation & Site Structure Guidelines

Inputter creates new page leveraging OU and Rules of the Road trainings

Page is reviewed by Publisher

Approved

Edit existing page

File a request for new page through ServiceNow

Denied

Page is reviewed for Accessibility standards by core web team

Content may go back and forth among inputter, publisher and core web team during these stages depending on editing needs

Page is published by Publisher

Page Maintenance Schedule

How can I ensure the content on a page is kept up to date? How often should we be checking in and making sure it's useful to our audience?
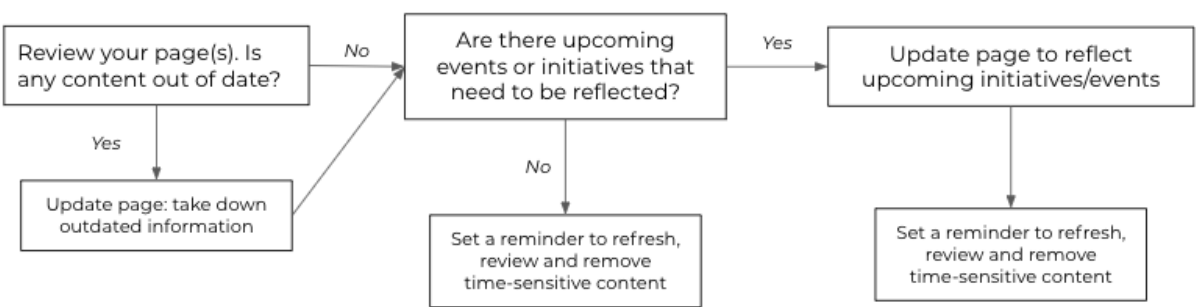
Monthly Spot Check

The frequency which a page may have to be updated depends on the purpose of the page itself. Departments with many different deadlines and events (financial aid, departments that offer frequent workshops, etc.) will need to be checked and updated often to ensure old dates/events are not featured and users are not confused. Other pages will not need to be checked as frequently.

Follow this "Setting Reminders" instruction video from OmniUpdate to learn how to automatically receive reminders on a regular basis to check your page.

At minimum, pages should be **spot checked every month** to ensure no outdated content stays on the website for too long. See review workflow below:
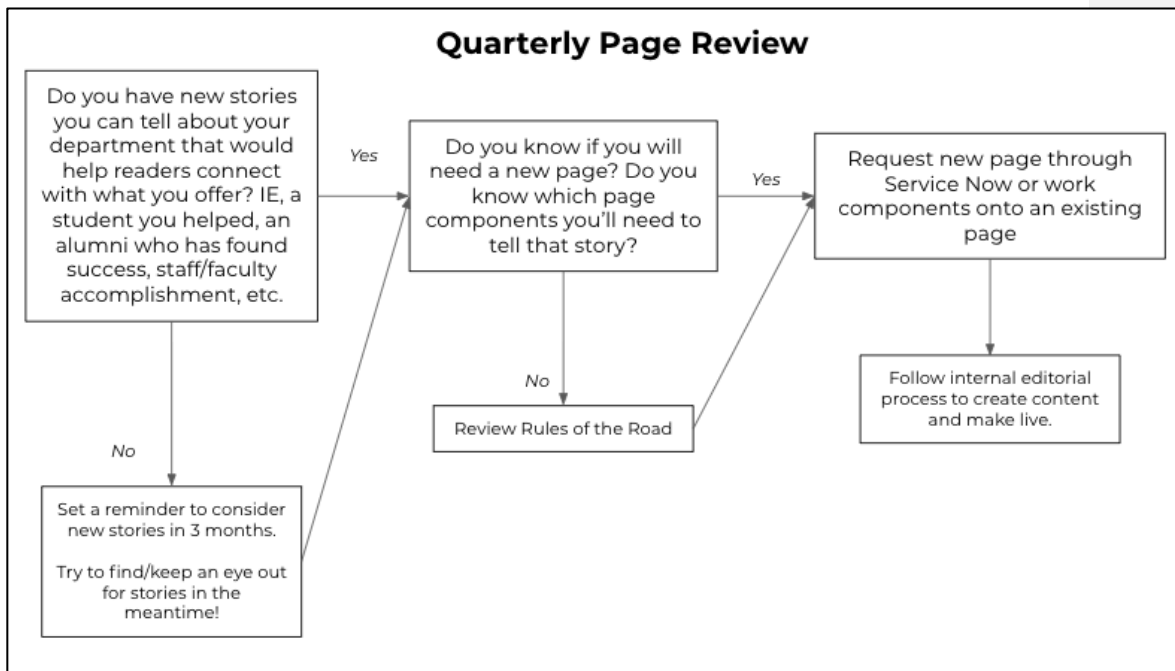

Monthly Page Review

Review your page(s). Is any content out of date? → No → Are there upcoming events or initiatives that need to be reflected? → Yes → Update page to reflect upcoming initiatives/events

Yes → Update page: take down outdated information

No → Set a reminder to refresh, review and remove time-sensitive content

Set a reminder to refresh, review and remove time-sensitive content

Quarterly Story Check

Additionally, we suggest another lens for review of pages that have the opportunity to tell Southwestern's story to prospective and current students. These pages are likely to be ones that are less transactional (registering for classes, figuring out residency requirements, etc) and include more personal storytelling (finding a learning community, academic program pages, etc.)

For details about leveraging stories on your pages, watch the Writing for the Web Workshop or read the [Writing Best Practices](#) ("[Tell Your Story](#)" section).

See review process below and set a quarterly reminder:

Quarterly Page Review

- Do you have new stories you can tell about your department that would help readers connect with what you offer? IE, a student you helped, an alumni who has found success, staff/faculty accomplishment, etc.
  - *Yes* → Do you know if you will need a new page? Do you know which page components you'll need to tell that story?
    - *Yes* → Request new page through Service Now or work components onto an existing page → Follow internal editorial process to create content and make live.
    - *No* → Review Rules of the Road
  - *No* → Set a reminder to consider new stories in 3 months. Try to find/keep an eye out for stories in the meantime!

Next Steps

Now what? Check out these resources to help you take the next step ***(Press Control and click on the text in the red box to open the link.)***

I am seeking basic information related to web training and updating my page **>**

I need to identify my page's goal and audience **>**

I don't know whether to add a new page or edit site structure **>**

I need to choose a page template **>**

I'd like some best practices on writing for the web **>**

I'd like to see a glossary of key terms **>**