1.0 PURPOSE
The purpose of the Rules and Procedures for the UMC Web Environment is to establish requirements and provide instructions as governed by the Information Policy.

2.0 GOVERNANCE AND ORGANIZATION
The UMC Web environment is organized into two management tiers. (See Supplemental Information)

2.1 Tier 1: Enterprise Management
Enterprise management provides guidance and leadership for Web development.

2.1.1 Web Subcommittee
The Web Subcommittee is charged with providing leadership and coordinating the development of the UMC Web environment. It serves in an advisory capacity to the Information Systems Strategic Planning Committee (ISSPC) about the policies and procedures for UMC Web development. Membership is comprised of representatives from Public Affairs, Web Development and Support Services and Content Organization Groups. Responsibilities include, but are not limited to:

- defining the goals, objectives and responsibilities for the UMC Web environment;
- maintaining the UMC Rules and Procedures for the UMC Web Environment;
- recommending changes to policies affecting Web development;
- reviewing audits and complaints and recommending appropriate action;
- recommending preferred Web development software;
- creating Content Organization Groups (COG);
- approving COG recommendations for implementation;
- ensuring adequate training opportunities for skills development;
- providing guidance to the Web Development and Support Services;
- determining the structure of the UMC Web environment;
- approving Web sites in the UMC Web environment; and
- creating and providing access to the UMC Web Style Guide.
2.1.2 Public Affairs
The Division of Public Affairs serves as the official editor for the UMC Web environment. Responsibilities include:

- approving the UMC Web Style Guide and model templates in collaboration with the Web Development and Support Services;
- creating all official UMC logos, symbols and seals;
- providing the content for the UMC home site; and
- auditing all aspects of the UMC Web environment and reporting the results to the Web Subcommittee.

2.1.3 Web Development and Support Services
The Web Development and Support Services of the Division of Information Systems (DIS) administers the technical aspects of the UMC Web environment. Responsibilities include, but are not limited to:

- maintaining UMC-owned servers for the UMC Web environment;
- maintaining functionality of the UMC Web environment including backup, recovery and archiving;
- serving as the Web Site Owner for the UMC Intranet;
- providing Content Publishers access to their Web pages;
- providing Web site development training for Web Site Owners, Content Coordinators, and/or Content Publishers;
- providing technical recommendations for the Web environment development;
- registering Web sites and maintaining the site registry;
- approving the Web site launch date;
- removing Web sites temporarily as advised by the Web Subcommittee;
- serving as Content Publisher upon agreement with the Web Site Owner; and
- providing technical audit results to the Web Subcommittee.

2.1.4 Content Organization Groups
Content Organization Groups (COG) serve as interest-specific groups, such as students, faculty, patients, or employees, charged with ensuring the integration, organization and consistency of information common to these groups throughout the UMC Web environment. COGs are based on a
recognized need presented by a Content Coordinator to the Web Subcommittee. Each COG is authorized to make recommendations about minimum interest-specific content to the Web Subcommittee.

2.2 Tier 2: Web Site Management
Each division, department, and unit is responsible for the development and maintenance of its respective Web presence within the UMC Web environment in compliance with rules and procedures. This presence may be centralized, decentralized or shared among units within their respective UMC organizational structures.

2.2.1 Web Site Owner
The Web Site Owner is the Information Owner and is accountable for a Web site. Responsibilities include, but are not limited to:

- establishing goals and objectives for the Web site;
- determining resources needed to develop and maintain the Web site;
- ensuring that adequate resources are allocated from within the unit itself, Web Development and Support Services or from a third party vendor;
- selecting, appointing, and/or hiring Content Coordinator(s) and Content Publisher(s);
- submitting the Web Site Registration Form to the Web Subcommittee; and
- ensuring the Web site complies with UMC policies, rules and procedures.

2.2.2 Content Coordinator
The Content Coordinator(s) manages web activities for a Web site as directed by the Web Site Owner. Responsibilities include, but are not limited to:

- collecting, designing and organizing Web content for publication;
- consulting with contributors to verify content currency, accuracy and completeness;
- ensuring the Web site fulfills the contributor’s needs and those of the user;
- maintaining the Web site in coordination with contributors and the Content Publisher;
• analyzing Web visitor activity and recommending changes to the Web Site Owner to improve functionality; and
• serving on a COG(s).

2.2.3 Content Publisher
The Content Publisher manages the technical aspects of publishing web content. Responsibilities include, but are not limited to:

• building, testing and maintaining the Web site in collaboration with the Content Coordinator; and
• consulting with Web Development and Support Services for publication issues.

3.0 PROCEDURES
These procedures are recommended to establish and to maintain a Web site in the UMC Web environment.

3.1 Define the Web Site Project
• determine target audience, assess their needs, and means of access;
• determine services to be provided on the Web site;
• develop objectives and related activities needed for each objective;
• identify measurable outcomes;
• plan content organization and presentation and determine content contributors;
• plan Web page designs and graphics for supported device types, different browsers, screen sizes and search engines;
• plan for payment, ordering, delivery and security of services, if applicable;
• identify processes to be automated, online forms needed, workflows, and communications with site visitors;
• establish a project team and assign roles and responsibilities;
• develop a project plan including marketing and promoting the Web site; and
• register the Web site using the Web Site Registration Form.
3.2 Develop the Web Site
- develop and document site structure, design navigation and acquire content;
- review and ensure compliance with UMC Web Style Guide;
- develop the page layouts and create the relevant graphics;
- develop mechanism for user feedback;
- review content, assess its currency, accuracy and completeness, and edit for publication;
- execute quality assurance procedures for navigation, content organization and presentation, active links and other functions; and
- select a sample of the target audience to assess how well the Web site fulfills their needs and ease of use.

3.3 Launch the Web Site
- request approval for the proposed launch date from Web Development and Support Services;
- after approval, launch the Web site; and
- implement the marketing and promotional plan for announcing the Web site.

3.4 Maintain the Web Site
- ensure content currency, accuracy and completeness;
- check functionality and implement appropriate improvements based on analysis of Web visitor activity;
- evaluate and respond to audience feedback; and
- analyze Web site for any enhancements, new and creative organization of content, and/or increased services and business processes.

4.0 RULES
The general requirements for publishing content on the UMC Web environment are documented in the UMC Web Style Guide.

5.0 DEFINITIONS/ABBREVIATIONS
- Content: any electronic information that populates a Web page.
• **Hosted Web site:** an Internet site approved by the Vice Chancellor that is hosted by UMC, not registered under the umc.edu domain, and not funded by UMC.
• **Official Web site:** an Internet site registered under the umc.edu domain where UMC is the sole owner and where the information presented is from a school, hospital, department, division or unit within UMC or an activity funded by UMC.
• **Sponsored Web site:** an Internet site hosted by UMC where UMC is an official partner, not registered under the umc.edu domain, and may be partially funded by UMC.
• **UMC home site:** [http://www.umc.edu](http://www.umc.edu).
• **UMC Web environment:** content and applications created for Web sites on the Internet and sites on the Intranet. Internet sites are accessible by the general public. This includes official, sponsored and hosted Web sites. Intranet sites are accessible only by individuals authorized to access the UMC network.
• **UMC Web Style Guide:** the official document that defines the graphical and textual elements, presentation, and rules for developing a Web site.
• **Web site:** a single web page or a collection of Web pages, including a homepage, hosted under a single domain name.

### 6.0 CONTACT INFORMATION

For any questions or more information, email the Web Development and Support Services in DIS (webmaster@umsmed.edu) or call the Chief Information Officer at 601-984-1140.
SUPPLEMENTAL INFORMATION

Web Management framework

Tier 1

ISSPC Committee

Web Subcommittee

Public Affairs

COG-Students

COG-Schools

COG-Faculty/Staff

COG-Library

COG-Patients

COG-Administration

COG-Alumni/Visitors

COG-Research

COG-News

COG-Human Resources

Web Development and Support Services (DIS)

Tier 2

Web Site Owner

Content Coordinator

Content Contributor

Content Publisher

Web Subcommittee - Charged with governing web policies
Web Development and Support Services - Maintain and provide support
Public Affairs - Assist with style guide and branding
Content Organization Group (COG) - Integrate content across sites related to role
Content Contributor - provides content
Content Coordinator - Liaison for web site
Content Publisher - Publish content according to Style Guide
Web Site Owner - Site Owner/Department Head
### Web Site Registration Form

<table>
<thead>
<tr>
<th>Division / Department / Unit:</th>
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<tbody>
<tr>
<td>Web site domain:</td>
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<td>Web Site Owner Name and contact number:</td>
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<tr>
<td>Web Site Coordinator(s) name and contact numbers:</td>
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<tr>
<td>Web Site Publisher(s) name and contact numbers:</td>
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<tr>
<td>Do you use a 3rd party web developer vendor? If Yes, please provide name, contact person and number of vendor.</td>
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| Accessibility:               |   - Intranet  
                                 - Internet  
                                 - Both |
| Brief description of site:    |  |
### Support needs:

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### Other comments:

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REVISION AND APPROVAL HISTORY

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Approval Signatures (for initial document)

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5-19-06  
Date

Barbara Austin  
Director, Public Affairs  
May 19, 2006  
Date

Dr. David Powe  
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Vice Chancellor for Health Affairs  
5-23-06  
Date
Approval Signatures (for revisions)

[Signature]

Web Subcommittee Chair

Date

5-24-2006