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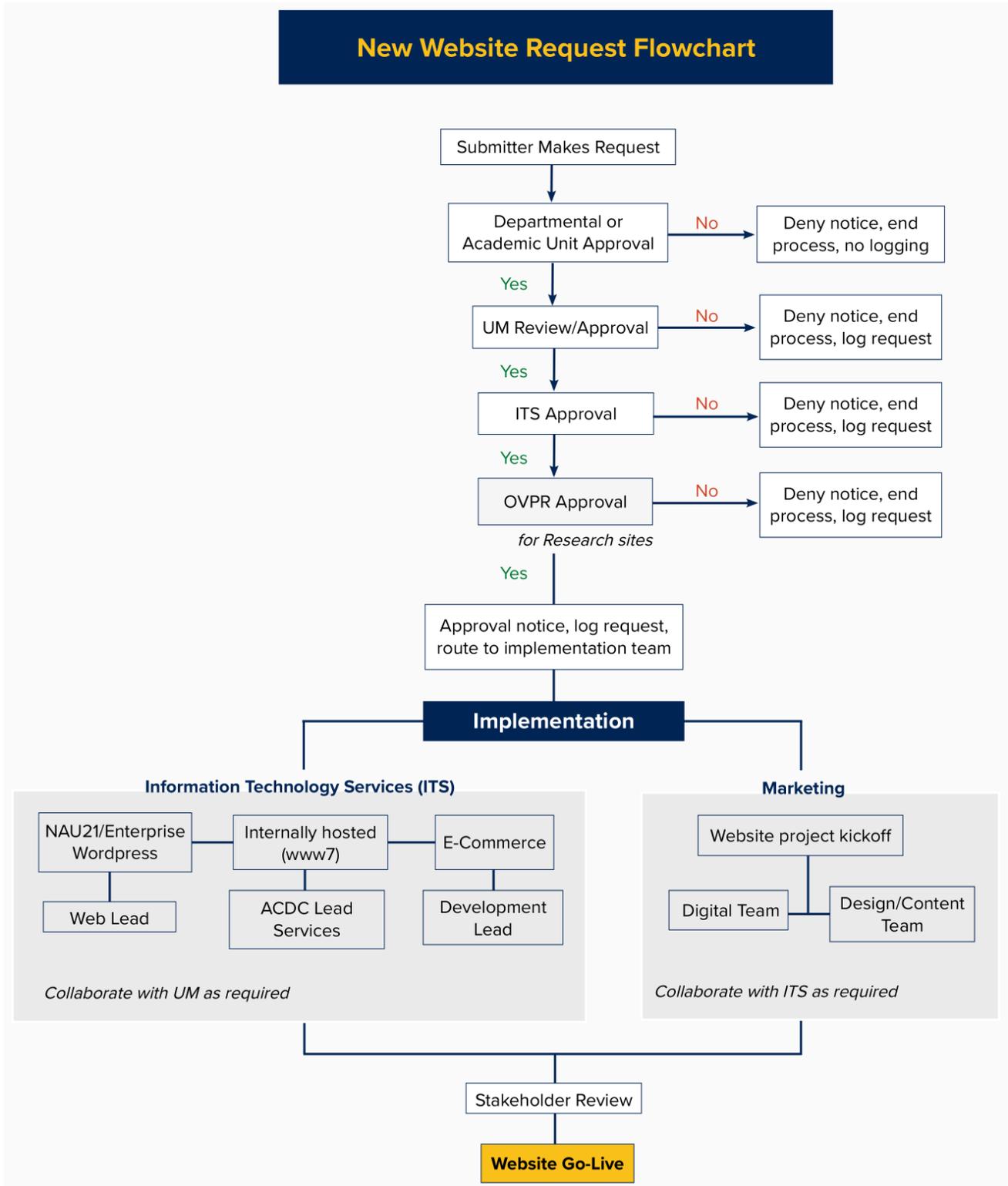
# Website Procedures

The Northern Arizona University web presence is a complex system of static and dynamic sources of information that play a vital part in the University's digital identity. It is essential that the public image of the institution be carefully managed to ensure professionalism, consistency in brand presentation, and to ensure the timeliness and accuracy of information.

University Marketing owns, manages, and publishes the content of the official NAU website and is responsible for managing the university's public image. University Marketing is responsible for defining and maintaining NAU brand, messaging, and Search Engine Optimization (SEO) standards, as well as overseeing the entire nau.edu domain and University Foundation, Athletics, and Affiliates who represent NAU through other web presences. Information Technology Services supports University Marketing with technical development and by maintaining the integrity, availability, and recoverability of the WordPress CMS platform and related infrastructure.

These procedures are in place to support operational processes around requesting sites, controlling access, and ensuring compliance with the Web Policy and Standards. These procedures apply to Official NAU Websites and Web Pages as defined by the Web Policy which include any academic program or administrative support unit website or any other web page designated as important to the marketing, service, and informational goals of the institution.

# New Website Request Flow Chart



# Request Process

Any University Unit can request an NAU website on an approved platform after reviewing the Web Policy and Standards documents. If an approved platform does not meet the needs of the requestor, a request for an exemption can be submitted to University Marketing. This process does not guarantee an exemption will be granted, but provides an avenue for legitimate need to be evaluated. *If an exemption is granted, the requesting Unit is responsible for ensuring all policy provisions are met as well as any additional hosting costs, and will provide updates and maintenance for the lifetime of the site.*

**Requester submits a request** to UM at: <https://nau.edu/marketing/resources/request-support/>

The following information is required for all requests:

- Requestor Contact Information
- Division Head Name and Contact Information, Responsible Campus Entity Contact Information
- Website name/URL being requested.
  - If a unique/top level domain name is requested, link to Domain Name Request Form: [https://nau.service-now.com/sp/?id=sc\\_cat\\_item&sys\\_id=7acf28f31b62051060c5ca2b234bcbf9&sysparm\\_category=d0ab4c43db4fa890de006693ca9619e3](https://nau.service-now.com/sp/?id=sc_cat_item&sys_id=7acf28f31b62051060c5ca2b234bcbf9&sysparm_category=d0ab4c43db4fa890de006693ca9619e3)
- Type of site being requested selected from a drop down list based on approved list in the Policy
- Platform to be used for site selected from a drop down list based on approved list in the Policy
  - Justification if an approved platform cannot be utilized
- Purpose and use-case of site
  - If a Research site, include relevant grant requirements
- Deadline/Site go live date
- Duration-lifetime
- The form will send a notice of receipt to the Requester and Division Head

**The request is reviewed** by the Digital Marketing team in which they will:

- Evaluate the request according to the Web Policy and acceptable usage standards
- If the request meets the criteria, approve the request and send notification of the approval to requester
- Record the approval decision
  - Record the requested website URL
- Record the submitter, division head, and Responsible Campus Entity information
- Record site start date and duration
  - Request ITS to action the request if needed
- If the request is denied, notify the requester of the decision together with reasons for the decision, providing information for the appeal process and a link to that form
- Record the requested website URL
- Record the submitter, division head, and Responsible Campus Entity information
- Record the reasons for the denial

## Appeals for Denial

- Requester may ask for a review of the decision via the appeal form
  - Must include response to the reason(s) for the denial
  - Should include any special circumstances that support the request
- The information will be presented to the Web Advisory Council (WAC) and the committee will make a recommendation at their next monthly meeting. The WAC consists of ITS, University Marketing, and other campus entities where applicable
- The committee recommendation will be presented to the CIO and CMO for review and final decision.
- The committee chair will record the decision and inform the requester via email.
  - No further appeals will be considered after that decision is made.

## Revoking Editor Access

Site Stewards and Unit Web Coordinators can request changes to editor level access for their sites at any time via a [ServiceNow request to ITS](#). These individuals are responsible for confirming the accuracy and instructing ITS on any changes to site access required in a timely fashion. Access changes involving WWW and prospective student facing sites will be vetted with University Marketing prior to the change occurring. ITS will perform access audits of all Enterprise WordPress production and staging environments on a regular cadence. As part of this process any inactive or unneeded accounts will have their permissions removed.

## Website Removal

Websites will be unpublished and editor access revoked in cases where requests to adhere to policy, standards, or procedures have been ignored. This includes scenarios involving ongoing non-compliance as well as those covering emergency situations to prevent rogue actors that may damage the institutional brand and/or reputation. This revocation can be requested at any time via a ServiceNow request to ITS. ITS will ensure proper vetting of the request with University Marketing, Legal Counsel, Disability Resources, and other entities as required. Questions on unpublished sites and restoration of service can be directed to University Marketing.

## Oasis Workflow

University Marketing reviews all academic and non-academic websites for compliance and consistency with the referenced standards and provides assistance in developing websites that effectively deliver content while appropriately reflecting the Northern Arizona University brand. To reduce risk to the university, increase lead generation and SEO, University Marketing will support in optimizing all NAU sites for improved access and user experience. One of the tools used to achieve these goals is the Oasis Workflow plugin, which is available for WordPress websites.

Oasis Workflow is a powerful plugin designed to automate editorial processes using an intuitive drag and drop interface. Oasis Workflow is preferred for WordPress sites with multiple site stewards looking to manage their content review and publication process more efficiently. As part of using Oasis, updates will go through a collaborative review and approval process prior to publication. University Marketing will work with site stewards to optimize the pages. When you're planning website updates and due dates, allocate extra time to collaborate with University Marketing.