Faculty of Humanities

Faculty Web Board

Governance 2017

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# 1. Introduction

The Faculty Web Team develops and maintains an external facing web presence for the Faculty, its Schools, Centres and Institutes. The team also provides an internal web presence for the Faculty and its Schools (Humnet and School-specific staff/student intranets).

The Faculty Web Team aims to develop websites that are fit for purpose, easy to navigate and can be regularly updated and managed.

This Governance makes the following assumptions:

1. The web is a key tool and an opportunity for the Faculty and its Schools to market itself to the outside world.
2. The web must be considered as part of our collective activity with the aim of using it in an engaging, informative and collaborative way.
3. Schools share responsibility for the management and development of their own content with the Faculty Web Team.
4. The web presence for the Faculty and its Schools will be developed in accordance with The University of Manchester Brand Guidelines.
5. Some areas may need more support and training to achieve the minimum standards for the web presence.

# 2. Proposed Governance Structure

A clear Governance Structure is essential for the successful implementation and delivery of Faculty web projects.

The Faculty Web Board supports University-wide initiatives and projects initiated by Digital Leadership Team (working name). This group focuses its activity on digital strategy and governance as well as good practice. This group derives authority from the Communications and Marketing Leadership Team (CMLT) and the membership of this group mirrors CMLT composition.

The Faculty Web Board is therefore responsible for strategy setting and prioritisation of web projects at Faculty level.

The Faculty Web Board will be underpinned by a network of local School Web Committees.

This is visually represented below:

**The Faculty Web Board** has representatives from:

* Faculty Web Team
* Each School
* Key function areas (where deemed appropriate) e.g.
  + Student Recruitment marketing,
  + Research Communications and Marketing,
  + Teaching and Learning.

Each **School Web Committee** will be led by a nominated Chair, who will oversee web activity at a local level and represent the School on the Faculty Web Board. *This is not a full-time role.*

Each School will be responsible for identifying an appropriate individual to assume the role of ‘School Web Co-ordinator’. They should be a senior colleague and have the authority to speak on behalf of the School. The main function of this role will be to drive the School Web Committee meetings and represent the School at the Faculty Web Boards. They could be either an academic or PSS representative.

Each School **must** have a Web Committee with a Faculty representative which meets regularly, or a similar alternative process which undertakes the same role.

# 3. Responsibilities

The successful implementation and ongoing delivery of Faculty web projects assumes that both Faculty and Schools will adhere to a clear set of responsibilities, these are outlined, but not limited to, those below:

## 3.1 Responsibilities of the Faculty

In delivering web projects, the Faculty will:

* Use the Faculty Web Board to set local strategy and agree priorities.
* Support the Schools to maintain a network of School Web Committees to inform activity at a local level.
* Lead on the development of the School websites, including design, technical and structural aspects.
* Work with Schools to ensure that colleagues are appropriately trained in using the T4 Content Management System (CMS) and writing for the web (and other systems where deemed appropriate e.g. Columba event management system).
* Share best practice across the Faculty.

The Faculty provides four **Web Content Editors** to provide specialist content support to Schools to ensure the provision of up to date, high-quality content.

Each of these are allocated to a School (ALC, SoSS, Law and SEED). Their role is to work both proactively on improving the content of sites and support the Schools to manage reactive requests for change to content.

This will ensure a consistent tone of voice, engaging and informative stories and appealing information for prospective students are used across our sites.

Each School should allocate (and maintain a list) of staff – ‘T4 Contributors’ - who will have access to maintain certain areas of the website.

To ensure consistency of content, the Faculty Web Team will be responsible for approving and publishing all content before it ‘goes live’ on the external pages.

## 3.2 Responsibilities of each School

To support the effective delivery of the web projects, each School will:

* Establish a School Web Committee to oversee an ongoing programme of local web activity, led by a ‘School Web Co-ordinator’.
* Establish a network of people – ‘Subject/discipline/function area representatives’ who will represent their relevant areas on the School Web Committee.
* Establish a network of people – ‘T4 Contributors’ who will take ownership of the specific parts of the School website (or subject microsite) with support from the Faculty Web Content Editors.
* With support from the Faculty Web Team, ensure that the appropriate level of training and support is provided to the ‘T4 Contributors’, who will have access to upload certain content (subject to moderation).
* Take responsibility of all School related website content, ensuring that what is offered remains accurate, informative and relevant to the intended audience.
* Ensure that a School web presence conforms to the University’s Brand Guidelines.
* Ensure that these Governance arrangements are communicated to colleagues within the School.

# 4. Resource and duties

## 4.1 Faculty Web Board

The Faculty Web Board has been convened to drive forward change and lead on the development and implementation of the Faculty of Humanities Web Project.

The Board will be chaired by Professor Ken McPhail, Associate Dean, Social Responsibility.

### 4.1.1 Membership

Membership of the Faculty Web Board is as follows:

* Chair.  
  Professor Ken McPhail, Vice-Dean Social Responsibility.
* Faculty Web Team Representative.  
  Philip Moores, Faculty Web Content and Digital Marketing Manager.
* Faculty Web Team (technical) Representative.  
  Nominated Faculty Web Officer (x1).
* Faculty Web Team (editorial/content) Representative.  
  Nominated Faculty Web Content Editor (x1).
* School Web Co-ordinator (School of Arts, Languages and Cultures).   
  Mark Woolstencroft.
* School Web Co-ordinator (School of Social Sciences).   
  Stuart Shields.
* School Web Co-ordinator (School of Law).   
  John Pearson.
* School Web Co-ordinator (School of Environment, Education and Development).  
  Emma Carter-Brown.
* School Web Co-ordinator (Alliance Manchester Business School).  
  Katie Handley.
* Faculty Teaching and Learning Representative.   
  Nicola Lord.
* Division of Communications and Marketing Representative.   
  Milena Cimmarrusti-Davila.
* Faculty Student Recruitment Marketing.  
  Antoinette Perry.
* Faculty Research Communications and Marketing.  
  Lynda McIntosh.

**4.1.2 Responsibilities**

The Faculty Web Board will:

* Determine priorities, milestones and deadlines for all Faculty web projects.
* Ensure that appropriate resource is allocated to facilitate successful delivery of each project.
* Approve project changes as appropriate.
* Develop guidelines for the management and development of content.
* Develop additional working groups if and when needed to provide specific expertise.
* Support Schools with their own Web Committees to review and manage local web activity.
* Share information and best practice during the delivery of all web projects.
* Ensure that all decisions taken are in accordance with wider web-related projects across the University.
* Provide appropriate recommendations to ensure sustainable and effective operational procedures following completion of the project.

### 4.1.3 Operation

* The Faculty Web Project Board will convene every two months during term time. The frequency will be reviewed if deemed necessary.
* Meetings will be chaired by Professor Ken McPhail, Vice-Dean, Social Responsibility.
* Minutes, issues and decisions taken by the Board will be recorded by a nominated secretary (Laura Jack).
* The nominated secretary will liaise with the chair to set the agenda. Requests from within the Schools for additional agenda items will be made one week prior to the meeting. Standard agenda items will include:

1. Review of the minutes from the previous meeting
2. Review of issues and actions
3. Project updates

## 4.2 School Web Committee

Reporting into the Faculty Web Board, each School Web Committee will facilitate the delivery of web projects at a local level.

Each School Web Committee should be chaired by the nominated ‘School Web Co-ordinator’.

### 4.2.1 Membership

The membership of each School Web Committee will depend on a number of factors including the size and structure of the School and existing web resource, but each should include a mix of academic and PSS colleagues from a cross section of discipline/function areas.

An example of the membership of a School Web Committee could be:

* ‘School Web Co-ordinator’
* Subject/discipline area representatives
* School External Relations Manager (or equivalent position within each School)
* Faculty Web Officer
* Faculty Web Content Editor
* Faculty Marketing Officer
* Teaching and Learning Representative
* Research Representative
* UG, PGT and PGR representatives

### 4.2.2 Responsibilities

Each School Web Committee will:

* Report meeting outcomes to the Faculty Web Board.
* Manage web activity at a local level, identifying and prioritising areas for development.
* Support the Faculty Web Board in delivering web projects.
* Establish a network of ‘T4 Contributors’; assign ownership of content accordingly and ensure they are appropriately trained.
* Establish a network of ‘Subject/discipline/function area representatives’.
* Ensure that their existence and purpose is known within the School.

### 4.2.3 Operation

Each School Web Committee/Working Group **must** meet regularly with activity reported to the Faculty Web Board through the ‘School Web Coordinator’.

## 4.3 School Web Co-ordinator

Each School will identify an academic or administrative colleague to oversee web activity at a local level.

They should be a senior member of the School and have the authority to speak on behalf of the School. *This is not a full time role but it is acknowledged that it will take up several hours a month.*

### 4.3.1 Pre-requisites

School Web Co-ordinators must have:

* An understanding of the T4 Content Management System and The University of Manchester Branding and Visual Identity Guidelines

### 4.3.2 Responsibilities

A School Web Co-ordinator will:

* Represent their respective School Web Committee on the Faculty Web Board.
* Through the School Web Committee, oversee the network of ‘T4 Contributors’ and the network of ‘Subject/discipline/function area representatives’ within the School.
* Have a sound understanding of The University of Manchester Brand Guidelines and be able to advise colleagues on their interpretation, implementation and enforcement.
* Liaise with the Faculty Web Content and Digital Marketing Manager as and when required.

## 4.4 T4 Contributors

Each School will maintain a network of T4 contributors who will be trained in the T4 Content Management System and have an understanding of The University of Manchester Branding guidelines.

### 4.4.1 Responsibilities

A T4 Contributor should:

* Be fully trained in the use of the T4 Content Management System
* Be trained in Writing for the Web
* Be responsible for managing and maintaining their respective content in line with The University of Manchester Brand Guidelines with support from the Faculty Web Content Editor.
* Be responsible for ensuring that their respective content is accurate, informative and up-to-date
* Ensure that any old content is removed or appropriately archived.
* Report any significant web related issues directly to the School Web Committee or Faculty Web Content Editor

The number of T4 Contributors within each School will vary depending on local need. Each will be given ‘contributor’ access to the T4 CMS.

**4.5 Subject/discipline/function area representatives**

### 4.5.1 Responsibilities

A Subject/discipline/function area representative should:

* Represent their subject/discipline/function area at meetings of the School Web Committee.
* Cascade decisions and other information to colleagues within their area.
* Collate comments from staff within their area for discussion at School Web Committee.
* Have an understanding of The University of Manchester Brand Guidelines.
* Should be the first point of contact for colleagues within their area who have web-related questions.
* Inform the School Web Committee of any staff changes relating to T4 Contributors within their area.

# 6. Evaluation

Due to the scale and complexity of the Faculty web projects, this Governance will be subject to regular reviews and amendments as appropriate. Any changes will be agreed with and communicated through the Faculty Web Project Board.

# 7. University guidelines

The University of Manchester Brand guidelines are available at: [www.brand.manchester.ac.uk](http://www.brand.manchester.ac.uk)