# The University of Manchester Library

## Website governance (v5 – updated April 2021)

## Introduction

The University of Manchester Library website is jointly owned and managed by:

* **Digital Library Development Team (Research and Digital Horizons)**
* **Communications and Engagement Team (Faculty and Student Partnerships)**

These teams also provide an internal web presence for the Library and student community (Library StaffNet and My Manchester ‘Learning’ portlets.).

Working in collaboration, these teams develop web content that is 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 Library to communicate with various audiences, including students, staff, researchers, local communities and the general public.
2. The web must be considered as part of the Library Strategy ([Imagine 2030](https://www.library.manchester.ac.uk/about/imagine-2030/)) with the aim of using web content in an engaging, informative and collaborative way.
3. Library directorates and teams share responsibility for the management and development of their own content with both the Digital Library Development Team, and Communications and Engagement Team.
4. The web presence for the Library will be developed in accordance with The University of Manchester Brand and accessibility guidelines:
   1. <https://www.staffnet.manchester.ac.uk/brand/>
   2. <https://www.manchester.ac.uk/accessibility/>
5. The Library website should be used primarily for communication, access to discovery tools, promotional and informational content related to Library services and support. It is not intended to be used as an online database or repository for Library catalogue holdings.
6. The Library StaffNet intranet should be used primarily as an internal communication tool for Library staff. It is not intended as a repository for documentation, which should be stored in SharePoint or Microsoft Teams.

## 1a. Scope

This governance documentation applies to the following University of Manchester Library websites:

* <https://www.library.manchester.ac.uk> (Primary communications website for the Library including The John Rylands Research Institute and Library)
* <https://www.staffnet.manchester.ac.uk/library/> (Library Staff Intranet – CAS authenticated)
* <https://my.manchester.ac.uk/uPortal/f/mylearning/normal/render.uP> (MyManchester for Students - Learning portlets)

Other Library web content is out of scope of this governance, but still required to adhere to The University of Manchester brand and accessibility guidelines. Out of scope websites managed by the Library include:

* <https://www.librarysearch.manchester.ac.uk> (Library Search / Primo)
* <https://luna.manchester.ac.uk/luna/servlet> (Image collections)
* <https://www.digitalcollections.manchester.ac.uk/> (Manchester Digital Collections)
* <http://subjects.library.manchester.ac.uk> (Subject guides)
* <https://manchester-uk.libanswers.com> (LibAnswers Enquiry Management)
* <https://archiveshub.jisc.ac.uk/manchesteruniversity/archives/> (ELGAR archives)
* <http://www.digitalexhibitions.manchester.ac.uk/> (Digital exhibitions)

## 2. Governance structure

A clear governance structure is essential for the successful implementation and delivery of Library web content.

The Digital Library Development Team, and Communications and Engagement Team support University-wide initiatives and projects initiated by the University-wide ‘Digital Marketing Leadership Team’. 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 Digital Library Development Team, and Communications and Engagement Team are therefore responsible for strategy setting and prioritisation of web projects at a Library-wide level.

The Digital Library Development Team, and Communications and Engagement Team will be underpinned by a network of departmental content owners.

### 2a. Visual representation of governance structure

### 2b. Primary ownership and management

The website is jointly owned and managed by the following roles in the Digital Library Development Team, and Communications and Engagement Team:

### Communications and Engagement Team

* Communications and Engagement Manager
* Marketing and Communications Officer

### Digital Library Development Team

* Digital Library Applications Manager
* Digital Communications Developer
* Digital Content Co-ordinator

### 2c. Secondary ownership and management

Each Library department will be responsible for identifying an appropriate individual to assume the role of Departmental ‘content owner’. They should be a senior colleague and have the authority to make decisions on behalf of the department they represent.

## 3. Responsibilities

The successful implementation and ongoing delivery of Library web content assumes that both the Digital Library Development Team, Communications and Engagement Team and departmental content owners will adhere to a clear set of responsibilities. These are outlined below:

### 3.1 Responsibilities of the Digital Library Development Team and Communications and Engagement Team

In delivering web operations, the Digital Library Development Team and Communications and Engagement Team will:

* Set strategy at a Library-wide level and agree priorities for web development.
* Lead on the development of the Library departmental web content, including design, technical and structural aspects.
* Work with Library departments 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 Library.

The Digital Library Development Team provides specialist content support to Library departments to ensure the provision of up to date, high-quality content.

Their role is to work both proactively on improving the Library web content and support Library departments to manage reactive requests for updates to web content.

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

To ensure consistency across the websites, the Digital Library Development Team will be responsible for approving and publishing all content before it is published to external pages.

### 3.1a Responsibilities

The Digital Library Development Team, and Communications and Engagement Team will:

* Determine priorities, milestones and deadlines for all Library 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 as required to provide specific expertise.
* Support Library departments 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 a project.

### 3.2 Responsibilities of each Library department

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

* Oversee an ongoing programme of local web activity, led by a departmental ‘content owner’.
* Establish a network of staff – ‘T4 Contributors’ who will take ownership of the specific parts of the Library website with support from the Digital Library Development Team.
* With support from the Digital Library Development 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 Library departmental related website content, ensuring that what is offered remains accurate, informative and relevant to the intended audience.
* Ensure that a Library departmental web presence conforms to the University’s brand and accessibility guidelines.
* Ensure that these governance arrangements are communicated to colleagues within the department.

### 3.3 Departmental content owner

Working in partnership with the Digital Library Development Team, and Communications and Engagement Team, each Departmental content owner will facilitate the delivery of web updates at a local level.

Content owners should be senior member(s) of staff and have the authority to make web content decisions on behalf of their department.

### 3.4 Pre-requisites

Departmental content owners must have:

* An understanding of the T4 Content Management System and The University of Manchester Branding and Visual Identity Guidelines
* A basic understanding of the T4 page layouts and web assets that are available to The Library
* An awareness of where departmental content sits within the wider web estate

### 3.5 Responsibilities

A Departmental content owner will:

* Represent their respective department to the Digital Library Development Team, and Communications and Engagement Team.
* Oversee the network of ‘T4 Contributors’ within their department.
* Have a good understanding of The University of Manchester brand and accessibility guidelines and be able to advise colleagues on their interpretation and implementation.
* Ensure that all content is regularly scanned for quality assurance and readability issues.
  + The Digital Library Development Team can provide access to online tools that scan pages for quality assurance, accessibility and readability issues.
* Liaise with the Digital Library Development Team, and Communications and Engagement Team, and Digital Communications Manager as and when required.
* Work with the Digital Library Development Team to review and refresh content on a 12-monthly basis.

## 4 T4 Contributors

Each department 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 and accessibility guidelines.

### 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 and accessibility guidelines with support from the Digital Library Development Team.
* 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 departmental content owner or Digital Library Development Team.

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

## 5. Evaluation

Due to the scale and complexity of the Library web projects, this governance will be subject to regular reviews and amendments as appropriate. Any changes will be agreed with and communicated to departmental content owners.

## 6. University guidelines

The University of Manchester brand and accessibility guidelines are available at:

* <https://www.staffnet.manchester.ac.uk/brand/>
* <https://www.manchester.ac.uk/accessibility/>