Collaborative Website Management Model

Overview

The El Camino College website has taken on a critical communications role for the institution – between faculty and students for instructional purposes, among college employees for operational needs, and between the college and community for information and promotion. It is essential that the website contain accurate, up to date content, that it have an interesting and attractive Look & Feel, and that it be organized so that visitors can easily find the information they need.

However, over the past decade the number of college staff who have both the necessary technical skills and the knowledge of content that must be posted has not kept up with the website’s growth in size and importance to college operations. Quite simply, the website has outgrown the college’s ability, within the current website management model, to support its continued development and operation.

This proposal creates a new website management structure, based on a content managed model, that simultaneously widely distributes and centrally coordinates the specific tasks and responsibilities required for website development and maintenance.

Specifically, this paper proposes –

• that a Web Team be established, consisting of representatives from the Academic Technology Committee, Public Relations & Marketing, ITS, Staff Development, Project Coordination Unit, Content Contributors (from Academic Affairs, Student & Community Advancement, and Administrative Services), technical support staff, and others as appropriate.
  o that each of the Web Team members work together to ensure that there is effective collaboration among those who have specific areas of responsibility over functional elements of the website (e.g. content, Look & Feel, computing infrastructure, policy & procedures), and
  o that the Web Team work with the Project Coordinator and technical support staff within a collaborative structure to ensure effective and efficient website operation
• that a unit within the Academic Affairs Learning Resources Unit be designated responsible for coordinating the Website Management Project, and
• that the college contract for a website authoring, approval, and content workflow management system that will allow for streamlined and effective distribution of website upgrade and development