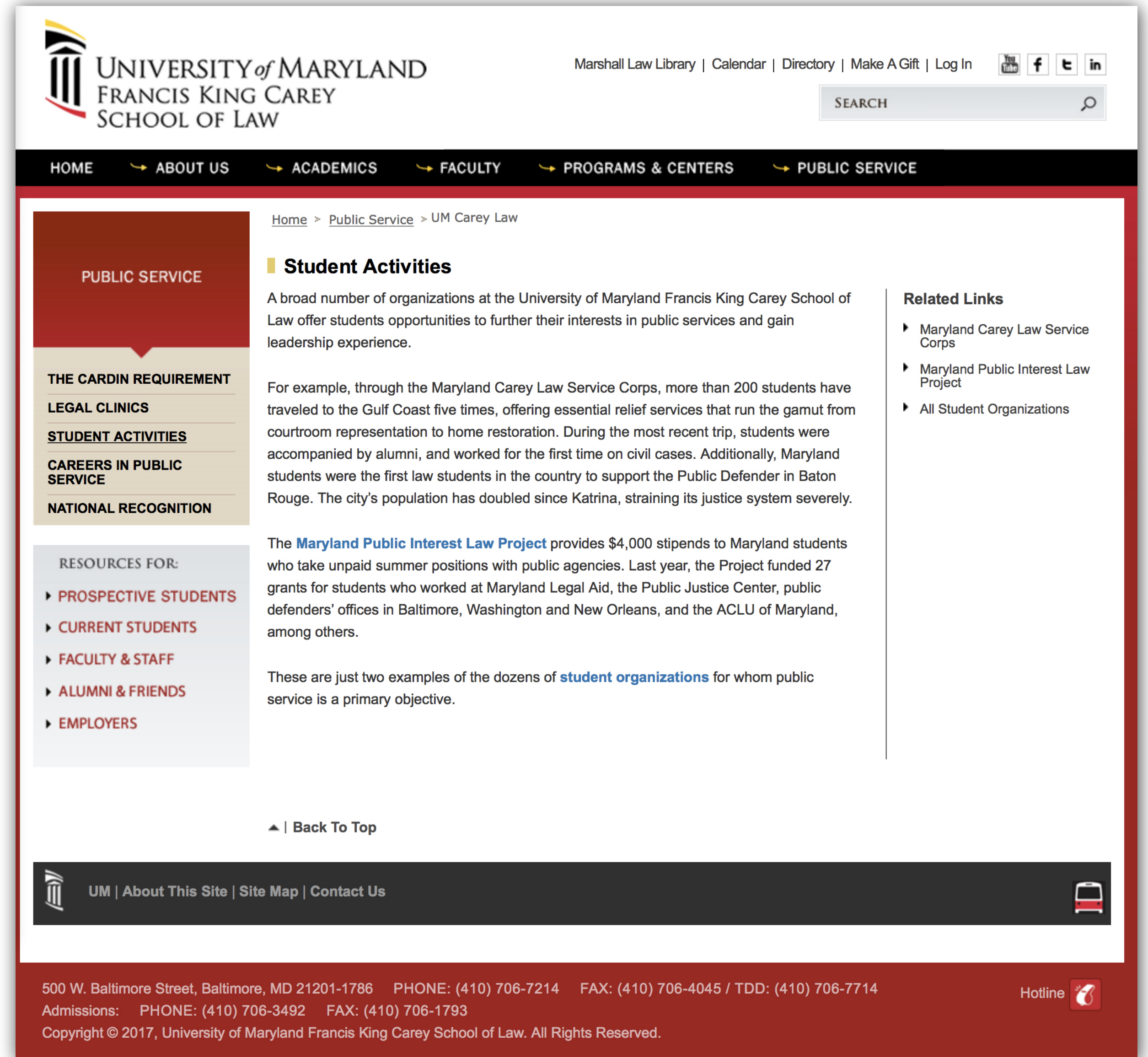# MARYLAND CAREY LAW

WEBSITE GOVERNANCE

WHERE WE STARTED

WHERE WE ARE NOW

A Long Road

Pre-2018 Website

- Not mobile friendly
- Cluttered
- Difficult to navigate
- Content buried in difficult to find places
- Stored on text pages on shared drive

2018-2022 Website

- Mobile friendly
- Navigational structure was confusing due to compromise/hybrid audiences
- Modularized in T4
- Underlying foundation was built on top of various frameworks
- Few sitewide tools for advanced needs
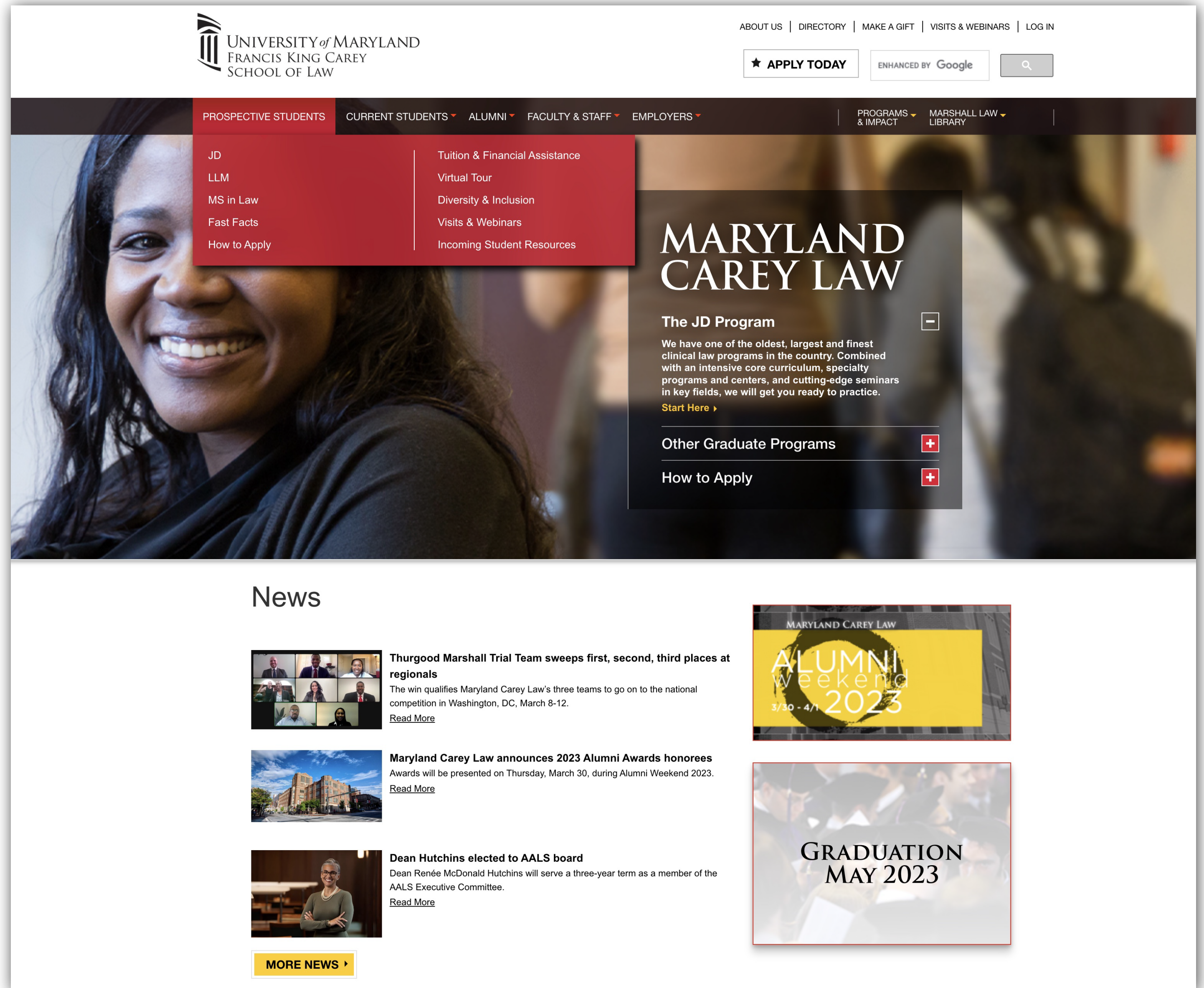
2022-Present Website

- Mobile friendly
- Improved accessability
- Effective dual channel navigation
- More intuitive site structure
- Robust tagging system and flexible content building tools
- Clean build from the ground up
- Databases now in PHP (course catalog, bios, news)
- Prospective student focus
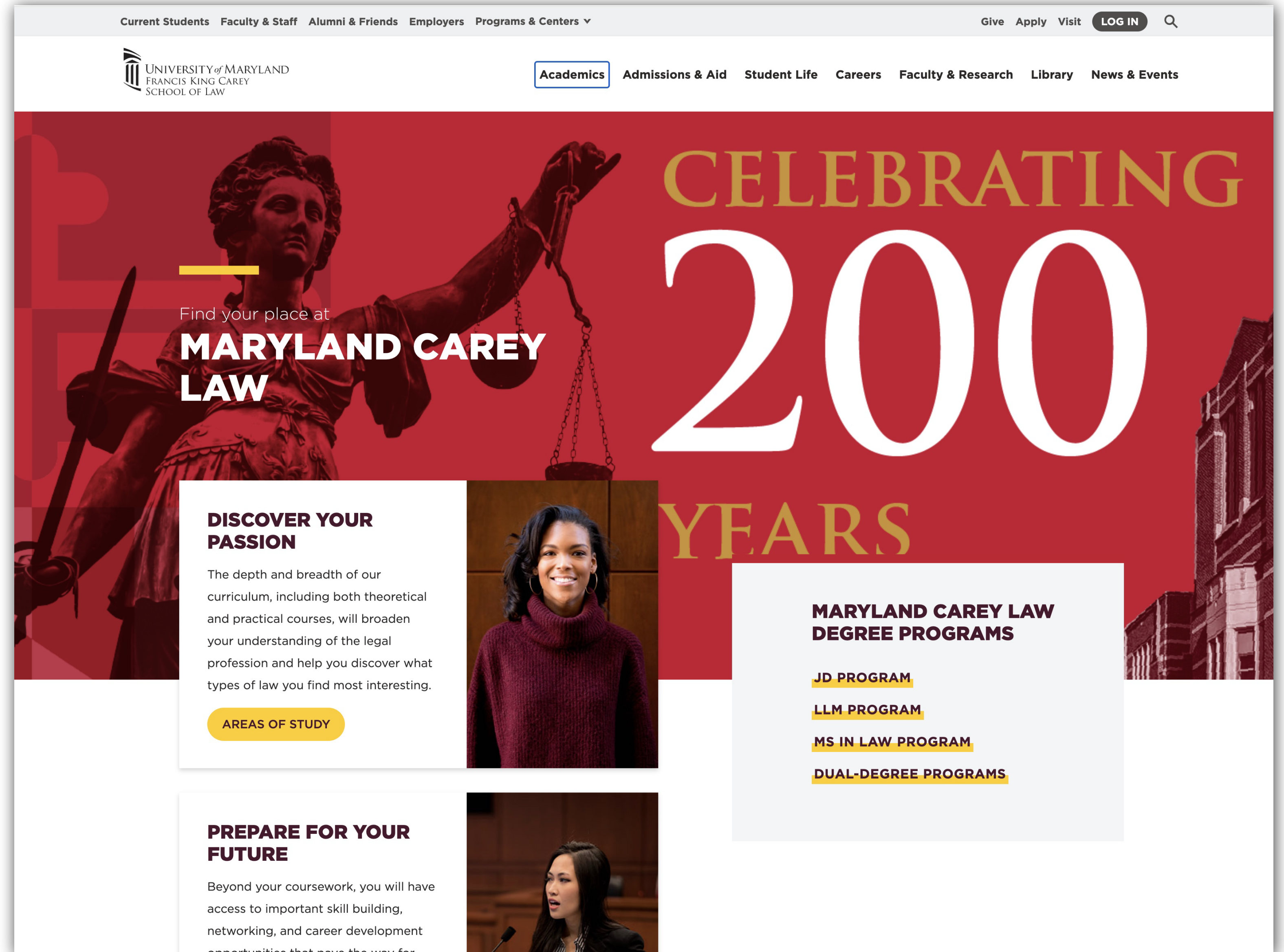
Permissions and Publishing

Contributor
Can add and edit inside content modules
Cannot publish

Moderator
Can publish and create site sections in addition
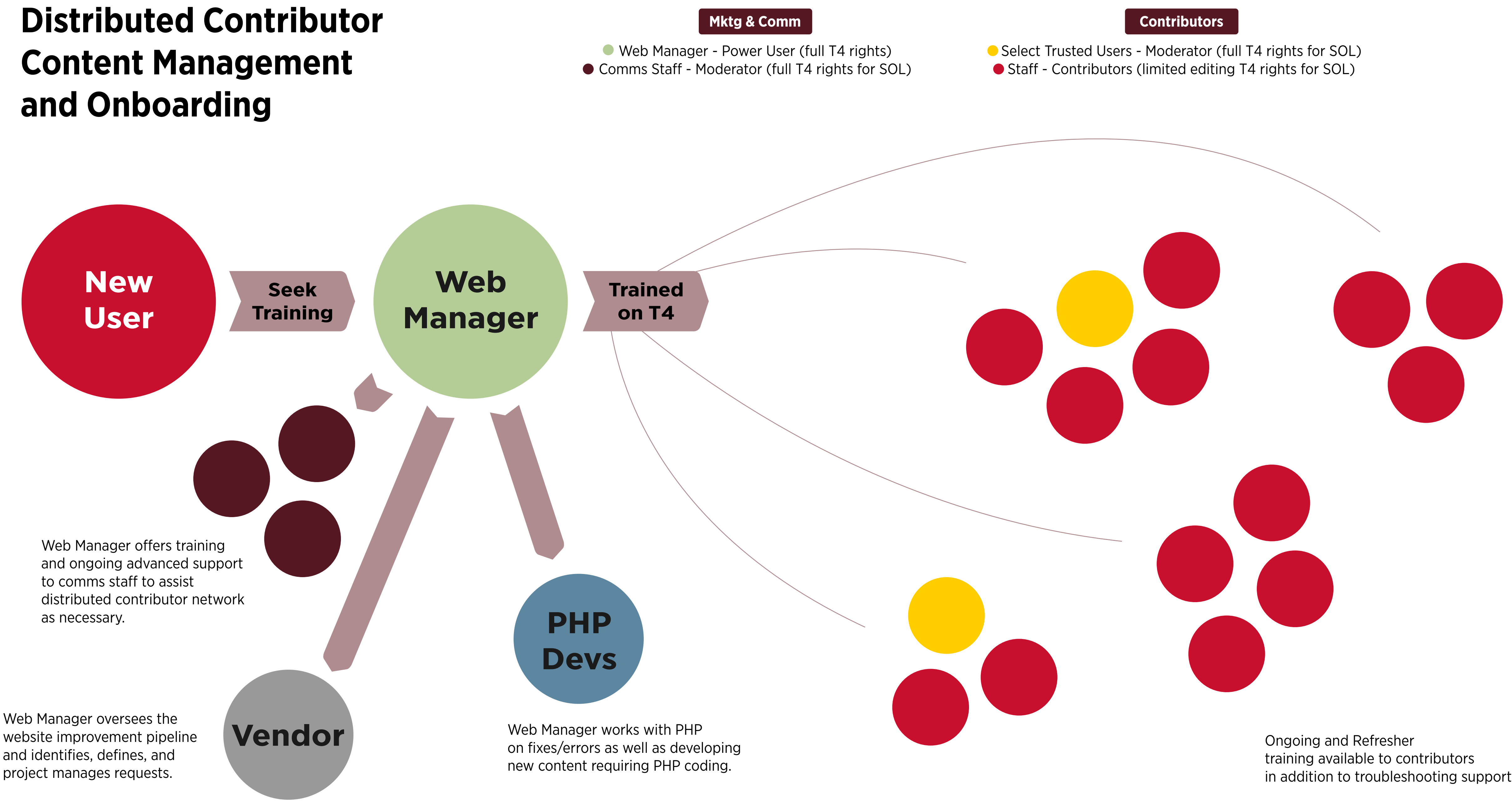adding and editing content

Administrator
Can do all of the above and has access to all
administrative tools as well as **ALL** UMB sites

The **approval process** serves to help
maintain standards, protect critical
digital infrastructure from accidents,
and offers a final review before
anything is pushed live to the school
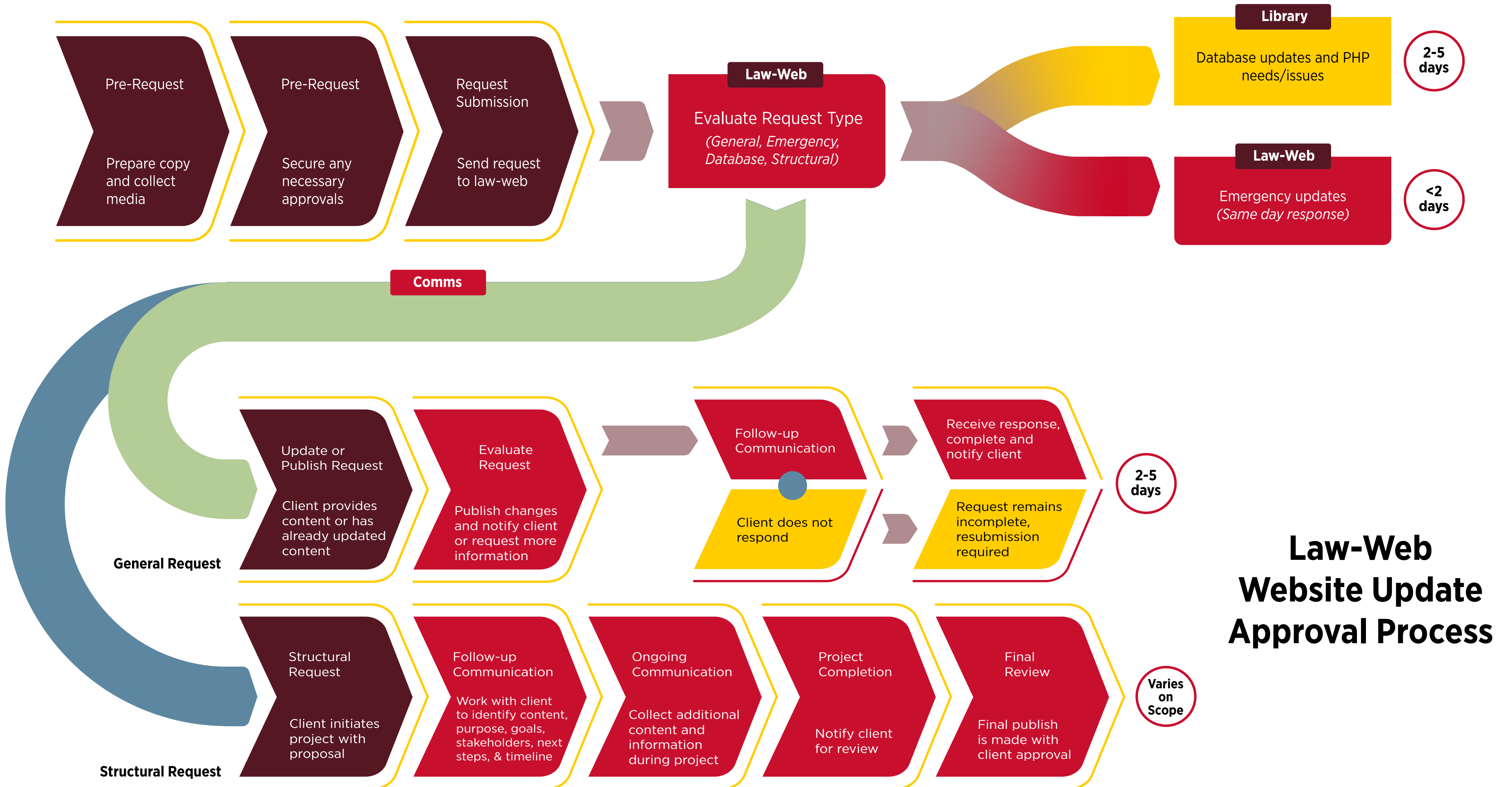community and broader public view.

Slides Available at:
https://law.umaryland.edu/communications

Distributed Contributor Content Management and Onboarding

Mktg & Comm
- Web Manager - Power User (full T4 rights)
- Comms Staff - Moderator (full T4 rights for SOL)

Contributors
- Select Trusted Users - Moderator (full T4 rights for SOL)
- Staff - Contributors (limited editing T4 rights for SOL)

New User → Seek Training → **Web Manager** → Trained on T4

Vendor

PHP Devs

Web Manager offers training and ongoing advanced support to comms staff to assist distributed contributor network as necessary.

Web Manager oversees the website improvement pipeline and identifies, defines, and project manages requests.

Web Manager works with PHP on fixes/errors as well as developing new content requiring PHP coding.

Ongoing and Refresher training available to contributors in addition to troubleshooting support

APPROVAL PROCESS THROUGH LAW-WEB

law-web@law.umaryland.edu

Law-Web Website Update Approval Process

Pre-Request — Prepare copy and collect media

Pre-Request — Secure any necessary approvals

Request Submission — Send request to law-web

Law-Web — Evaluate Request Type *(General, Emergency, Database, Structural)*

Library — Database updates and PHP needs/issues — 2-5 days

Law-Web — Emergency updates *(Same day response)* — <2 days

Comms

General Request

Update or Publish Request — Client provides content or has already updated content

Evaluate Request — Publish changes and notify client or request more information

Follow-up Communication

Client does not respond

Receive response, complete and notify client

Request remains incomplete, resubmission required — 2-5 days

Structural Request

Structural Request — Client initiates project with proposal

Follow-up Communication — Work with client to identify content, purpose, goals, stakeholders, next steps, & timeline

Ongoing Communication — Collect additional content and information during project

Project Completion — Notify client for review

Final Review — Final publish is made with client approval — Varies on Scope

Emergency Requests

Often time-sensitive pages or content that either have a deadline or require a last-minute update due to an unforeseen change.

Structural Requests

Typically made up of a long page with many widgets or a collection of pages with their own subpages and navigational logic.

Templated Pages

Some pages of the site are large, complex, templated pages.
They are more rigid in terms of content, they were built to
house specific types of content in a consistent manner.
They do require additional thought when deciding which
content takes priority in the space available.
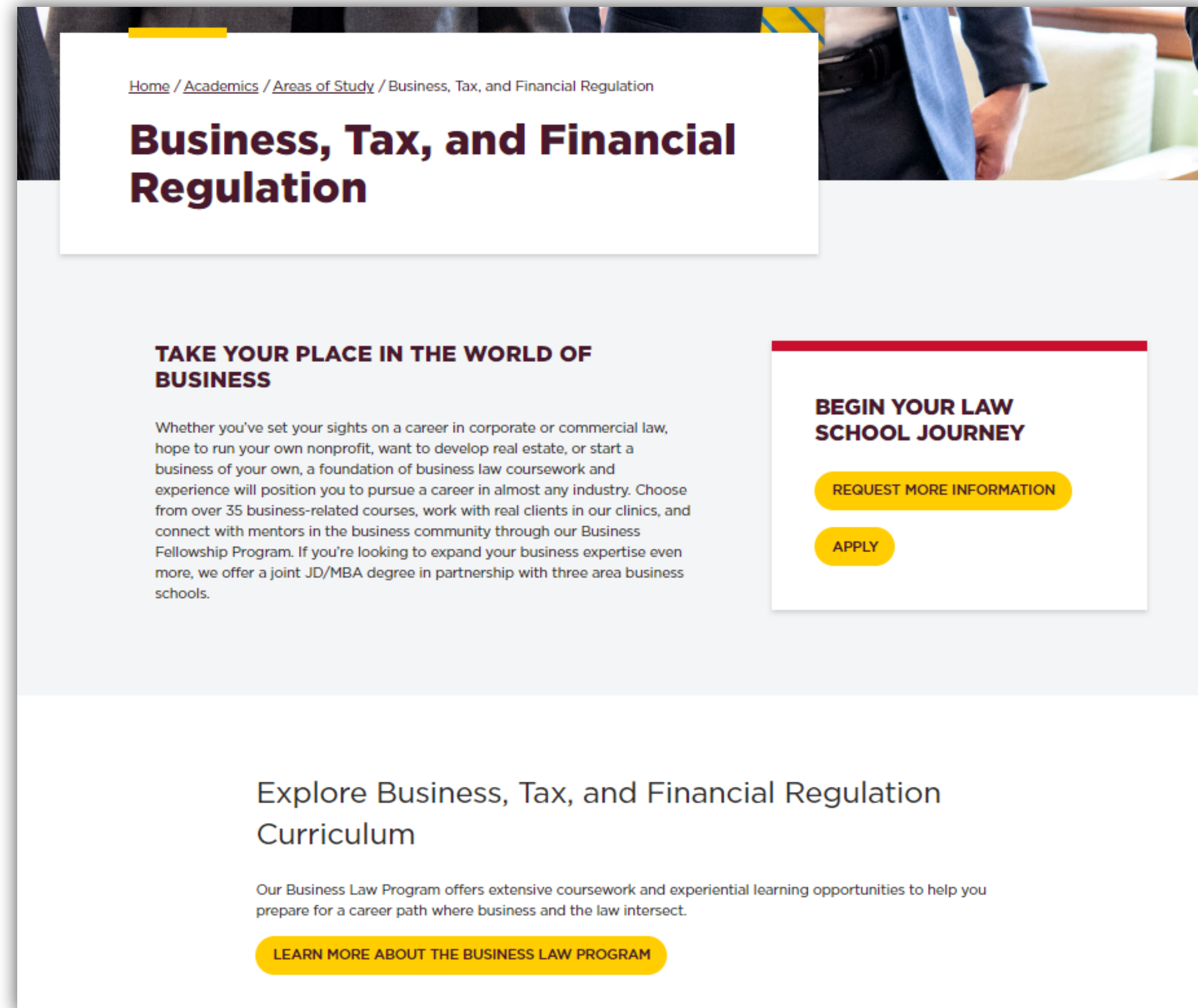
CONTENT MANAGEMENT

Content Rubric

DIMENSIONS	UNACCEPTABLE	ACCEPTABLE	SUPERIOR
Approval	Does not have approval from necessary stakeholders	All interested parties have been notified and have expressed approval of the pending content to be released into a live environment on appropriate channels	
Grammar & Spelling	Ungrammatical / Misspelled	Grammar and Spelling are correct and follow guidelines in brand and Maryland Carey Law internal style guides	
Visual/Brand Audience	Does not follow the brand guide or internal brand direction	Demonstrates a good faith effort to meet the overarching brand guide and internal brand direction	Completely adheres to the UMB brand guide and internal brand direction
Utility	Content that meets one or more of the following criteria: 1) duplicative 2) miuses medium/channel 3) self-promotional/personal use beyond institutional use 4) confidential	Useful to limited audience(s) and does not meet any of the "unacceptable" criteria	Useful to a wide audience and/or high-value target audience, and published to the appropriate channel
Relevance	Not applicable to audience(s) intentionally viewing content. Content is mis-labeled, out of date or otherwise no longer relevant	Majority of content is applicable to the audience(s) intentionally viewing content	All content is entirely applicable to audience(s) intentionally viewing content
Readability	Language used is inappropriate for intended audience	Comprehensible by most members of the intended audienc(s) but not necessarily all audiences	Comprehensible by all members of the intended audience
Length	Content either too short to properly convey sufficient information or too long resulting in obscuring intended communication	Content provides sufficient information and context to meet the needs of audience(s) intentionally viewing that content	
Tone	Does not meet the internal style guide/appropriate voice	Meets the internal style guide and uses the appropriate voice	

DIGITAL DECORUM

Managing updates and being mindful of the lifecycle of website content to maintain an appropriate level of thoughtfulness and consideration in how we present and comport ourselves to the outside world.

Seasonal Updates Schedule

Academic

Administrative

Summer/Fall

Academic — Summer
- Review program based past event offerings
- Programs should review their pages for accuracy and relevance of content, prep content updates for upcoming Fall semester
- Update course information
- Develop content and begin discussions about special projects/structural additions

Academic — Fall
- Populate upcoming program events
- Programs submit updates to their respective microsites
- Request landing page creation for custom event/conference pages
- Populate articles and update program news pages

Administrative — Summer
- Review tuition and fees for coming academic year
- Review clinic list for current offerings
- Review Areas of Study and other prospective student pages
- Archive annual magazine, prep and launch new Summer Magazine

Administrative — Fall
- Update orientation details
- Update visits and webinars
- Review and update ABA Required Disclosures
- Update calendars and classroom grids
- Updates to bio pages
- Update upcoming Alumni events and content

Winter/Spring

Academic — Winter
- Review past events for archiving and update upcoming program events
- Request landing page creation for custom event/conference pages
- Populate articles and update program news pages

Academic — Spring
- Review past events for archiving and update upcoming program events
- Request landing page creation for custom event/conference pages
- Populate articles and update program news pages

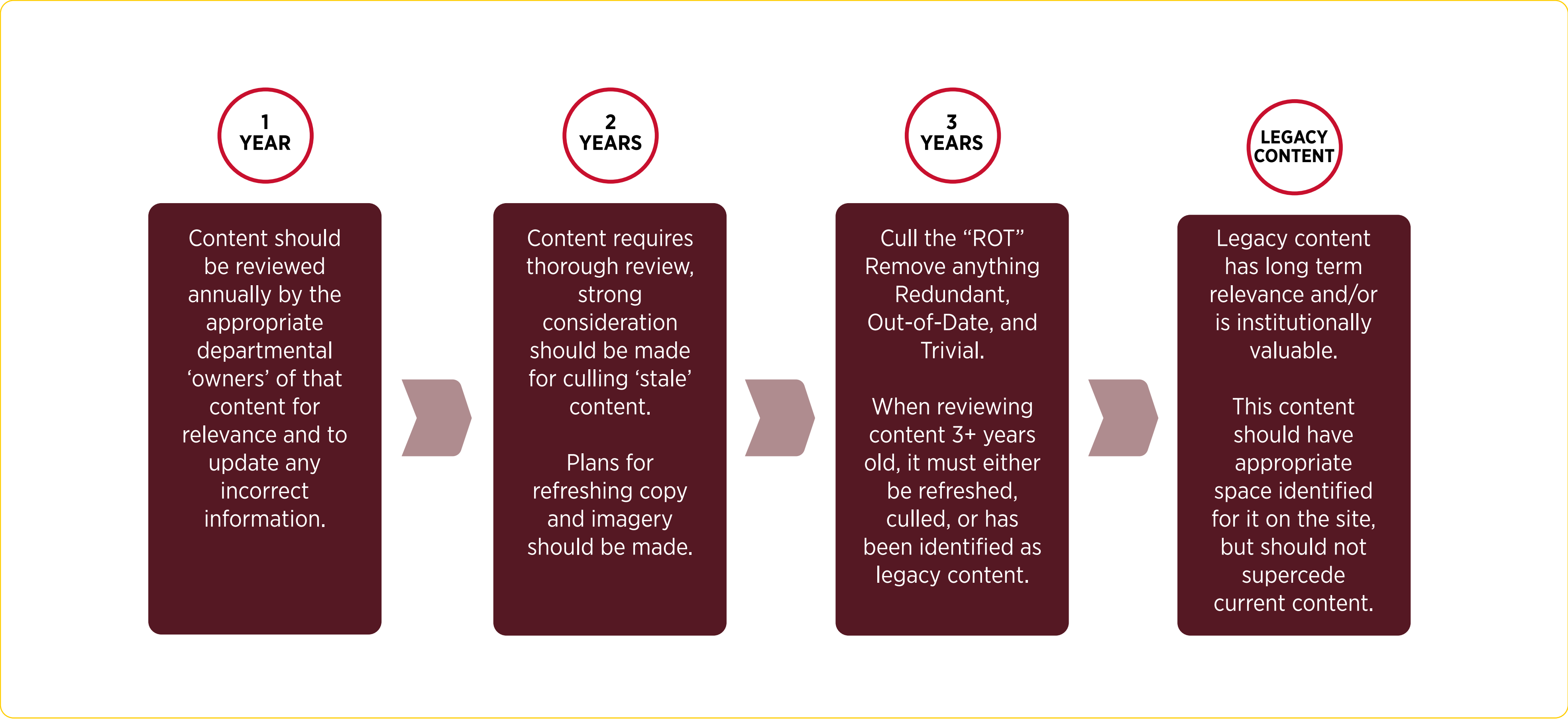**Administrative — Winter**
- Review graduation content to prep for Spring
- Review and update ranking information
- Update calendars and classroom grids
- Updates to bio pages
- Update upcoming Alumni events and content

Administrative — Spring
- Update graduation content and prep for livestream
- Updates to bio pages
- Update upcoming Alumni events and content
- Review and update recruitment content

Content Lifecycle Management

1 YEAR

Content should be reviewed annually by the appropriate departmental 'owners' of that content for relevance and to update any incorrect information.

2 YEARS

Content requires thorough review, strong consideration should be made for culling 'stale' content.

Plans for refreshing copy and imagery should be made.

3 YEARS

Cull the "ROT" Remove anything Redundant, Out-of-Date, and Trivial.

When reviewing content 3+ years old, it must either be refreshed, culled, or has been identified as legacy content.

LEGACY CONTENT

Legacy content has long term relevance and/or is institutionally valuable.

This content should have appropriate space identified for it on the site, but should not supercede current content.

Content older than 5 years that has not been identified as legacy content should be culled. If there is a question about creating a legacy space for certain content, interested parties should discuss with Marketing & Communications, and should provide who might view the content, why they would seek it out, and what goal/purpose the content serves.

DEVELOPING SEASONAL UPDATE SCHEDULES & CONTENT LIFECYCLES

Next steps: We will reach out to programs and offices that have sections on the website to discuss what content schedules and lifecycles look like for them.

We want to know what works within your annual cycle and how we can maintain that digital infrastructure together.

A COUPLE ASKS ON BEHALF OF MARKETING & COMMUNICATIONS

We would love to have some extra opportunities to take photos and video of students - in particular in class. The school needs updated imagery on a regular basis for ODAR, Admissions, and general web use.

If you have any big projects coming up, do let us know with as much lead time as possible.

Web requests: **law-web@law.umaryland.edu**

General requests: **comms@law.umaryland.edu**

THANK YOU

Slides Available at:
https://law.umaryland.edu/communications