UHWO Policies and Procedures for Website Administrators

The purpose of this document is to clarify University of Hawaiʻi – West Oʻahu's (UHWO) official external facing websites for the UHWO campus, site maintenance, roles and responsibilities of site administrators, and the responsibilities of the UHWO Communications and Information Technology (IT) departments regarding sites officially affiliated with UHWO.

Definitions

Administrator: The person or persons who hold credentials for administrative access to the enterprise site or microsites. Administrators must be a UHWO faculty or staff member and have a UH-issued hawaii.edu account.

Communications Department: A unit of the UHWO Chancellor's Office; UHWO's designated administrative office that is responsible for the coordination and implementation of marketing and communications activities.

Content manager: The person or persons who hold and/or actively use login credentials for administrative access to the enterprise site or microsites. Content managers are responsible for generating, updating, and managing content on the enterprise site or microsites. Content managers must be a UHWO faculty or staff member, or student, and have a UH-issued hawaii.edu account.

Information Technology (IT) Department: A unit of the UHWO's Vice Chancellor for Administration; UHWO's designated administrative office that is responsible for provisioning, setup, security, and access to websites that reside on UH ITS servers. IT will provide end user support in the designated standard Content Management System and related software as needed, for example, Website Analytics, Search Engine, Plug-ins, etc.

UHWO's Enterprise Site: UHWO's main website, includes all pertinent information applicable for outreach to the public. Primary method by which the community learns about UHWO. UHWO's official website and registered domain is uhwo.hawaii.edu. The primary target audience of the enterprise site is prospective students. Secondary audiences include current students, faculty, staff, alumni, parents of prospective and current students, community, and media

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UHWO Microsites: A website to publish more detailed information for a specific degree, certificate, concentration, program, or department that is officially affiliated with UHWO and meant to complement the Enterprise website. It is jointly created and supported by the IT and Communications departments, when the amount of information or design requirement is beyond the capabilities that the enterprise site can provide. Supported UHWO-microsites will be incorporated, linked, and/or recognized on the enterprise site.

Wordpress: The designated standard Content Management System for all UH West Oahu officially-recognized microsites. If you are not trained in Wordpress, please submit an IT help ticket at https://ithelp.uhwo.hawaii.edu to request high-level training.

Centrally locate microsites on a server supported by IT for security purposes. IT will be responsible upgrades are applied and backups are conducted.

Affiliated websites: Programs that are associated and/or officially recognized by UHWO, but fall outside of the definition for a UHWO microsite. They are not supported by nor created following consultation with the UHWO Communications or IT departments.

UHWO Enterprise (main) Website

The Communications and IT departments are responsible for making decisions on behalf of the University regarding information architecture, usability, design, and strategy for the official university website. These decisions are made with consideration of current usability models, information architecture standards, analytics data, the University's mission and goals, and input from senior administration and constituents.

Enterprise site content is the responsibility of the department or individual associated with the degree, certificate, concentration, program, or department that web page represents. As such, the respective department or individual responsible for content should be mindful of keeping content up-to-date and accurate. Those wishing to update content for their respective area of interest, who are neither administrators nor content managers, should complete the online Communication Request Form.

UHWO enterprise site administrators and content managers must be a UHWO faculty or staff member, or student, and have read the UHWO Web Graphic Standards document. Content managers are responsible for web content in their own sections and pages, and update content in a timely manner.

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All content on the enterprise site is reviewed and approved by the UHWO Communications Department before being published to ensure the consistent look and feel of the enterprise website. The Communications Department makes all attempts to approve content changes in an expeditious manner.

All content (and some design component) updates are made through a Content Management System (CMS) called MURA. MURA can be accessed using a browser that is connected to the internet. Administrators (users) for MURA are managed by the Communications Department with assistance from IT. If you are not trained in MURA, please submit an IT help ticket at https://ithelp.uhwo.hawaii.edu to request high-level training.

The UHWO enterprise site is hosted on the UH Information Technology Services (ITS) server.

UHWO Microsites (Official)

Offices, divisions, departments, and programs wishing to create a new microsite, add additional pages to an existing site, or incorporate external site elements should complete the online Communication Request Form.

Microsite administrators and content managers are responsible for creating and maintaining their content and pages. All microsites must adhere to UHWO Web Graphic Standards and Website Writing Guidelines and be accessible by a representative from the IT Department. The Communications Department does not verify nor review content on UHWO microsites.

Any microsite not in adherence developed to established standards cannot be supported by Communications or IT departments. Departments are strongly encouraged to migrate to UHWO-supported microsites by completing the online Communication Request Form.

Administrators and content managers of an official UHWO microsite must be a UHWO faculty or staff member, or student. All content must adhere to U.S. and international copyright law (including guidelines for fair use); comply with local, state, and federal laws; and comply with university web policies and all other university policies.

UHWO Microsites are hosted on UH ITS servers.

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Affiliated UHWO Websites

The Communications Department highly recommends that UHWO offices, divisions, departments, or programs with external sites that are more appropriate for a supported, official microsite should request one via the [Communication Request Form](#).

Administrators and content managers of affiliated websites are encouraged to read the UHWO Web Graphic Standards and Website Writing Guidelines. Users are responsible for their own web content and pages, which must adhere to U.S. and international [copyright law](#) (including guidelines for fair use); comply with local, state, and federal laws; and comply with university web policies and all other university policies. The Communications Department does not monitor nor is it responsible for the content on microsites.