

Kennesaw State University

Web Governance Guide

Table of Contents

<i>Kennesaw State University</i>	<i>1</i>
<i>Governance Guide</i>	<i>1</i>
<i>1. Our Goals</i>	<i>3</i>
<i>2. Glossary of terms</i>	<i>4</i>
<i>3. Platform Inventory</i>	<i>6</i>
Public-Facing/External Website.....	6
Internal Website	6
Website Content.....	7
Additional Websites and Platforms.....	7
<i>4. Roles & Responsibilities</i>	<i>9</i>
<i>5. Web Governance Working Group</i>	<i>11</i>
<i>6. CMS Access and Training</i>	<i>12</i>
Requesting CMS access.....	12

Roles and Permissions	12
Required Training	12
Maintaining Access.....	13
7. Content Creation and Review	14
Content Standards	14
New Content Creation.....	14
Content Review & Archiving.....	15
Duplicate Content Policy.....	16
8. URL Management	16
9. Related Standards and Policies	16
Appendix.....	17
Content Decision Tree.....	17

1. [Our Goals](#)
1. [Glossary of Terms](#)
2. [Platform Inventory](#)
3. [Roles & Responsibilities](#)
4. [Web Governance Working Group](#)
5. [CMS Access and Training](#)
6. [Content Creation and Review](#)
7. [URL Management](#)
8. [Related Standards and Policies](#)
9. [Appendix](#)

1. Our Goals

The following web governance processes are aligned with Kennesaw State University's strategic vision and core values and outline the roles, responsibilities, and practices that guide the kennesaw.edu website and other web platforms.

The Kennesaw State University website should adhere to the following core web values:

Strategic: Our web presence is not a digital archive or a document repository. Web content published to kennesaw.edu supports the university's goals in recruitment, reputation building, research & discovery, and community engagement.

Audience-Centric: Our web presence exists to help site visitors accomplish key tasks. Our web presence should be tailored to audience needs, supported by data, and well-maintained to provide accurate, actionable information.

Accessible: Our website should be usable for all visitors, regardless of physical ability or chosen device. Our webpages should be mobile-friendly and compliant with accessibility best practices.

Professional: kennesaw.edu should represent the University brand with polish and professionalism. Copy, design, and photography should all uphold the University's brand and be aligned with our role as a leading institution in Georgia.

2. Glossary of terms

- **Academic Program Page:** A marketing-focused page describing an academic degree program offered by Kennesaw State University and providing students with the next steps and information needed to enroll.
- **ADA Accessibility:** The Americans with Disabilities Act requires that websites and mobile apps of public entities and businesses be accessible to people with disabilities to ensure equal access.
- **Analytics:** The measurement, collection, analysis, and reporting of web data for understanding and optimizing web usage.
- **Archiving:** The process of storing old or outdated web content for future reference.
- **Brand Guidelines:** Rules and standards for maintaining a consistent brand identity across the website.
- **CMS:** An abbreviation for Content Management System, the software that manages the content published to the Kennesaw State internal and external site. At Kennesaw State University, the CMS in use is Omni.
- **External Site (www.kennesaw.edu):** A publicly available site that is intended to meet the needs of individuals outside of Kennesaw State, including prospective students, parents and families, alumni and donors, and community members.
- **Governance:** The framework of policies, roles, responsibilities, and processes that guide, direct, and control how the website is managed.
- **Internal Site (campus.kennesaw.edu):** A publicly available site that is intended to meet the needs of Kennesaw State University's students, faculty, and staff. The internal site is not designed for external audiences, although they may find some content of interest there.
- **Local Navigation:** The section-specific navigation contained below the global navigation or on the sidebar of a page.
- **Metadata:** Data that provides information about other data, such as descriptions, keywords, and tags.
- **Site:** While kennesaw.edu is often considered by our audiences to be one single website, in this document, the term "site" refers to specific domains on kennesaw.edu.
- **Section:** Used to refer to a portion of pages on the website that share a common local navigation.
- **SEO (Search Engine Optimization):** The practice of increasing the quantity and quality of traffic to a website through organic search engine results.
- **StratComm:** The Office of Strategic Communications and Marketing.
- **User Experience (UX):** The overall experience of a person using the website, especially in terms of how easy or pleasing it is to use.
- **Web Standards:** Guidelines and specifications for web development and design to ensure compatibility and accessibility.

- **WCAG:** Web Content Accessibility Guidelines (WCAG) are a set of international standards developed by the World Wide Web Consortium (W3C) to make web content more accessible to people with disabilities.

3. Platform Inventory

Public-Facing/External Website

URL: www.kennesaw.edu

Platform: Omni CMS

Purpose: The external site exists to support student and faculty recruitment, promote the reputation of Kennesaw State University both locally and nationally, and engage with stakeholders and community partners.

Primary Audience: Prospective Students, Parents and Families

Secondary Audiences: Alumni, Donors, Community Partners, Peer Institutions, Media

Platform Owner: Strategic Communications, with support from University Information Technology Services

Website Content

The following types of content should be housed on the public website:

- Admissions information
- Degrees and programs
- Student life priorities, such as housing, dining, student clubs
- News
- Public events, such as athletics, performing arts, commencement, or distinguished speakers
- Content about the University's leadership, mission, and priorities
- Funded research projects
- Research centers and marquee facilities
- Content required for accreditation and legal compliance

Internal Website

URL: campus.kennesaw.edu

Platform: Omni CMS

Purpose: The internal site exists to support student success and retention; facilitate faculty teaching, research and creativity; and provide functional resources for visitors and friends of Kennesaw State University.

Primary Audience: Faculty and Staff, Admitted/Current Students

Secondary Audiences: Job Seekers, New Hires, Alumni, Peer Institutions

Platform Owner: Strategic Communications, with support from University Information Technology Services

Website Content

The following types of content should be housed on the internal website:

- Academic advising and student success resources
- Administrative offices
- Shared governance, including committees
- Internal awards and events
- Most health, wellness, and safety resources
- Policies
- Research support and administration
- Content that serves all audiences, but is functional/instructional in nature (e.g., campus maps, parking information, WiFi instructions).

Additional Websites and Platforms

- **Course Catalog (catalog.kennesaw.edu):** The course catalog is owned by the University registrar and is the official source of the University's academic programs, courses, and policies. Content from the course catalog should not be duplicated on the public or internal website, except through use of the integration supported by Strategic Communications. Webpages that duplicate content housed in the course catalog may be edited or archived by Strategic Communications. Any exceptions to this must be approved by Strategic Communications.
- **Faculty Web (facultyweb.kennesaw.edu):** Faculty Web is owned by Academic Affairs and is available for all Kennesaw State University faculty to host biographical information, CVs and resume material, links to scholarship and research, and information about professional or scholarly activities. It is the responsibility of every faculty member to maintain their information in a way that highlights their accomplishments and impact on the university community. Content on Faculty Web should be relevant, accessible; free of typos, errors, and broken links; and appropriate for the professional web presence of the University.

Platform	External	Internal	Primary Content Type	Primary Owner
Public Website (kennesaw.edu)	✓		See section 4	Strategic Communications
Internal Website (campus.kennesaw.edu)		✓	See section 4	Strategic Communications
Faculty Websites (facultyweb.kennesaw.edu)	✓		Faculty Bios, Faculty Professional and Scholarly Activity	Academic Affairs
Digital Commons	✓		Scholarly Output	Library
Course Catalog	✓	✓	Course Descriptions and Degree Requirements	University Registrar

SharePoint	✓	Sensitive Content for Internal Audiences	UITS
INTWeb	✓	Internal File Sharing	UITS
Owl Life	✓	Student Events	Student Affairs
GivePulse	✓	Student Events & Service Opportunities	Student Affairs
Owl Express	✓	Class Schedules, Registration, Grades	University Registrar
D2L	✓	Course-Specific Academic Content	Academic Affairs
Degree Works	✓	Course Planning and Requirements	University Registrar
Owl Family Hub (Campus ESP)	✓	Parent Communications	Student Affairs
OneUSGConnect	✓	HR and Employee Management Resources	University System of Georgia

4. Roles & Responsibilities

Strategic Communications is responsible for:

- Content on top-level pages of both the internal and external site, including the academic program pages housed in /degrees-programs.
- Providing training and account access for campus contributors.
- Approving new page requests on the external site.
- Communicate and uphold institutional standards concerning brand guidelines, search engine optimization, web accessibility, and web best practices.
- Monitoring site performance and making annual recommendations about pages to archive, merge, or restructure.
- Servicing web support tickets. Refer to StratComm website for more information surrounding tickets and timelines.
- On a case-by-case basis, Strategic Communications supports units on campus with web copywriting, maintenance, and media production.
- Complying with all standards of KSU and the University System of Georgia.
- Ensuring all web content aligns with all website governance standards and values.

Information Technology Services are responsible for:

- CMS site creation, editing group creation and management, and user account creation and management.
- All source code development including templates, snippets, and backend
- Supporting system integrations and new feature requests.
- All other related tasks associated with the service and support in maintaining the Omni CMS platform.
- Complying with all standards of KSU and the University System of Georgia.

CMS Editors are responsible for:

- Aligning, upholding and complying with the standards set forth by StratComm and UITS regarding website governance and policy.
- Complying with all standards of the University System of Georgia.
- Editors are required to publish notes for any page that is edited or updated.
- Attending and participating in Omni training and CMS editor working groups.
- Implementing, updating, and owning web content within their unit.
- Maintaining accessible, on-brand pages that are up-to-date and reasonably visually appealing.
- Coordinating and representing the disciplinary perspectives of the experts within their units and divisions.
- Consistent web content reviews within units and divisions.
- Ensuring all web content aligns with divisional/college messaging as well as university wide website governance standards and values.

- Understanding, communicating, and clarifying institutional standards and guidelines to unit and division leadership, faculty and staff.

Content Owners are responsible for:

- Serving as a subject matter expert and communicating the disciplinary perspectives of their units and divisions to their CMS lead.
- Conducting quarterly review of all content to keep content fresh and up to date.
- Responding promptly to requests to review web pages.
- Communicating web update needs to CMS editors or Strategic Communications.
- Complying with all standards of KSU and the University System of Georgia.
- Ensuring all web content aligns with divisional/college messaging as well as website governance standards and values.
- Understanding and communicating institutional standards and guidelines to unit leadership.
- Faculty are responsible for updating and maintaining their personal webpages. Content on Faculty Web should be relevant, free of typos, errors, and broken links, and appropriate for the professional web presence of the University.

5. Web Governance Working Group

To ensure institutional alignment and proper representation in strategic decisions, Kennesaw State University has established a web governance advisory group consisting of experienced CMS Editors from across the institution to provide input on web governance processes.

The web governance working group meets quarterly to discuss web topics, share updates from across the institution, and identify opportunities to improve collaboration and communication. The web governance working group is convened by Strategic Communications, and members are asked to remain involved for two-year terms.

Members of the web governance working group are responsible for:

- Attending monthly meetings.
- Contributing agenda items to meeting agendas.
- Serving as liaisons between Strategic Communications, UITS, and the division they represent.
- Staying current with CMS trainings and being an active CMS Editor during their two-year term.

6. CMS Access and Training

Requesting CMS access

CMS access is available to Kennesaw State University employees who have been designated as a CMS editor by their unit and have completed the CMS editor training.

Student employees, graduate assistants, or short-term employees are not eligible to become CMS editors without the permission of the Supervisor, Dean, Director of SEO and website strategy.

Web editors should have the following skill sets:

- Strong writing skills: attention to grammar, punctuation, tone, and style.
- Basic knowledge of working with multimedia: the ability to select and optimize photographs and work with video files.
- Basic understanding of web accessibility guidelines for content editors.
- Understanding of Kennesaw State University brand guidelines.
- The ability to devote an appropriate amount of time to web content maintenance and ongoing training based on your responsibilities and scope.
- Attend additional training as necessary.

Roles and Permissions

CMS editors can have the following roles in the CMS:

- Level 2: A role for most editors on the external site that allows edits but not new page creation.
- Level 5: A role for most editors on the internal site and trusted editors on the external site.
- Level 8: Level 8 and above permissions are restricted to Strategic Communications and UITS unless permission is granted from the Director, SEO and Website Strategy.

Required Training

Before gaining access to the CMS, web editors at all levels must complete a training program that provides a strong foundation for managing web content. CMS editors must additionally complete required training in website accessibility, writing for the web, and working with images and video.

To initiate the CMS editor training process required for CMS access, submit a ticket through web support. To keep workflows smooth, we try to limit users to a primary and secondary Omni user, StratComm will work with each unit to determine users for each unit.

StratComm may request that the CMS Editor take additional training as needed.

Maintaining Access

To keep a CMS account in good standing, campus web contributors will need to:

- Log into the system at least once a year.
- Follow our web standards and guidelines in maintaining pages.
- Review pages before each semester to ensure content remains relevant.
- Attend annual refresher training/stay up to date with required video training.

Accounts that remain inactive for more than 18 months may be deactivated by the Kennesaw State University web team.

7. Content Creation and Review

An accurate web presence is essential to ensure Kennesaw State University stakeholders, including prospective students, have timely and up-to-date information.

Content Standards

Content on kennesaw.edu should meet the following standards:

1. [Follow the Kennesaw State University brand guidelines](#).
2. Be compliant with [accessibility standards](#) as defined by federal law and the University.
3. Be created with SEO best practices optimized for search and readability.
4. Not duplicate information that is officially housed elsewhere, such as in the course catalog, or owned by another organization on a third-party website.
5. Not be published as “under construction” or “coming soon.”
6. Not to be used to archive content that doesn't serve an editorial function, such as old events, documents, or historical content.
7. All content must be regularly reviewed and updated to ensure accuracy. Outdated content should be revised or removed.
8. Any content that includes personal, sensitive, or confidential information must comply with Kennesaw State University’s privacy policy. Content of confidential or sensitive nature should be protected within a dedicated SharePoint.
9. Ensure all web content aligns with all website governance standards and values.
10. Additional guidelines may be established by Kennesaw State University as needed.

New Content Creation

Every page on Kennesaw State University’s site should have the following:

- A clear owner.
- A clear audience.
- A defined purpose.
- A regular content review cycle.

All new pages on the external site must be approved by Strategic Communications prior to publication to ensure they are in alignment with the site strategy. To request a new page, submit a ticket to Strategic Communications. Please allow one to two weeks for new page creation, depending on content complexity.

All new pages on the internal site should be evaluated using the [content decision tree](#) to ensure that they are placed in the appropriate location and in alignment with the overall site strategy.

Content Review and Archiving

Additionally, to ensure accuracy, relevance, and alignment with university goals, Kennesaw State University follows a structured content review and archiving process:

Regular Content Review

- Content owners will conduct content reviews prior to the start of a new semester to ensure content is up to date and accurate.
- Strategic Communications conducts periodic content reviews during the academic calendar (e.g., before the start of each semester).
- Content owners are required to review and confirm the accuracy of their pages within 10 business days of receiving a request or propose an alternative review timeline.
- Updates should be submitted to the appropriate CMS editors or Strategic Communications via the ticketing system. If no updates are needed, content owners should provide confirmation.

Content Archiving and Removal

Strategic Communications reserves the right to archive pages that are not actively maintained. Additionally, the following content will be removed or relocated based on established guidelines:

- **News and Events Content** – Event based content will be removed after one year, and news-based content will be removed after three years, unless they continue to receive significant traffic or are essential to the University's historical record.
- **Research Project Pages** – Content dedicated to research projects that are no longer active or no longer receiving external funding should be relocated to Faculty Web or Digital Commons within campus.kennesaw.edu. Research sites with significant traffic (10,000+ views per year) may remain live upon review.
- **Low Traffic Pages** – Strategic Communications conducts an annual review of site analytics to identify pages with exceptionally low traffic and/or engagement. Site owners will be consulted to determine if the content should be revised, consolidated or archived.
- **Archiving Process and Notification** – Before content is archived, site owners will receive advanced notice and an opportunity to update or relocate the content. If no response is received within 30 days, the content will be archived.
- **Exception Requests** – Content owners may request exceptions for specific content that holds institutional value, continues to receive engagement, or serves as a university resource. Exceptions will be reviewed on a case-by-case basis by submitting a service ticket.
- **CMS Content Expiration Dates** – When applicable, CMS users should set expiration dates for temporary content (e.g., event pages, announcements) to ensure automatic removal after its relevance period.

Duplicate Content Policy

Duplicate content is not permitted on kennesaw.edu. CMS editors should link to authoritative sources of information – for example, the course catalog, academic calendar, or tuition and fee schedules – rather than recreating them. Pages that contain duplicate content may be archived if they are found on the website. To bring CMS editor's pages into compliance, Strategic Communications will provide:

- Clear guidelines and documentation.
- Training opportunities.
- Review and approval process.
- Automated compliance reporting.
- Service ticket support.
- Brand and content governance.

8. URL Management

To ensure alignment with university branding, security and technical standards, all subdomains and vanity URLs must be carefully reviewed and approved by the appropriate departments. This process maintains the integrity of Kennesaw State University's web infrastructure while ensuring ease of navigation by users.

- **Subdomains** – The creation of subdomains requires approval from Strategic Communications and/or University Information Technology Services.
- **Vanity URLs** – Vanity URLs must be approved by Strategic Communications. They should be limited to a maximum of two words and should not exceed one directory level. They will be maintained for one year, after which the requesting department must reevaluate the necessity and request a renewal if still needed.
- **Requesting a Vanity URL** – To request a vanity URL, submit a ticket through the university's ticketing system (service@kennesaw.edu).

9. Related Standards and Policies

1. [Advertising Policy](#)
2. [Web Accessibility Policy](#)
3. [Trademark & Licensing](#)
4. [Social Media Guidelines](#)
5. [Kennesaw State University's World Wide Web publishing policy](#)
6. [Editorial Content Guidelines](#)

Appendix

Content Decision Tree

1. Is this page about curricular details such as course requirements or degree progression?
 - a. If yes → University Catalog
 - b. If no → Step 2
2. Is this page dealing with a research project that is no longer actively funded or greater than three years old?
 - a. If yes → Faculty Web or Digital Commons
 - b. If no → Step 3
3. Does this page address a core question or task that your audiences are likely to be looking for help with?
 - a. If yes → Step 4
 - b. If no → Don't create the content, archive existing content.
4. Is this page primarily dealing with information that your office owns or manages?
 - a. If yes → Step 5
 - b. If no → Link to the content. Do not create or duplicate the content.
5. Is this page a resource hub with multiple links to content living outside kennesaw.edu or elsewhere on kennesaw.edu?
 - a. If yes → Direct audiences to existing resource hubs. Do not create the content.
 - b. If no → Step 6
6. Is this page for external audiences (prospective students, alumni, community members, peer institutions)?
 - a. If yes → www.kennesaw.edu
 - b. If no → Step 7
7. Does this page contain personally identifiable information?
 - a. If yes → Keep within system that owns the data and provide a path from campus.kennesaw.edu
 - b. If no → Step 8
8. Could this information be harmful to KSU students, faculty, or staff, if found by a bad actor?
 - a. If yes → Place content within SharePoint and provide a pathway from campus.kennesaw.edu
 - b. If no → campus.kennesaw.edu