**Office of Research Website Governance Structure**

**Goals for the Office of Research Website**

* Create and sustain an integrated research community hub
* Enhance the research experience
* Leverage architecture and design to support user-focused, activity-based, seamless website interaction
* Support a long-term, sustainable strategy for maintaining a robust research website

**Objective**

The objective of this document is to provide a governance structure for the Office of Research website to facilitate the ongoing development and long-term sustainability of a robust, effective, research website while keeping the goal of a task-based structure modeled after the MyResearch Project Lifecycle.

**Background**

On April 4, 2017, a new research website was launched. This newly enhanced Research web site, operated by and representing the Office of Research, has reached a level of complexity and enterprise-wide importance that warrants an editorial structure to assure its integrity. This governance framework is imperative to the success of this website.

Currently, the web site comprises numerous pages, groups of which emanate from specific UW administrative offices within OR such as OSP, HSD, or from ORC on behalf of specific initiatives such as Compliance, Internal Funding including Limited Submissions, Research Centers and Institutes, the Collaborative for Research Education (CORE), and other content areas. The content of every page and page grouping is managed by an individual who, to a greater or lesser extent, fulfills editorial responsibility for the page(s).

**Benefits of a Successful Governance Structure**

A governance structure that assigns editorial responsibilities provides a number of advantages for the website as a whole to include:

* Creation and maintenance of a website that is well-managed, accurate, and effective.
* Promotion of formalized, results-oriented performance on the part of individuals managing webpages.
* Encouragement of pride of craftsmanship in webpage development and maintenance, and support for the professional development of individuals who manage webpages.
* Individuals managing pages will have the organizational support necessary to implement webpage development and maintenance.
* Identified levels of authority and responsibility will support webpage quality and consistency.
* Encouragement of sharing and adoption of best practices for content development and maintenance, and facilitation of integration of webpage content.

**Governance Structure Components**

The components of the governance structure include:

* Governance Structure Roles and Responsibilities: Website editorial roles and responsibilities, business roles, funding model, and components of site governance, Co-Authors, OR and ORIS, Business roles, funding model, and components of site governance are listed in the table below.
* Style Guide: Document and guide includes direction on style, language, and branding requirements.
Author: OR.
* Service Level Agreement (SLA): Includes system roles, system uptime, links to system description and security documents, support description and work request process, and training. Authored and managed by ORIS.
* [Design booklet:](https://drive.google.com/file/d/1dKPeD5W_rp22TT-4EY4oDBUHZ-hjDcra/view) describes how to input info into system, use layouts, theme and modules, direction on accessibility. Authored and managed by ORIS.

**Governance Roles Responsibilities**

The governance editorial Board is comprised of an executive sponsor, editorial roles including content and guest editors, and vision and strategy groups with input from individuals from other central research administration units, our partner research units, and research administrators and researchers from academic units.

**Office of Research Governance Structure Roles and Responsibilities**

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| Governance Role | Name(s) | Responsibility |
| Executive Sponsor | Mari Ostendorf, Jim Kresl | Approves strategic direction and allocation of resources. |
| Web Vision Group (WVG) | Joe Giffels, Linda Gamman, Matt Orefice, Breona Gutschmidt | The WVG serves to represent the vision of the Executive Sponsors including definition of goals, objectives, and metrics. Will have final approval of the website governance structure. The WVG provides updates to the Executive Sponsors as needed. |
| Website Integrity Specialist | Linda Gamman (Primary), Web Vision Group (Secondary) | Oversees how content is structured on the site so it is findable for online users and supports business needs, which includes considering navigation and labeling, and how content is connected throughout the site.* Acts as steward and curator for all web content as well as the website user experience
* Determines where new content (substantial or high impact) will be placed on the site (in many cases will require input from Web Strategy Group)
* Approves all requests from unit content editors for changes to website navigation (requires input from Web Strategy Group)
* Approves webpages new to the sitemap (requires input from Web Strategy Group)
* Understands how information is grouped and related on the site, and evaluates and defines these relationships
* Tracks content inventory and regular site audits
* Ensures site structure supports the site goals and objectives
* Ensures web content from our research partners is incorporated and maintained
* Ensures alliance with UW marketing themes
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| Website Platform Technology Manager | Breona Gutschmidt (Primary) | Provides CMS technical expertise and management to all units:* Oversight of all technical aspects of the maintenance process and necessary upgrades
* Provides expertise to CMS users and works directly with Web Vision Group and Web Strategy Group on CMS needs and issues
* Oversight of resourcing for ORIS website development requirements sent by Unit Content Editors
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| Website Content Manager | Linda Gamman, Matt Orefice (Backup) | The content manager has primary responsibility for making day-to-day content decisions and ensuring the delivery of our website goals. Role includes the following activities: * Accepts project content requests from stakeholders or research partners, reviews, and informs partners of decisions about their project content requests (may work with Unit Content Editors to handle request)
* Owns final site content decisions, making sure that site content requests are completed according to website goals and objectives
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| Website Content Analyst | Beth Outlaw & Emily Elliott | * Maintains content inventory
* Develops site maps
* Produces site analytics and recommendations based on findings
* Creates and maintains Design Booklet for OR WordPress users
* Provides analysis of WordPress development requirements and makes recommendations to Website Content Manager and/or Unit Content Editors (as appropriate)
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| Web Strategy Group (WSG) | ORIS: Breona Gutschmidt (Host), Emily Elliott, Beth Outlaw, Anatoliy KlotsORC: Linda Gamman, Matt OreficeOSP: Mara RivetHSD: Megan Tedell-Hlady, Dolly Morse CORE: Laurie Stephan | * Approves changes to the content and tier structure in the MyResearch Project Lifecycle
* Approves changes to website structure and site map
* Functions as the review group for web content with multi-page owners (if needed)
* Functions as the decision-making group for best practices for website relevance and sustainability
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| Unit Content Editor | ORIS: Breona Gutschmidt, Emily Elliott ORC: Linda Gamman, Matt OreficeOSP: Mara Rivet HSD: Megan Tedell-Hlady, Dolly MorseCORE: Laurie Stephan | Provides and publishes content on webpages in WordPress which they own, making sure the content is reviewed and routed for approval if necessary. Includes the following: * + Manages the content creation and publishing process from beginning to end, including creating and enforcing content guidelines
* Reviews content from web user perspective, and identifies correct placement for content on site (if necessary)
* Reviews and approves content submitted by partner content providers and/or subject matter experts (SMEs) and publishes content in WordPress for those pages editors own, or routes to the webpage owner to publish
	+ Creates content using appropriate webpage template and content style using the OR Style Guide (includes images which are considered content)
	+ Reviews owned web content , ensuring correctness and appropriate formatting for the web, including correct links
	+ Reviews content for voice, tone, consistency with other materials, and grammar according to OR Style Guide
	+ Reviews current site unit content for needed changes as part of the maintenance process
	+ Publishes content in WordPress
* Reviews and forwards recommendations for changes to navigation to Website Content Manager
	+ Sends request for production support to web1q
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| Content SMEs and Content Reviewer  | Melissa Petersen, Emily Berrios (FCOI and OW),Karen Luetjen (Internal Funding, Limited Submissions, Matching Funds)Laurie Stephan (CORE, Training Grant)Kim Blakemore (Required Training, ESCRO) | * Writes, approves, and reviews content in area of expertise
* Forwards content edits to Website Content Manager or Backup to publish web content in WordPress
* SMEs that are Assistant Content WordPress Editors update and publish content as required
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| Guest Content Provider | Research partners: GCA, PAFC, MAA, Libraries, ITHS, SOM, EH&S | Content provided by our research partners is welcome and will be sought out. * Content provided by our research partners to research@uw will be forwarded to Website Content Manager for review, approval, and for publication in WordPress (unless content is owned by another unit and then the Unit Content Editor will publish in WordPress)
* Unit Content Editor who receives content from partners will review, route for approval if necessary, and publish in WordPress.
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| Communication Team | Linda Gamman (team lead), Matt Orefice, Breona Gutschmidt, Mara Rivet, Emily Berrios, Laurie Stephan, Emily Elliott, Megan Tedell-Hlady | * Provides content for Research home page carousel (content, timing, and approvals)
* Discusses upcoming web communication plans
* Discusses announcements that require a broad delivery plan
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**Governance/Editorial Process Changes**

This governance document will be reviewed and updated on an annual basis. Minor changes to this document may occur without broad approval, but only if those additions will not affect the overall goals this policy is designed to achieve or require approval by our Executive Sponsors or the WSG. When a policy change is initiated that significantly affects the way we handle editorial matters, we will route an updated version of this document to all staff who have a role or responsibility noted on this document.