

Purpose

This Policy establishes Web Governance in Kaplan Marketing-branded Web sites.

Scope

This Policy applies to Kaplan's Marketing-branded web sites. [View full list here.](#)

Audience (change to r&r groups)

The audience for this Policy includes the following groups:

- A. Marketing Business Units (primary)
- B. Vendors or persons that contribute to creating or updating Marketing-branded Web sites (primary)
- C. IT (secondary)

Background

This project established to provide Marketing with a continued approach to maintaining and assigning ownership to Marketing-branded Web site content, and to maintain consistency throughout all Web sites. Up to this point, Web sites were primarily maintained by the IT department. Now, Business Units will be given the opportunity to create and maintain their own content and manage their own Web sites. To ensure that all Marketing-branded Web sites continue to move forward as a body and maintain its Web presence in the future, Web Governance will lay out all the things that can be done on a Web site, responsibilities for creating and maintaining content, and what procedures to follow for Web maintenance. Web Governance also strives to maintain open lines of communication throughout all Business Units.

Authority

Administrator Linda Mingone's memorandum "Improving Marketing Web Sites", Date Here (Similar to Introduction for Brand Campaign, but for this project)

Policy

Kaplan Marketing web sites are a fundamental part of each business unit. Together, these web sites are the foundation of Kaplan's educational services. The sites convey and amplify the Kaplan mission, goals, and resourcefulness. Therein lies the opportunity and obligation to present education programs, resources, and its online and campus availability to a globe-spanning audience.

Kaplan Marketing Web Sites shall communicate the fullest array of Educational information, including: General School information, online and campus education programs, financial aid and payment options, Admissions availability and support, and continued student assistance once enrolled.

- The Steering Committee oversees the governance of Marketing-branded websites. They are responsible for ensuring efficient content management; and communicating with IT for their technical infrastructure expertise.
- All Marketing-branded websites shall adhere to this policy and its subsequent procedures, standards, and guidance that encompass web governance and management.

Related Website

Marketing Sites Web Governance Website www.webgovwebsite.com

Roles and Responsibilities

Web Policy is developed and issued as follows (create diagram):

1. The Business Unit Workgroup communicates to their Steering Committee representative (or best-suited representative from another department) about issues that affect their business unit.
2. The Steering Committee makes high-level web policy decisions as they affect all business units as it relates to content management on Marketing web sites.
3. The Steering Committee president takes their policies to the head IT representative to discuss how the policy will affect IT. They both decide if the policy is acceptable for both departments.
4. The Steering Committee issues Web policy.

Content Maintenance

Business Units and their program offices provide quality content which adheres to the company's work and mission, adhering to the Web governance and management policy.

Ultimate accountability for business units and their program offices is at the most senior level, who must provide sufficient resources and ensure that Web resource allocation is aligned with program priorities.

Cross-unit collaboration is encouraged through the steering committee and the Business Unit Workgroup .

Upon request from the Steering Committee, the Workgroup provides expertise, feedback, and recommendations on Web related issues. Additionally, the Workgroup provides a forum where members can share knowledge about the Web.

Definitions

Policy: A high-level statement about a company requirement designed to influence and determine decisions, actions, and other matters.

Procedure: The required steps, courses of action, or processes needed to accomplish or satisfy a policy.

Standard: An accepted specification which defines systems, processes, methodologies, or practices. It provides a basis for assuring consistent and acceptable minimum levels of quality, performance, safety and reliability. Standards usually are included in or accompany procedures.

Guidance: A non-mandatory compilation of advice, examples, best practices or past experience. Guidance supplements procedures.

Steering Committee: The Steering Committee is comprised of one or more representatives from each KHE business unit who meet regularly to review website initiatives that cross multiple business units. The Steering Committee unites to develop a strategic vision and tactical implementation plans to support the specific goals of each business, in consideration of all business units.

Business Unit Workgroup: The Workgroup is an open forum where anyone within a business unit can submit a request for review to the Steering Committee. Through an open-door policy, any Business Unit member is encouraged to make requests to their steering committee representative or the committee at-large.

Waivers: There are no waivers from this policy. There may be waivers or exemptions for certain specifications in the procedures and standards.

Material Superseded: None

Additional Information

For further information about this Policy, please contact your Steering Committee Representative or email steeringcommittee@kaplan.edu

Linda Mignone
VP, Marketing Department