

GUIDELINES TITLE: UF&Shands Web Development and Presence

GUIDELINES STATEMENTS:

The approved guidelines and procedures in this manual shall be followed for all web site development. Any other facility or department policy related to web development and presence shall not conflict with the guidelines or procedures established by the UF&Shands Executive Web Steering Committee and its Subcommittees.

The UF&Shands Executive Web Steering Committee is authorized by The Vice President of Health Affairs and President of the UF&Shands Health System and the Chief Information Officer of UF&Shands to have responsibility for the development of guidelines and procedures related to web development and presence.

UF&Shands web guidelines are meant to enhance UF web and IT policies and UF&Shands IT policies. If UF&Shands web guidelines do not speak to a particular issue, computer users and website managers should consult UF web and IT policies and UF&Shands IT policies.

PURPOSE:

To establish consistency in the processes and practices throughout UF&Shands related to the development of web presence. Consistent with University policies and regulations, the University of Florida upholds the principles of academic freedom, shared governance and freedom of speech in the use of electronic resources by our faculty, students and staff.

PROCEDURES

I. Governance

Governance of the UF&Shands web development and presence shall be guided by a committee, known as the UF&Shands Executive Web Steering Committee. The

Committee will provide an informed, collaborative and strategic decision-making body to govern with appropriate authority all processes as they relate to the web presence.

A. Executive Web Steering Committee Membership:

1. Membership should be representative of each of the three “missions” (patient care, education, research).
2. Membership shall include executive-level faculty, leadership, web/IT experts, reps from HSC News and Shands Marketing/PR.
3. Leaders from UF Physicians, other colleges’ clinics and Shands should be included as representatives of the patient-care mission.
4. The steering committee also will oversee all appeals and exceptions that elevate to the highest level; final updates and reviews of templates, guidelines and procedures; and all high-level policy issues.

B. Subcommittees:

1. **Membership:** Members should include a sub-group of members from the current subcommittees and members of the Web Services Team
2. **Scope:** The scope of each Subcommittee is to support the development and enforcement of web guidelines and procedures with the goal of maintaining a progressive web presence that will move UF&Shands toward the future.
3. Each Subcommittee is accountable for the following:
 - a. To hold meetings at least quarterly. Subcommittee meetings must be open to the public. Members of the UF&Shands community who wish to comment on existing guidelines and procedures, to request changes to existing guidelines or to request new guidelines should do so at these meetings.
 - b. Management of the initial appeals process.
 - c. Enforcement of web guidelines and procedures related to assigned area of responsibility

- d. Responding to questions about guidelines/procedures related to assigned area of responsibility
- e. Annual review and approval of guidelines and procedures related to assigned area responsibility
- f. Development and approval of new guidelines and procedures as needed to guide development and use of a web site
- g. All guidelines should follow the format referenced in Appendix A at the back of the guideline manual.
- h. To present recommendations for any new guidelines/procedures or major guideline/procedure revisions to the Executive web steering committee at the steering committee's regularly scheduled meetings. If that group approves the recommendations, the subcommittee must route the new or revised guidelines/procedures to the appropriate parties for approval. Depending on the guideline/procedure under consideration, these parties may include UF's Office of Human Resources Services Employee & Labor Relations Offices, UF General Counsel, Shands HealthCare Human Resources, Shands HealthCare Legal Services and the Vice President of Health Affairs and President of the UF&Shands Health System, and the Chief Information Officer of UF&Shands.

4. Branding and Navigation Subcommittee

The Branding and Navigation Subcommittee is assigned responsibility for the annual review of main and alternate templates. The Subcommittee, at the time of annual review, will offer opportunities for input from web administrators, and perhaps the larger Academic Health Center community, on template changes or development of new templates.

5. Content Subcommittee

The Content Subcommittee is assigned the responsibility of ensuring web presence content updates, the development and review of annual training module(s), the enforcement of annual training, and the certification of Web administrators. Web content updates are to be completed according to schedule

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as outlined in the Maintaining Web Content guidelines. All Web administrators shall be certified and shall complete training on an annual basis to renew the certification.

REFERENCES: Appendix A (Guidelines Format Template)