

## ESCOP Website Governance (v3, January 3, 2017)

### **Governance:**

The ESCOP website is overseen by a website management team composed of the regional agricultural experiment station association Assistant Directors (or similar regional position), Experiment Station Section chair and chaired by a regional Executive Director (ED). The areas of responsibility and oversight of the website management team include: website design, information architecture, website content and content management, processes and practices, maintenance, analytics, security and accessibility.

*Selection of a website management team chair:* The chair of the website management team will be selected from the five regional agricultural experiment station association Executive Directors, appointed by ESCOP and serve a term of three years. Thereafter, the chair may be reappointed for an unlimited number of consecutive terms.

*Initial design of the ESCOP website:* The initial design of the website will be overseen by the website management team and all the regional agricultural experiment station association EDs and ADs/similar. The initial design could be made by an external vendor based on previous work with the land grant university system (e.g., Clemson University/redesign of NIMSS) or by a commercially available website building vendor (e.g., Wix, Weebly, WordPress, Jimdo, etc.) Once a website design has been agreed upon by the website management team and Executive Directors, the team chair will forward the website design to ESCOP for approval. Upon approval by ESCOP, the website management team will then work with the website vendor and populate the website. This should be accomplished by February 1, 2017. Once the website is populated and reviewed by the management team, the site will be launched.

*Website design/information architecture:* Website design/information architecture will be determined by the website management team in collaboration with the website vendor. Changes to the initial website design will be evaluated by the website management team. Substantive changes in the design will require the website management team to seek the approval by ESCOP.

*Website content and content management:* Overall website content will be managed by the website management team. One regional assistant director (appointed by the ESCOP/ESS chair) will serve as the content manager and will provide frequent input to the website vendor with items to be added to the website and will make recommendations on items to be removed.

*Website maintenance:* Website maintenance will be provided by website vendor. Costs associated with maintaining or upgrading the website will borne by ESCOP upon recommendation by the website management team.

*Website analytics:* Website analytics will be provided by website vendor to the website management team. The website management team will provide ESCOP with a twice yearly report on the analytics findings.

*Website security:* Website security and back up will be provided by website vendor.

*Website accessibility:* The website management team will work with the website vendor to ensure that the website is ADA compliant. Further, the website management team will make recommendations to ESCOP on issues associated with limiting public accessibility and securing internally posted documents.

Other governance issues to be addressed:

- File naming conventions.
- Calendar naming and posting conventions (once we decide on calendars).
- Standing committee and (if appropriate) ad hoc committee committees will provide calendars, meeting agenda and minutes to website location. Right now it is very inconsistent across the standing committees much less anything else.
- In the outline document, we stated that two years of annual minutes will be posted within each committee. Beginning in year three, the minutes from the oldest year will be archived in an archive folder within each committee.