

Web Council Charter

1) Purpose

The web council has been created to ensure the website meets the needs and provides adequate information to the primary constituents of the University of Kansas Medical Center. Through audits, consensus, policy and metrics the web council will monitor changes to the website over time to keep messaging consistent and on brand, while also being a repository of information for medical center audiences.

2) Membership

The web council is a standing committee comprised of the web team (Web Design Manager, Web Developer, Associate Director of Digital Communications and Digital Communications Manager), one representative from each school within the medical center, one person from medical center leadership, one admissions representative and one project manager. Each member not on the web team shall serve a two-year term.

3) Responsibilities

The web council is a multi-department team tasked with creating, updating and managing the rules and workflows of web content. This includes:

- Making it known that each faculty and staff member has ownership over how the university presents itself publicly
- Creating and promoting simple workflows that empower faculty and staff to surface content ideas and corrections
- Guiding content policy and decisions through analytics
- Conducting regular content audits to ensure website maintains its purpose and integrity

4) Meetings

The web council should meet on a monthly-basis in the months following the website launch. When the council determines monthly meetings are no longer necessary, the meeting schedule can be amended to quarterly meetings. Members can expect an hour-long in-person or conference call for these meetings. Additional time may need to be spent on additional tasks associated with this council, but not more than three hours a month.