Digital Content Management Team Charter

**Team Leader:**
Travis Wisor

**Team Members:**
Chris Zurcher
Ashley Nagrant
Becky Miller
Jerilyn Morton
Karl Salvini

**Team Goal:**
The purpose of forming the Digital Content Management Team (DCMT) is to utilize the Registrar’s Office website, University Portal, and other University websites/web applications to improve Office communications, reduce Office phone traffic, increase the availability of Office/University information, improve the focus the information provided, and improve the overall Office website user experience for potential students, current students, former students, faculty, staff, and alumni.

**Team Approach:**
Assignments for current DCMT tasks/projects are listed below as Primary, Secondary, or Jointly. Primary translates to the person who is responsible for the task/project. Secondary translates to the person who is responsible for the task/project in absence of the Primary. And Jointly translates to the people who will simultaneously be responsible for the task/project. In addition to these assigned tasks/project, the team will meet to provide updates and discuss issues as a group, once every three weeks for one hour and on an ad hoc basis depending on task/project requirements.

Reporting Structure - This team will report to the team leader regarding team tasks/projects only. The team leader will be responsible for communicating project plan details with Supervisors and/or Sr. Staff members prior to the start of any new projects so as to keep Supervisors/Sr. Staff members aware of potential upcoming DCMT member time requirements. The DCMT members will then be responsible for updating their respective Supervisor and/or Sr. Staff member per the already existing reporting structure. **At no point will DCMT tasks/projects take priority over existing service area job responsibilities.**

**Team Tasks/Projects:**

- Update the Office Twitter handle (minimum of 3 Twitter announcements per week based on information solicited by DCMT member, covering all areas of the Office)
  - Chris – Primary
  - Ashley - Secondary
- Update the Office Facebook page (minimum of 3 Facebook posts based on information solicited by DCMT member, covering all areas of the Office)
  o Ashley – Primary
  o Chris - Secondary
- Update the Office Instagram page (no minimum requirement)
  o All - Jointly
- Update already integrated Office applications (currently 25Live)
  o Becky – Primary
  o Jeri - Secondary
- Update the Office website as new projects and initiatives are developed
  o Karl – Primary
  o Jeri - Secondary
- Update the Office website design to remain current and modern
  o Karl – Primary
  o Jeri - Secondary
- Monitor webmaster email account and either respond directly to emails or forward emails to the appropriate person/group requesting a response
  o Ashley – Primary
  o Karl - Secondary
- Research and then integrate other social media options with the Office website
  o Becky / Chris - Jointly
- Integrate other Office/University applications with the Office website
  o Travis / Jeri - Jointly
- Monitor website usage analytics and then make website updates based on analytical trends when necessary
  o Travis / Jeri - Jointly
- Complete phase 2 of the Office Website Redesign Project
  o All

**Office Website Redesign Project – Phase 2:**
Phase 1 of the Office Website Redesign Project primarily focused on moving the content of our old website to the new website while creating a more modern design, on a more modern/responsive platform. At a very high level, with Phase 2, I would like to accomplish the below.

- Review existing new website text content; changing and rearranging this text content where necessary – this will involve meeting with the appropriate people from each service area, discussing the changes, and making these changes where necessary
- Evaluate and then choose a video production tool/solution. Existing options for video production include UPK and Camtasia.