

Checklist	Exist/Need	Owner	Frequency	Notes
Analytics responsible for various portions of the site	Exist	TBD	Monthly	Work Order Owners should audit or review their portions of the Google: Currently being added to the monthly report but there's concern about the accuracy of the numbers.
3 <sup>rd</sup> Party/Apps List	Determine process to add new 3 <sup>rd</sup> parties	TBD	Quarterly	
Organization Goals	Exist	TBD	Biannually	Make sure content is aligned with all District goals
Department Goals	Need	TBD	Quarterly	Make sure content is aligned with dept. goals
Homepage	Exist	Public Affairs Manager	Biweekly	Review and make sure home page content is current and accurate
Permissions	Need	TBD	As needed	Make sure that appropriate permissions have been provided to any content editors <ul style="list-style-type: none"> <li>Consistency in the types of permissions in each department.</li> <li>Consistency in the amount of people with permissions in the site.</li> <li>Review history log/dashboard to review recent activity on the site.</li> </ul>
Training	Need	TBD	TBD	<ul style="list-style-type: none"> <li>As updates and enhancements are added to the CMS by CivicPlus, make sure refresher and enhancement trainings to content editors for departments.</li> <li>Make sure the style guide is followed.</li> <li>Make sure best practices i.e. not creating duplicate pages, etc.</li> <li>Content meets accessibility plan/compliance.</li> </ul>
Transparency/Financial Documents/Fees	Exist	TBD/Finance	Annually	Responsible for updating fee structures and transparency documents on the website, and /or submitting them to the web committee/TBD for updating on the site.
Accessibility/ADA Plan	Need	TBD	TBD	As information is released by CivicPlus around Accessibility,
Branding/Style Guide	Exist	System Admin	As needed	Public Affairs will provide branding guidelines that must be adhered to in order to maintain the professionalism, consistency, and District goals aligned in the website. Use CivicPlus best practices and standards guidelines. Update website style guide.

## WEBSITE GOVERNANCE PLAN

Website Governance Plans are important to the health of the organization. The Governance Plan is the overarching authority that describes who is responsible for various portions of the website, what impacts the website, and how often Owners should audit or review their portions of the site

Branding/Style Guide – Photography	Exist	Dept. Heads/ Content Editors	Weekly	Images on interior pages should not be larger than 300px in width. Banner images, slideshow imaging – sizes are based on the current width of the widgets, provided by CivicPlus. For other photography standards, please see the existing branding guide.
Content Standards – Accuracy	Need	TBD/Web Committee	Biweekly/Monthly	All content will be reviewed TBD to ensure that content is accurate and current. Any outdated content should be removed immediately.
Content Standards – Best Practices	Exist	TBD/Web Committee	Biweekly/Monthly	Per the Content Best Practices Guide provided by CivicPlus and housed in the CivicPlus HelpCenter in the website, all content needs to be reviewed monthly to ensure that best practices are applied to all content to maintain high level of Content standards.
Social Media Policy	Exist	Public Affairs Manager	Annually	<ul style="list-style-type: none"> <li>• See Social Media Policy for guidelines that should be reviewed quarterly.</li> <li>• YouTube – make sure the correct dimensions are added to the custom html widget so the video responds on mobile on a quarterly basis.</li> <li>• Verify policy is district wide.</li> </ul>
Archiving – Pages and Social Media Content	Need	TBD/Carolyn Baptist	TBD	Content Editors should review District/legal archiving policies to ensure proper archiving of any content posted on.
Marketing	TBD	TBD	As needed	Based on site analytics, 3 <sup>rd</sup> party tools, and system enhancements, and large events develop marketing campaign to increase website traffic (i.e. event flyers, postcards at counters), and make sure that the site is aligned with the District’s goals.
Communication	Need	TBD	TBD	Ensure that all communication that is provided via social media and other mediums is added to the website first, as the website is the primary and priority source of all information going out from The District. All other forms of communication are secondary.