**Web Advisory Committee**

It is the responsibility of the Web Advisory Committee to offer a broad perspective of oversight to the University’s digital presence by governing change, policy, and compliance—particularly with regard to academic departments.

**Membership**

Committee membership will be composed as follows:

* Two faculty members from CLASS, elected by elected by CLASS faculty via the Senate’s Election Committee
* elected by CLASS faculty via the Senate’s Election Committee
* One faculty member from SEPS, elected by elected by SEPS faculty via the Senate’s Election Committee
* One faculty member from SoB, elected by elected by SoB faculty via the Senate’s Election Committee
* Two faculty members from SEST, elected by elected by SEST faculty via the Senate’s Election Committee
* One faculty member from the Library, elected by Library faculty via the Senate’s Election Committee
* One part-time faculty member, at large, elected via the Senate’s Election Committee
* The Chair of the Information Technology Committee or designee, *ex officio and voting*
* The Manager and Assistant Manager of Internet Services or designee(s), *ex officio and non-voting*
* The Director of Marketing or designee(s), *ex officio and non-voting*
* The Chief Information Officer or designee(s), *ex officio and non-voting*
* The Vice President of Enrollment Management or designee(s), *ex officio and non-voting*
* The Vice President of Academic Affairs or designee(s), *ex officio and non-voting*

The committee is also open to volunteer participation by interested parties.

In order to facilitate open participation, the committee will post agendas and minutes online.

At least once a semester, elected members will communicate with the bodies they represent on the activities of the committee.

For expediency and collegiality, the committee may use consensus. When requested by a committee member, formal voting and operational procedures may be used to make decisions and conduct business. *Only appointed and elected committee members hold voting rights*. Each committee member gets one vote. In order to ensure effective governance, voting by electronic means may follow upon a meeting in which attendance was not adequate.

It is recognized that there may be a disparity between what elected faculty envision and what the technology and marketing staff believe to be workable. In such instances, either may request an appropriate designee of the President to arbitrate.

**Terms**

Faculty members elected to the committee to represent their College or School shall serve three-year terms and may serve up to two consecutive terms. Members from CLASS and SEPS will be elected in odd numbered years. Members from SOB and SEST will be elected in even numbered years. Faculty members appointed to the committee to represent another committee shall serve one-year terms. Appointed members and those serving ex officio have no term limits.

**Organization**

**I. Elections**

1. The Web Advisory Committee (WAC) shall organize itself as follows:
2. The officers shall consist of a chair, vice-chair and secretary, and must be faculty members elected by their undergraduate schools.
3. The election for the chair of the committee for any academic year shall be held at the last meeting of the previous academic year and shall be the first agenda item following approval of the minutes of the previous meeting. A majority shall be needed for election. The newly elected chair shall assume his or her duties upon adjournment of this meeting.
4. The election for the vice-chair and secretary of the committee for any academic year shall be held at the first meeting of the academic year and shall be the first agenda item following approval of the minutes of the previous meeting. A majority shall be needed for election. The newly elected vice-chair and secretary shall assume his or her duties upon adjournment of this meeting.
5. The newly elected chair shall be responsible for creating the meeting schedule for the upcoming academic year, for reserving meeting rooms, and for informing the members of the committee of the dates, times and locations of the meetings. The first meeting shall be held not later than the fourth week of classes of the Fall semester.
6. The date and place of meeting shall be established at the organizational meeting. The WAC will ordinarily meet on the last Friday of each month during the academic year.

**II. Duties of the Officers**  
**1. The Chair**

1. Shall call and preside at all meetings.
2. Shall draw up and circulate an agenda at least 5 days in advance of each monthly or special meeting.
3. Shall represent WAC in all University matters or provide for representation.
4. May participate in debate as any other member, and vote in case of a tie, or according to Robert’s Rules of Order in its latest edition.
5. Shall serve a three-year term and may not serve more than two consecutive terms.

**2. The Vice Chair**

1. Shall assume all of the chair’s duties in the absence of the chair. If the chair cannot complete the term, then the vice chair shall become the chair for the remainder of the term.
2. Shall be replaced if the position is vacated prior to the expiration of the term, via a special election held at the next regularly scheduled meeting following normal procedures for electing officers.
3. Shall serve a three-year term and may not serve more than two consecutive terms.

**3. The Secretary**

1. Shall keep a record of the proceedings of each meeting, including a correct statement of every motion made and the manner in which it was disposed; the names of the members of all committees and of all other officers of the body; a true copy of every resolution acted upon, with the affirmative and negative votes cast thereon; and all other transactions of each session and its meetings.
2. Shall be responsible for maintaining the records of WAC and the distribution and /or posting of WAC minutes to all WAC members and other required or interested parties within 7 days following the meeting. If electronic voting is necessary following a meeting, minutes will be distributed within 3 days following the meeting.
3. Shall serve a one-year term and may not serve more than six consecutive terms.

**Floor Procedures**

A. Robert’s Rules of Order, in its latest edition, shall be considered authoritative for all questions of parliamentary procedure.

B. The Chair shall provide each member with a copy of any main motion for general business at least five (5) days in advance of the meeting at which that main motion is to be voted on. However, upon a unanimous concurrence of the WAC members present this 5-day advance may be waived.

C. The Chair shall include on the agenda any item proposed by any WAC member. If not included in time for inclusion on that month’s agenda, it will be included on the following month’s agenda.

D. Regular WAC meetings shall be held each month of the academic year, but if the Chair determines that there are no significant committee reports, old business or new business for the agenda, then the chair may postpone a regular meeting’s business to the next month.

E. On the petition of any five (5) members of the WAC, the Chair must call a special meeting within two calendar weeks of receipt of the petition unless a regular meeting is scheduled within three weeks of receipt of the petition. The Chair has authority to call a special meeting. The agenda for a special meeting must be circulated 10 days in advance.

F. A quorum is a simple majority of all members eligible to vote.

G. The order of business normally shall be call to order, approval of minutes of the previous meeting, announcements, committee reports, unfinished business, new business, and adjournment.

**Responsibilities of the Committee**

The responsibilities of this committee are understood to require ongoing reassessment. While technology is constantly changing, that change in a university is determined by budgets and thus revolves more around implementation issues. This committee lies at the intersection of changing technology, the evolving mission of the university and the wide-ranging creativity possible online. In short, it must address not only technological changes but the host of possible creative responses within the context of those changes. Thus, it is understood that the committee will regularly revisit its own responsibilities and policies.

* Elect a chair, vice-chair and recording secretary
* Review and amend as necessary the committee bylaws annually
* Review and amend as necessary the web policy annually
* Develop and maintain a CCSU Brand Guide
* Ensure that the web policy conforms with to CCSU Brand
* Establish policies and procedures to govern current and future website standards.
* Recommend global changes to design and information architecture/navigation.
* Determine navigation and content structure, hierarchy and placement
* Establish taxonomy, branding, styling and so on, as needed
* Review website analytics and metrics in order to provide recommendations on improving the web presence of academic departments
* Prioritize new high-level project requests for internally and externally facing content
* Develop and maintain standards for image, logos, video and social media
* Review and assist departments in the maintenance and updating of their websites
* Review and determine appropriateness of websites that depart from university templates
* Review and ensure compliance with legal and regulatory standards, including accessibility and security, protection of privacy and recommend resolutions regarding non-compliance issues
* Coordinate approach to selecting and using a Content Management System (CMS)
* Benchmark best practices
* Communicate with key stake holders regularly, particularly the Office of Marketing and Communication and the CIO
* Develop an annual report for the senate documenting the Committee's progress as well as initiatives and actions
* Maintain a website, on which information, minutes and documents produced by the committee shall be permanently posted and kept up to date