Executive Summary

The UCCS.edu website has grown very popular and large over the years. Currently in a typical month the site receives around 280,000 visitors and approximately two million page views from the 19,000 webpages published on the site. The web content comes from many UCCS web contributors across campus utilizing a centralized Web Content Management System (wCMS). The distributed content model helps to ensure subject matter experts are supplying correct content and the centralized wCMS helps to make certain standards are being met. The content must be reviewed and updated by contributors regularly to ensure it is current and fresh. Web Services has created a plan and is beginning implementation to confirm content is being reviewed and updated on a regular basis. This plan addresses that the uccs.edu website content is current, broken links are fixed, misspellings are corrected and meet accessibility standards. The plan has two components to assist in meeting the requirements.

First, all site owners will be sent an email listing their webpages and notifying them of their responsibilities for publishing webpages on the uccs.edu domain. Responsibilities are: updating contact information for the site owner and technical contact at the start of each semester; reviewing all content published under their site including text, images, documents and links every six months; updating content and republishing as necessary; removing outdated content and pages as necessary; publishing content meeting accessibility standards; and repairing content when notified by Web Services.

To help confirm site owners are reviewing and updating content, Web Services has created a web application to show site owners their webpages and the last time they were published. The application allows site owners to update contact information and review their webpages. In addition each page that has not been opened or updated in the wCMS in the past six months will be flagged in the listing. The site owner or technical contact will need to open each page in the wCMS to reset the date and to have the page removed from the flagged listing. Each site owner will receive several email updates during this process. The emails will include instructions for the process and a link to the web application showing the webpages they must review and update. A statement from the Chancellor explaining the importance of web content quality will be helpful and would be included in the emails.

Second, the third party cloud product Siteimprove has been purchased to assist in finding problems with misspellings, broken links and accessibility within the uccs.edu website. Siteimprove scans the website and generates a report of issues. Web Services will repair top level problems and send individual reports to site owners notifying them of content needing corrections.

In conclusion, Web Services has prepared a two-level approach for web content quality. First, site owners will be sent emails notifying them of the webpages they are responsible for and flagging pages that have not been updated in the past six months. Once a page is opened in the wCMS the page will be removed from the flagged list. Second, reports from Siteimprove will be generated, pointing out issues with misspellings, broken links and accessibility. Top level issues will be addressed by Web Services and site owners will be sent individual reports. These operations will be performed on a continuing basis, but during the accreditation period, this operation be will be implemented quickly. Emails explaining the
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process will be generated the week of November 23 with a plan of having all sites reviewed and up-to-date by the beginning of March 2016.

To complete the plan Web Services requests to have a statement from the Chancellor explaining the importance of the web content quality that will be included in communications to site owners. Also a review date needs to be set for site owners. Currently a date of six months has been selected.

To date, Siteimprove has been purchased and Web Services is currently receiving training on the product. The Web application that notifies site owners of their webpages and pages that have not been published in the past six months has been developed. We believe this plan will help to ensure the uccs.edu website is current, misspellings are fixed, broken links are repaired and accessibility is addressed.