Service Description

Updated as of 2015-07-24

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<th>Service Category:</th>
<th>Communication and Collaboration</th>
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<td>Service Name:</td>
<td>Web Content Management Consulting and Training</td>
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<td>Aliases:</td>
<td>Web site consulting and training</td>
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<td>Service Owner:</td>
<td>Director of Educational Technology and Interactive Media</td>
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<td>Process Manager:</td>
<td>Web Content Coordinator</td>
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**Description:**

This service ensures that web content managers have the knowledge and assistance they need to optimize their effectiveness in using the Framingham.edu website to share information and engage targeted audiences.

**Features and Benefits:**

- Project consultation and guidance
- Recommendations for structuring content (text, images, videos, etc.)
- Web usability is incorporated into the testing and design recommendations
- Compliance with university policies, copyright and assessment regulations is part of each conversation

**Included:**

- Personal One-on-One Consultations
- Oversight of university web branding, including web themes and style guidelines
- Assistance with the design, development, and production of content for the web
- Web Content Management System (CMS) training for designated Web Content Editors

**Eligibility:**

Designated Web Content Managers (faculty and staff) may access the Web Content Management System (CMS) 24-7 once they complete CMS training.

**Prerequisites:**

- Department managers may designate a Framingham State faculty or staff member to serve as the department’s Web Content Manager.
- All Web Content Managers must attend training before they receive credentials to access the CMS.
- Departments may use student workers to help edit a site, but only after the department manager makes a request in writing and the student receives training from the Web Content Coordinator.

*Note: Credentials are intended for an individual and cannot be shared with others.*
### Requesting the Service:

Initiate request through the Information Technology Services (ITS) incident and request management solution portal or via it@framingham.edu to request access to the CMS or receive consultative services, including (but not limited to) assistance building a site or making changes to an existing web page.

### Related Documentation:

- Operational Plan for the Administration of Framingham.edu and the Coordination of Content

### Fulfillment Target:

Initial response to schedule a meeting will be within 2 business days of the request.