CAMPUS ADMINISTRATIVE POLICY JUSTIFICATION

Policy Title: Content Management Web Development Procedures
Policy Number: 5004  Policy Functional Area: Information Technology

Date Submitted: February 15, 2019
Proposed Action: Rescind
Brief Description: The procedures in this document govern the CU-Denver campus web server utilizing the Microsoft Content Management Server (CMS). The web pages on this server represent the most important marketing tool of the campus.

Desired Effective Date: July 1, 2019
Responsible University Officer: Executive Vice Chancellor for Administration and Finance and CU Anschutz CFO
Responsible Office: Chief Information Officer and Associate Vice Chancellor for Information Technology
Policy Contact: Director of Enterprise Services and Applications
Last Reviewed/Updated: October 22, 2003
Applies to: University of Colorado Anschutz Medical Campus
University of Colorado Denver

Reason for Policy: The policy ensures web site integrity, continuity in site development, and cohesiveness for CU Denver’s external web presence.

I. REASON FOR PROPOSED ACTION--RESCIND

While the need for a like policy exists, this policy is no longer relevant for the following non-comprehensive reasons:

- Owning organization has changed. Web Publishing is now owned by Office of Information Technology
  - Ownership of top-level pages vary (no longer owned solely by University Communications)
- CMS platform has changed resulting in different operations processes, maintenance structure and ownership
  - Previous roles no longer apply
Resource gallery no longer exists
Automatic Notification of Outdated Content not relevant
Services around Accessibility, broken-links have changed
Data structure has changed
Template structure has changed
Information Architecture has changed
Search engine strategy and tool has changed

- Responsible organization has changed
  - OIT owns web publishing working in concert with Communications on each campus.
  - Web Governance provides oversight to the university website made up of: CFO’s from both campuses, CIO, VC of Student Access and Achievement, VC UComm Denver, and Chief Communications Officer Anschutz

OIT plans on writing a new policy that will address the current web development management environment.

II. STAKEHOLDER ENGAGEMENT IN THE POLICY REVIEW

Executive Vice Chancellor for Administration and Finance (T. Carrothers, TBD)
Senior Vice Chancellor for Administration and Finance (J. Sobanet, TBD)
Associate Vice Chancellor for Information Technology and Chief Information Officer (R. Poole, February 22, 2019)
Academic Planning Coordinator (M. Heredia, February 22, 2019)

III. LEGAL REVIEW

A. Do you think legal review would be required for these proposed changes?

   No

   1. If no, please explain. Policy is not being reviewed—This policy is recommended for rescission, no need for a review.

   2. If yes, what is your plan to get the legal review? N/A

   3. Date legal review completed: N/A

   4. Person completing legal review: N/A

IV. FISCAL REVIEW: Are there any financial (human resources, technology, operations, training, etc.) or other resource impacts of implementing this policy (e.g., cost savings, start-up costs, additional time for faculty or staff, new systems, or software)?  No