Policy Title: Website Governance Policy	Effective Date: 8/10/2024
Policy Number: ENR-PO-1900	Date of Last Review: 8/8/2024
Oversight Department: Marketing and Communication	Next Review Date: 8/8/2027

1. PURPOSE

The *Website Governance Policy* for Radford University (University) provides a clear, sustainable approach for governing Radford University's website. It establishes a governance policy that is guided by a set of enduring principles and maintained through a coordinated governance model, roles and responsibilities, and standards and procedures—all designed to facilitate the efficient, effective, secure and accessible operation of the website.

2. APPLICABILITY

The *Website Governance Policy* applies to any person, group, entity, or organization seeking to have content on the Radford University website.

3. DEFINITIONS

3.1 - Accessibility: For the purposes of this document, accessibility refers to Radford University's objective that visitors to the Radford University website— regardless of physical or technological readiness—will have the opportunity for appropriate access to its content.

3.2 - Standards and Procedures: Standards are the minimum requirements that must be met across key aspects of the Radford University website—from accessibility and branding to data integrity and security—to ensure that the Website Governance Policy is upheld. Procedures are the steps that must be taken by authorized individuals to meet those standards to ensure that the website is being managed in an efficient, effective, secure and accessible manner.

3.3 - Radford University website: The Radford University website consists of all the content on www.radford.edu.

4. POLICY

A. The Radford University website plays a critical role in helping the university fulfill its mission, achieve its near-term business objectives and advance its long-term strategic goals. The website is the university's primary marketing channel. While it serves many internal and external audiences, prospective students and their families constitute its primary audience. As such, it is a valuable strategic asset that must be adequately supported, resourced, maintained and governed.

B. Radford University will use a coordinated governance model for its website that features centralized control and shared responsibility.

5. PROCEDURES

A. All procedures related to this policy are contained in the Radford University Website Standards and Procedures.

6. EXCLUSIONS

A. The Athletics Department is excluded from this policy as it maintains a website that is separate from www.radford.edu.

B. University Advancement is excluded from this policy for the University campaign websites that it maintains that are separate from www.radford.edu.

7. APPENDICES

Appendix   Radford University Website Standards and Procedures

8. REFERENCES

8.1 - Radford University Internet Privacy Statement

8.2 - Information Technology Accessibility Policy

8.3 - Information Technology Security Policy

8.4 - Information Technology Security Standard 5003s-01

9. INTERPRETATION

The authority to interpret this policy rests with the President of the University and is generally delegated to the Vice President for Enrollment Management and Strategic Communications.

10. APPROVAL AND REVISIONS

The Website Governance Policy was submitted and approved by the President's Cabinet at the meeting held on August 15th, 2024.

_____   **DATE:** _____

Bret Danilowicz, Ph.D., President *(signature)*

For questions or guidance on a specific policy, contact the Oversight Department referenced in the policy.