

Website Content Support Guidelines

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This document provides a breakdown of website update requests by level of issue severity, examples of requests at each level, and expectations of both request form submitters and College Communications.

	Request Level	Response Time	Resolution Time
	1: Emergency, Critical Error	Immediate	Engagement until resolved
	2: Time Sensitive, High Impact	Within 4 business hours	Within 1 business day
	3: General Content Change	Within 2 business days	Within 10 business days

Request Level Examples

Level 1: Emergency or Critical Error

Emergency scenario unfolding, campus closure notification, inclement weather update, website down, entire web section accidentally deleted, nefarious activity suspected.

Level 2: Time Sensitive or High Impact

Last minute changes to campus-wide event, posting of NCAA championship information, announcement of life event, removal of person information due to criminal behavior.

Level 3: General Content Change

Update to financial aid policy, program application launching, new major information needs to be added, update to a faculty profile, new pages requested, reorganization of section content.

Website Update Completion Expectations

- College Communications reserves the right to review and adjust Request Level assigned to incoming requests.
- For submissions of Request Level 3: It is expected that the submitter has made a good faith effort to complete the requested website updates on their own or through the help of a Section Admin or Web Steward. Section Admins and Web Stewards for each website section are listed [here](#). Web editing documentation and training options are detailed [here](#).
- The submitter is expected to provide complete details upon submission of the website update request form. If additional information is needed, the completion of the request may be subject to a prolonged completion timeline.
- New requests may not be added to active submissions and, instead, must be requested as new form submissions.

- College Communications staff will respond to all requests per the guidelines above. Most commonly, submitters should expect to receive confirmation of their request, and any follow up questions within 2 business days. Exceptions are as follows: response occurs immediately in the case of emergency or critical error issues or within 2 hours regarding time sensitive or high-impact requests.
- All requests are expected to be resolved within 10 business days (two weeks, unless extended for institutional holidays). Resolution may either be completion of the request or escalation to project status. If a request is escalated to project status, that means it requires more resources than can be allocated in a two-week period. The College Communications staff will inform the submitter if a project is escalated as soon as the request has been evaluated.
- Requests that include PDF remediation will be automatically escalated to project status. Please allow 4-6 weeks for PDF remediation.
- The submitter is expected to provide information and responses to the College Communications team within a reasonable timeframe. If a request awaiting submitter response goes dormant for 5 business days, College Communications will send a follow-up communication providing the submitter the option to archive the request. If 5 additional business days pass without submitter response, the request will be archived. To pursue the website update further, a new request must be submitted.