Development and maintenance of the Bismarck State College website is the responsibility of the College Relations Department. The department works in conjunction with the appropriate academic and administrative department heads and the website monitors to ensure that accurate and timely information is available on the site. The department also coordinates and consults with the BSC Information Services Department on technical issues, as needed.

Each of the following entities plays a role in the ongoing maintenance and development of the website:

**COLLEGE RELATIONS DEPARTMENT**

The College Relations Department is responsible for working with the vendor that designed and developed the BSC website. The department views the BSC website as a major marketing and communications tool for the entire campus. Goals include providing accurate information to a wide audience with smaller targeted audiences, and to maintain consistency in appearance and functionality of the website.

**WEB MANAGER**

The BSC Web Manager is charged with shaping, coordinating and maintaining BSC’s web presence. The Web Manager assists the College Relations Department in all aspects of planning and delivering an attractive, user-friendly website. The Web Manager’s primary responsibilities include:

1. Overseeing visual design, site architecture (navigation), and overall content development.
2. Advising and directing site monitors in their assigned responsibilities and providing consultation to monitors and supervisors on content creation, maintenance and management.
3. Maintaining an effective working relationship with the design/programming vendor to maintain or improve functions of the content management system (CMS) and the overall website, in collaboration with the director of college relations.
4. Assisting site monitors with programming recommendations and development within the CMS and providing additional programming and design development support for those web pages not affiliated with the CMS.
5. Working with other members of the College Relations Department, develops and coordinates project plans, determines project scope, identifies resources, and develops implementation plans.
6. Reviewing new web content and content changes from website monitors before content goes live, and consulting with College Relations Department leaders regarding any content in question.
7. The Web Manager may routinely revise web pages to improve structural consistency, correct factual or grammatical errors, or eliminate typographical errors. The appropriate site monitor will be notified of any changes.

**SITE MONITORS**

Site monitors are BSC staff members responsible for adding and updating content within their assigned web sections. All sections of the Bismarck State College website have assigned site monitors. Site Monitors are responsible for:

1. Building and maintaining (rewriting, editing and inputting) the content for their department’s sub pages.
2. Regularly monitoring content in his/her assigned Web section(s) to ensure information is current.
3. Taking action to keep the content in his/her assigned Web section(s) up-to-date.
4. Sending new content and content changes to the Web Manager BEFORE content goes live on the web.

Site Monitors will receive:

1. The necessary tools and training for inputting and updating content in his/her assigned web section(s).
2. Consultation on web content creation, maintenance and management standards.

**SUPERVISORS**

Supervisors of Site Monitors are responsible for:

1. Assigning BSC web sections to site monitors.
2. Approving the development of new sections with site monitors.
3. Discussing plans for any significant new content, such as new graphics, videos, social media, surveys, or other new sections with the Web Manager for review by the College Relations Department BEFORE content goes live on the Web.*
4. Ensuring that site monitor responsibilities are included in job descriptions where appropriate.
5. Ensuring that all changes for your department are funneled through your department’s designated website monitors.

* This very important step of working closely with the College Relations Department will ensure that the website’s appearance and brand presentation will remain consistent.

8/17/2011