

Reason for Policy

The University of Oregon’s websites are the public face of the university. For many, these websites are the first point of contact. They must reflect the needs of our audiences and the university, and meet legal requirements for compliance, ensuring equal access for all users, including those who rely on assistive technologies.

This policy ensures that:

- **Websites provide accurate, accessible, and up-to-date information** that reflects the university’s priorities
- **Roles and responsibilities are clearly defined**, so accountability is built into every stage of content creation and management
- **Design, content, technical, and records retention standards are followed**
- **The university can respond quickly** to platform, policy, or legal changes
- **Institutional risk is reduced**, and public trust in the university’s digital presence is protected

Entities Affected by this Policy

- Anyone who creates, edits, or publishes content on a **uoregon.edu** website
- Anyone who designs, develops, or manages a UO website
- Vendors and third-party partners working on UO’s websites

Web Site Address for this Policy

[Provided by Office of the University Secretary after policy is posted online]

Responsible Office

For questions about this policy, please contact the Department of Digital Strategy within University Communications: (541) 346-3134, bfh@uoregon.edu.

Enactment & Revision History

Day-Month-Year – [text]



University Websites Policy

Stakeholder Consultation

60+ STAKEHOLDERS. 17+ SESSIONS. MARCH 2025–FEBRUARY 2026.

Over the last nine months, we have engaged executive leadership, faculty, governance, technical teams, communications professionals, and legal counsel to ensure the policy works for the people who'll implement it.

These groups and individuals were engaged at varying levels—some helped us define what we should and shouldn't govern about university sites, others reviewed working drafts to refine language and identify gaps, and still others provided technical or legal review to ensure the policy aligns with existing requirements.

Working Group

- Carol Keese, VP for Communications & Marketing
- Abhijit Pandit, VP for Information Technology
- Brian Hawkins, AVP for Digital Strategy
- Melody Riley Ralphs, AVP for Enterprise Systems (retired 2025)

Executive Leadership

The following table summarizes the consultations held with Executive Leadership:

Group/Individual	Date(s)	Key Participants
President	June 18, 2025	Karl Scholz, Kassy Fisher, Carol Keese
General Counsel	See Legal and Risk	Kevin Reed
President's Executive Team	July 14, 2025, Dec 15, 2025	Full team (two sessions)
Vice President for Enrollment Management	July 11, 2025	Derek Kindle, Carol Keese
Provost	July 8, 2025	Chris Long, Carol Keese
Provost's Office	Dec 3, 2025; Jan 7, 2026	Chris Long, Allison Blade, Saul Hubbard
Senior Vice President for Finance and Administration	February 20, 2026	Jamie Moffitt

Governance & Faculty

Consultations with Governance and Faculty groups are detailed below:

Group/Individual	Date(s)	Key Participants
SERMC	August 13, 2025	Committee-level review
SERMC web Working Group	April 24, June 26, 2025	Melody Riley Ralphs, Abhijit Pandit, Brian Hawkins, Carol Keese
Faculty Advisory Committee	January 12, 2026	Committee-level review
Special Provost's Council on Web Governance	February 18, 2026	Chris Long, Abhijit Pandit, Hal Sadofsky, Kate McLaughlin, Carol Stabile, Brian Fox, Alicia Salaz, Jen Reynolds, Kate Morris, Bruce Blonigen, Adrian Elisheva Parr Zaretsky, Allison Blade, Dennis Galvan, Emily Tanner-Smith, Grant

Group/Individual	Date(s)	Key Participants
SERMC	August 13, 2025	Committee-level review
SERMC web Working Group	April 24, June 26, 2025	Melody Riley Ralphs, Abhijit Pandit, Brian Hawkins, Carol Keese Schoonover, Regina Lawrence, Renee Irvin, Sabrina Madison-Cannon, Carol Keese, Brian Hawkins, Krista Chronister

Technical & Accessibility

The following technical and accessibility groups provided feedback:

Group/Individual	Date(s)	Key Participants
Information Services	July 17, 2025 Aug 27, 2025	Melody Riley Ralphs, Abhijit Pandit, Carol Keese, Derek Wormdahl
Accessibility Architect	October 10, 2025	Grey Pierce
Records Management	November 13, 2025	Mahnaz Ghaznavi

Legal & Risk

Group/Individual	Date(s)	Key Participants
General Counsel	June 30, 2025	Kevin Reed, Carol Keese
Risk & Safety	July 1, 2025	Andre LeDuc, Brian Hawkins, Carol Keese

Chiefs of Staff

July 17, 2025: Allison Blade, Anna Schmidt, Christy Long, Deborah Butler, Jason Kovac, Julia Cohalan, Kaia Rogers, Kassy Fisher, Anna Shamble, Keith Frazee, Kelly Pembleton, Krista Dillon, Kristyn Elton, Moira Kiltie, Lauren Crockett, Kate Petcosky

This group helped us understand how the policy would interact with existing unit processes and where operational concerns might create friction.

Communications Leads

August 14, 2025: Andra Brichacek Roe, Dave Austin, Lewis Taylor, Nick Noyes, Cathy Kralik, Sara Ellis, Heidi Hiaasen, Jim Engelhardt, Juls Davis, Nikki Harris, Josh Green

This group was consulted on what a web policy should and shouldn't do—helping us understand where central governance adds value and where it would create unnecessary friction.