



Procedure Name: Digital Platform & Content

Custodian of Procedure: Vice President for Technology/Chief Information Officer

Date of Adoption: July 2000

Date of Next Review: September 2032

PROCEDURE

Purpose

These procedures outline how University digital content is developed, maintained, and governed across all official platforms.

They ensure that all content reflects University standards for quality, accessibility, security, and brand alignment while remaining accurate and relevant to its intended audience.

Platform Responsibility

All University digital platforms (e.g. websites, learning management systems, mobile apps, intranets, official social media channels) follow governance, accessibility, and content standards.

Content Responsibility

Content authors are responsible for ensuring their content complies with policy requirements. Content concerns or disputes will be reviewed by University Marketing & Communications (UMC) and Information Technology Solutions (ITS), which may engage additional stakeholders through subcommittees or consultation as appropriate.

Roles

- **University Marketing and Communications (UMC)**

UMC leads University-wide digital content strategy and is responsible for ensuring brand integrity, editorial quality, and accessibility within content. This includes:

- Establishing and maintaining brand and editorial standards.
- Providing guidance on content structure, voice, and clarity.

- Ensuring content is created and maintained in an accessible manner in alignment with institutional accessibility expectations.

- **Information Technology Solutions (ITS)**

ITS leads the technical environment that supports University digital content and is responsible for accessibility, security, and infrastructure at the system and platform level. This includes:

- Managing and securing the technical infrastructure that hosts University digital content.
- Ensuring platforms, tools, and systems meet accessibility compliance requirements.
- Overseeing system security, data protection, and technical standards that support reliable and inclusive access.

- **Content Liaisons (Designated by Area Leadership)**

Areas contributing content to University-managed platforms must designate a professional staff or faculty member as a Content Liaison to coordinate content activities and support University content standards.

Exceptions for Independent or Externally Hosted Sites

All official University digital platforms must be created, hosted, and maintained through University-managed systems.

Departments, colleges, or units may not independently create or host websites or applications outside University-supported environments.

In limited cases where a unique technical, contractual, or business need cannot be met within existing University systems, a request for exception may be submitted to the **UMC and ITS** for review.

Requests must include:

- A clear, documented business or functional need that cannot be met within University infrastructure.
- Details on how University brand, accessibility, and security standards will be upheld.

- Identification of a University sponsor (VP of the division or designee) responsible for the site's compliance and maintenance.
- An approved contract or agreement meeting University and Minnesota State data-security and accessibility requirements.
- A plan for ongoing maintenance and a defined review or end-of-life process.

Examples of potential exceptions include:

- University-affiliated operations that serve external clients or generate revenue (e.g., auxiliary or retail services using third-party systems).
- Partnerships or grant-funded initiatives requiring a distinct external presence or vendor platform.
- Vendor-dependent systems that provide technical or compliance capabilities unavailable within University-managed environments.

Compliance and Remediation

Digital content that violates University policy, accessibility laws, or security standards must be corrected promptly. Individuals or units may request review of compliance decisions through UMC or ITS, with escalation to the appropriate Vice President as needed.

Those who do not take corrective action after notice may be referred to their Vice President for follow-up. The University reserves the right to take immediate action to remediate or remove content that violates University policy or federal, state, or local laws.

History of Revisions:

Effective Date of Last Review: August 1, 2026

Date of Last Review: September 2025

Revisions Made:

2025: Procedure name was changed from Electronic Communications Publishing to Digital Platform & Content

References:

University Web and Digital Content Policy

Digital Accessibility Policy

Minnesota State Board Policies 5.22 and 5.23

Brand and Editorial Standards Guide

Data Security and Privacy Standards