ALTERNATIVE Charter for the Windward Community College Website Advisory Committee

Enacted Fall 2013

1. **Name**
The Windward Community College Website Advisory Committee

2. **Relevant System and College Policies**
   - E2.210 -- Use and Management of Information Technology Resources
   - E2.215 – Institutional Data Governance
   - UHCCP #2.211 Social Media Site and/or Account Use and Management

3. **Sanctioning Authority**
The committee’s authority is derived from the Chancellor.

4. **Oversight**
The committee will supervise the activities of the Web administrator who is designated by the Chancellor.

5. **Purpose**
The WCC website is the cornerstone of our brand and a lifeline to our community and beyond. The WCC Web Advisory Committee (WCC-WAC) will oversee the development of the WCC website as an effective means for communicating with, and providing information to, both the Windward Community College community and external constituencies. Therefore, the WCC-WAC is to:
   - Act as a coordinating body for the development of WCC’s website, its planning, structure, design, and policies and procedures
   - Advocate to promote collaboration and gain support for this important resource by coordinating Web-related activities
   - Maintain integrity of the WCC website
   - Disseminate information, initiate discussion, and supervise development on (but not limited to) the following topics:
     - Determining future directions for the Web
     - Accessibility and accessibility legislation
     - Web tools (Content Management Systems, social media, etc.)
     - Web Design
     - Hiring a webmaster/developer
     - Best practices guidelines
     - Web governance
     - Sharing of problems and solutions related to the Web activities in the various constituencies

6. **Membership**
The committee will be comprised of a cross section of WCC faculty and staff who are responsible for, or interested in Web development at the College. Membership will be made up of (but not limited to) appointed representatives from:
Library,
Marketing and Public Relations;
Institutional Research;
Planning and Program Evaluation;
Academic Affairs;
Student Affairs;
Registrar’s Office;
Ka Piko Student Success Office;
Information Technology (IT);
Development and/or Alumni Affairs;
three Faculty members; and,
Student representation from ASUH-WCC.

Members from each constituency will be appointed to staggered 2-year terms. The first year, half of the membership will serve for one year and half of the membership for two years. Members can serve on the committee indefinitely.

7. Leadership
The committee will elect the chair of the Web Advisory Committee. The chair will endeavor to make sure that all areas and units on campus have representation. The Web administrator will be an ex-officio member of the committee.

8. Compensation
There is no compensation for serving on this committee.

9. Meetings
1. The WCC-WAC will meet once a month. If the committee feels it is necessary, the WCC-WAC will meet more or less frequently.
2. Quorum for the meetings will be based on the majority of the membership as established by the group. Active committee participation is important to ensure continuity and inclusion.
3. Members should plan to attend at least 75% of the annual meetings (9 out of 12) to maintain voting privileges.
4. Proxy representation is acceptable if a member cannot attend.

10. Decision-Making Procedures
Fundamentally, the WCC-WAC is to identify, prioritize, advise, and advocate the Web needs and services for the campus community. The committee will determine and recommend web-related policies and procedures. It will also take a proactive role in promoting the integration of Web and New Media.
The committee’s efforts will strive to ensure that the College’s mission and Strategic Plan goals are served in short- and long-term Web planning as well as coordinating Web activities with the UHCC Web Development Committee by integrating the strategies developed within that group.

11. Subgroups
The committee may create ad hoc groups to focus on particular issues as desired.

12. Documentation
1. The group’s website address will be http://windward.hawaii.edu/webadvisory/.
2. Minutes to all meetings and all memos relating advice will be posted on the group’s webpage.
3. Other documents, such as the results of assessments, can be posted as decided by the group.
4. The chair is responsible for ensuring that all documentation is posted through whatever appropriate channel on the college’s website.

13. Assessment
The committee may organize assessments of the website, including focus groups, online surveys, and any other means to provide the college with useful information to improve its web-based resources.

14. Dissolution of the Group
The group can be dissolved with a memo to that effect from the Chancellor.

15. Modification of the Group’s Charter
The charter can be modified directly by the Chancellor or through an official request from the group.