



OFFICE OF THE CHANCELLOR

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October 7, 2008

Vice Chancellor Doyle  
Vice Chancellor Murphy

SUBJECT: Charge to Implement Web Presence & Services Program

To ensure that the campus reflects and promotes its scholarly distinctions and programs effectively, I ask you to identify and recommend processes, oversight, investments and actions to improve the campus's web presence.

My vision for UC Santa Cruz and the *Strategic Academic Plan* released in February 2008 state that our campus "strives to serve California as a top-ranked research university and the leading institution for the education of students." The ability of the campus to present our qualities and achievements through a robust web presence is a critical component in pursuing this vision.

I ask you to charge a Web Presence and Services Program, jointly sponsored by the divisions of University Relations and Information Technology Services, to address a range of web presence factors, including updated content, design, service offerings, and supporting technologies. High-visibility components of this program should include:

- Creating campus level web governance to set strategy, policies, and guidelines for creating and updating content
- Articulating a campus strategy for how the web will be used as a communications asset
- Designing an updated, effective, and consistent look and feel for UCSC's web presence
- Selecting and installing a centrally-supported, easy to use web content management tool
- Defining accessible, user-friendly web services, and related roles and responsibilities necessary to support campus web presence
- Defining design standards, security strategies, and compliance activities required for sites defined as official UCSC web sites

Please design an inclusive program that seeks input and participation from constituencies across campus, including the Academic Senate. This will be a significant step forward in creating and supporting a web presence that shows our best face to the public.

Improvements to our web presence will require resources and assistance from many sources across the campus. Please convey to the campus that I request cooperation in making their time and creativity available.

Thank you,

George Blumenthal  
Chancellor

cc: Executive Vice Chancellor  
Deans  
Vice Chancellors  
Vice Provosts  
University Librarian  
ACP Moreno  
ACCS Sahn  
AVC Shiller