



University of Pittsburgh Website Governance Policy Committee Charter

I. Preamble

This body is called the Website Governance Policy Committee (“Committee”). It is authorized by the Chancellor and will serve at the Chancellor’s discretion. The Chancellor has authorized the Senior Vice Chancellor for External Relations (“SVC-ER”) to direct the operations of this Committee, consistent with the terms of this Charter. This Charter outlines the purpose, relevant background, scope, responsibilities, composition, and operations of the Committee, as well as the review process for any proposals generated by this Committee.

This document should be read in conjunction with [Policy AO 01, Establishing University Policies](#), and all other applicable University policies, protocols, and procedures.

II. Purpose

This Committee is created for the purpose of developing a University Policy that will establish governance and principles concerning the creation, management, and oversight of University-affiliated websites. This Policy will also coordinate and support branding, accessibility, security, and content standards, as well as establish oversight responsibilities.

III. Background

University websites play a key role in advancing the University’s mission and keeping our communities connected and informed. Without clear, centralized rules, University websites risk misuse and may present inaccurate or inconsistent information. This proposed Policy will provide a unified framework that outlines the rules, guidelines, roles, and responsibilities essential to ensure that University websites are effective communication tools that meet the needs of our students, faculty, staff, and other members of the University community.

The intent is for the Committee to create a policy with a governance structure that establishes consistent requirements and standards that all websites affiliated with the University must follow to advance the University’s mission and strategic priorities as outlined in the University’s strategic plan: Plan for Pitt 2028. This policy would apply to any site that represents official University business or activities, including those sanctioned by a University office, department, school, campus, or administrative unit. Covered websites include, but are not limited to, those pertaining to:

- Academic and administrative departments;
- Centers, units, campuses, and institutes;
- Student services and support initiatives; and
- University-sponsored programs, projects, events, and campaigns.

Currently, the University addresses these needs through a decentralized set of practices and procedures, which has created ambiguity regarding compliance enforcement and the responsibilities within the various units at the University.

IV. Scope and Authority

The Committee will recommend a new University Policy governing the creation, management, and oversight of University-affiliated websites, and any supporting documents (e.g., procedures, guidelines). In doing so, the Committee's deliberations must address the following topics:

- **Scope.** Identify all categories of websites representing official University business or activities, including those sanctioned by a University office, department, school, campus, or administrative unit.
- **Compliance.** Identify any applicable legal requirements and existing University guidelines (e.g., branding, IT security, privacy, accessibility) that intersect with this Policy. Propose amendments or clarification to existing University policies and guidelines to ensure consistency and enforceability.
- **Authorization.** Define and establish the required processes and approvals for the creation, management, and decommissioning of University-affiliated websites.
- **Protection.** Incorporate provisions necessary to protect the University's digital identity, ensure legal compliance, safeguard user data, and mitigate reputational and cybersecurity risks.
- **Procedure, Guidelines, and Timelines.** Develop supporting procedures and guidelines to ensure consistent implementation of this Policy, and establish timelines for key website governance processes, such as approvals for new sites, periodic reviews for compliance, and updates in response to policy or content changes.
- **Oversight.** Designate the University department(s) and office(s) responsible for monitoring compliance with this Policy and for providing ongoing support and training to website managers and content creators.

- **Clarity.** Consider users of the Policy and any associated procedures and guidelines, such that the material is written in a manner that is easily understood by the University community.

V. Responsibilities

As provided above, the Committee is created for the purpose of proposing a new University Policy, and any necessary documents to support its implementation (e.g., procedures, guidelines). To perform this function, the Committee has the responsibility to:

- Review the University’s current practices on website development, management, and oversight across the University;
- Consistent with this Charter, consult with relevant stakeholders such as Pitt Digital, University Communications and Marketing (UCM), Philanthropic & Alumni Engagement (PAE) with respect to its partnership with UPMC, and other units involved in web development, governance, or compliance, as necessary;
- Discuss best practices in higher education related to website governance, including benchmarking policies and procedures from peer institutions;
- Recommend a draft Policy for review pursuant to the process described in Section VII below, and consider feedback during that review; and
- Recommend accompanying draft supplemental documents needed for the effective and efficient implementation of the proposed Policy.

It is expected that the Committee will work in confidence to have a full and frank discussion of all options. Individual members should maintain the deliberations of the Committee confidential and are expected not to discuss the content of the Committee’s deliberations outside of the Committee unless authorized to do so by the Committee. The broader community will have an opportunity to consider the Committee’s proposals pursuant to the process described in Section VIII below.

VI. Composition

This Committee will be chaired by **Lina Dostilio**, Vice Chancellor for External Relations. This Committee will include the following members:

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| 1. | Jamie Eberley | Senior Threat and Incident Analyst | Pitt Digital |
| 2. | Samantha Carlstrom | Associate Director of Marketing and Communications | Division of Student Affairs |
| 3. | Mike Holland | Vice Chancellor for Science Policy and Research Strategies | Pitt Research |

4.	George Kalantzis	Director Web Strategy	School of the Health Sciences
5.	James J Pascarella	Web Manager	University of Pittsburgh at Bradford
6.	Rachel Richelieu	Vice Chancellor of University Communications and Marketing	Office of the Chancellor
7.	Christine Solie	Senior Director of Communication	Finance and Operations
8.	Scott Swegan	Chief Communications Officer	Department of Athletics
9.	Amy Woodall	Communications Director	Office of the Provost
10.	Angela Zack	Chair of Senate Committee on Computing and Information Technology	University Senate
11.	Dziyana Zubialevich	Compliance Specialist	Office of Compliance, Investigations and Ethics

Mike Pierce, will support the Committee on behalf of the Office of University Counsel.

Kara Terry, will support the Committee on behalf of the Office of Institutional Engagement and Wellbeing.

John Cooper, will support the Committee on behalf of University Communications and Marketing.

Rushika Dias, Policy Specialist, will help facilitate and support the Committee on behalf of the Office of Policy Development and Management (“Policy Office”).

VII. Operations

The Committee will meet monthly, or more frequently as circumstances dictate. The Committee’s revised Policy and any necessary supporting documents (e.g., procedures, guidelines) will be submitted to the SVC-ER or their designee, no later than Academic Year 2025-2026. The SVC-ER may ask for interim status reports.

VIII. Proposed Policy Review Process

The review process for the Committee’s recommended Policy is as follows:

- University comment period;
- Academic Leadership Team;
- University Senate's Committee on Computing and Information Technology;
- Faculty Assembly;
- University Senate Council; and
- Administrative Leadership.

The Committee will coordinate with the Policy Office to consider feedback provided throughout this process.

Once this review process is complete, the proposed Policy will be sent to the Policy Office for review and submission to the Chancellor in accordance with Policy AO 01.

IX. Amendment

Any amendments to this Charter must be made in accordance with Policy AO 01 and receive the approval of the Chancellor or designee.