



**FAIRLEIGH
DICKINSON
UNIVERSITY**

Vancouver Campus

Responsible Office	Marketing and Communications	Effective Date	September 5, 2025
Responsible Official	Marketing Manager	Last Revision	September 3, 2025

Policy on Web Content

Fairleigh Dickinson University's Vancouver Campus

I. PURPOSE

FDU Vancouver is committed to ensuring that all digital and print communications content including the website, reflects accurate, consistent, accessible, and up-to-date information in alignment with the FDU Vancouver brand guidelines, policies, and regulatory requirements. This policy establishes a centralized process for creating, reviewing, and maintaining website content to ensure accuracy, improve user experience, uphold compliance standards, and maintain brand consistency across all departments. FDU Vancouver has established an internal governance structure and process for content review and approval.

II. SCOPE

This policy applies to all FDU Vancouver faculty, staff, and departments engaged in the creation, update, or dissemination of digital or print materials representing the institution.

a. Marketing and Communications Team:

Leads and oversees the management, publishing, and maintenance of website content, ensuring compliance with FDU Vancouver brand standards, accessibility requirements, and content standard.

b. Departments/Stakeholders:

Provide timely and accurate content updates related to their area of responsibility, review proposed changes, and obtain all necessary approvals from the appropriate

department head before submitting updates to the Marketing and Communications team.

c. **All Staff and Faculty:**

Ensure that any request for new or revised website content follows this policy.

III. POLICY AND REQUIREMENTS

- a. **Centralized Oversight:** All requests for website content creation or updates must go through Marketing and Communications team with the support of Web Operations team.
- b. **Accuracy and Compliance:** All website content must be accurate, up to date, and reviewed by the relevant department head before submission. The Marketing and Communications team will review all content for compliance with FDU Vancouver brand standards and accessibility guidelines.
- c. **Content Ownership:** Each department is responsible for the accuracy and timeliness of content within its area of responsibility on the website.
- d. **Update Requirements:** Any updates or revisions to website content must be submitted to the Marketing and Communications team. The respective department will be responsible for locating the existing content on the website and requesting the necessary changes. The department will also be responsible for notifying the Marketing and Communications team if there are any print and digital materials related to the changed content, so those can be reviewed and updated as needed.
- e. **Annual Review:** Major content areas will be reviewed and updated annually in April by the Marketing and Communications team in collaboration with the respective departments to ensure accuracy and relevancy for the upcoming academic year.
- f. **Purpose of Website Content:** The website serves as the primary source of accurate and comprehensive information about FDU Vancouver and is the official point of reference for all external and internal audiences.

IV. PROCESS FLOW FOR WEBSITE CONTENT UPDATES

Step 1 – Content Review by Department

- Department regularly reviews its webpages to ensure accuracy and relevancy.
- Department identifies any outdated or incorrect information.

Step 2 – Submission to Marketing and Communications Team

- Respective departments complete and submit a Website Content Update Request Form to the Marketing and Communications team, including:
 - Specific webpage URL(s)
 - Description of the requested change(s)
 - Updated or corrected content

Step 3 – Content Review and Compliance Check

- The Marketing and Communications team reviews the proposed updates.
- Confirms accuracy, consistency, accessibility compliance, and alignment with the FDU Vancouver brand guidelines.
- Coordinates with the department for clarifications or additional approvals if needed.

Step 4 – Content Update and Publishing

- Marketing and Communications team with the support of Web Operations team updates the website content and structure respectively
- Department reviews the updated content for final approval.
- If the updated website content is also reflected in any existing print materials, the department must notify the Marketing and Communications team so that the corresponding print materials can be reviewed and updated accordingly.

Step 5 – Annual Content Audit

- Every April, Marketing and Communications conducts a full content review in collaboration with departments to update major sections for the upcoming academic year.

Step 6 – Version Control

- Outdated content is archived by Marketing and Communications.
- Department ensures all external references and printed materials reflect the updated website content.

V. FOLLOW UP

- The Marketing and Communications team will maintain a log of all published and updated web content.
- Departments are responsible for reviewing their respective web content during the annual content audit.
- Any interim changes must be requested through the requisition process.

- Departments must ensure their print materials and external references remain aligned with the current website content.

VI. SCOPE OF WEBSITE CONTENT COVERED

This policy applies to all website content related to FDU Vancouver, including but not limited to:

- Program and academic pages
- Admissions,
- Enrollment,
- Student services, Career services and alumni pages
- Events and news updates
- Faculty and staff profiles
- Connect with FDU Vancouver Page
- Any other pages managed under the FDU Vancouver.

VII. REVIEW AND IMPROVEMENT

This policy will be reviewed annually and updated as necessary to ensure its effectiveness. For any website content requests or related inquiries, please email vancouver.marketing@fd�.edu

Appendix

FDU Vancouver Website Improvement & Content Committee Terms of Reference

Purpose

The FDU Vancouver Website Improvement & Content Committee (the “Committee”) is comprised of members from the FDU Vancouver representatives from different departments of FDUV campus. The purpose of the Committee is to oversee the strategic planning, improvement, maintenance, and content management of the FDU Vancouver website to ensure it aligns with institutional goals, branding, and user needs.

Committee Responsibilities

- Oversee and guide the structure, design, and content of the FDU Vancouver website.
- Develop and execute a website content update plan in coordination with departments.
- Ensure consistency with FDUV’s branding, accessibility standards, and web policies.
- Provide recommendations for new pages, updates, or removals.

- Communicate approved website plans and updates to respective departments
- Collaborate with FDU NJ - based web operations team.

Committee Composition

The Committee shall consist of:

- *Chair: FDUV Marketing and Communications Manager (Lester)*
- Coordinator: FDUV Marketing and Communications Assistant (Nazmul)
- Office Manager of Vancouver Campus (Elizabeth)
- One representative from each of the following FDUV departments:
 - Student Services (Jobin)
 - Career Services (June)
 - Enrollment Services (Uyen)
 - Recruitment Department (Natalie)
 - Admissions Department (Natsumi)
 - Academic Department (Michael)

All committee members are expected to uphold ethical standards, communicate professionally, and contribute constructively to discussions and decision-making.

A quorum shall consist of a majority of committee members.