UMass Boston **B**

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MEMORANDUM

TO: **Chair Zong-Guo Xia and Members of the Faculty Council Executive Committee**

FROM: **Chancellor Marcelo Suárez-Orozco**

CC: **Provost Joseph Berger**
           Vice Chancellor Megan Delage Sullivan

DATE: **September 22, 2023**

RE: **Chancellor's Response to the September 12, 2023 Faculty Council Resolution**

Thank you kindly for submitting the Faculty Council Resolution regarding *Content of Department/Unit Web Pages* to me on September 12, 2023.

I am equally grateful for your affording our Vice Chancellor for Marketing & Engagement, Megan Delage Sullivan, the opportunity to engage in a meaningful discussion on this matter during our Faculty Council meeting of September 11, 2023. From my perspective, the conversation between Vice Chancellor Sullivan and our esteemed council members proved to be productive, offering valuable insights and feedback from our faculty members. Furthermore, it provided Vice Chancellor Sullivan with the platform to present the broader framework and context, which I believe served us well in addressing some of the queries raised by our faculty colleagues.

As Vice Chancellor Sullivan shared, the path towards the launch of a new website began nearly two years ago with meticulous planning, including feedback from campus focus groups and a state-of-the art Request for Proposals (RFP) process to select a higher-education-focused content management system and design partners. Even with all the preparation and the endeavors of our colleagues, launching a new website is indeed a massive undertaking. It also represents a significant change for all of us at UMass Boston. Our previous website had been in use for over a decade, accumulating content without concurrent improvements to enhance the user experience. The outdated Content Management System (CMS) was causing daily disruptions to various sections of our website. The development of the new site drew from years of research and collaborations with professionals in the higher education sector, aiming to provide us with a more contemporary, agile, and adaptable user experience.

That said, we acknowledge the concerns voiced by the faculty and fully recognize the paramount importance of a fully functional website. To specifically address said concerns, we are making several immediate optimizations.

After the website's launch, we initiated a scaffolding training model, conducting more than twenty web training sessions. These endeavors have equipped eighty web editors and contributors with the necessary skills to navigate our new CMS. We are committed to sustaining this momentum by offering weekly training sessions and expanding our training capacity to meet the demand.

Furthermore, and in response to the collective feedback received since the launch, the website team is augmenting the number of web editors and moderators for each college. Our current college editors and moderators are being contacted to provide recommendations for additional colleagues who should undergo training. The allocation of web editors and moderators is as follows:

- For colleges, we will train 2-3 web editors/moderators with publishing access, determined by college size.
- Free-standing Centers & Institutes will have 1 web editor/moderator with publishing access.
- Additional editorial access for colleges and Centers & Institutes will be available to contributors, and we have not imposed any limits on the number of contributors per college.

Lastly, as per the faculty's valuable feedback, we are diligently working to address the outstanding tickets in the queue. Last week, the Marketing & Engagement team temporarily assigned two additional full-time employees from the marketing team to assist the website team in reviewing the queue and addressing all basic content inquiries. This collaborative effort is aimed at expediting our response time.

I want to thank the Faculty Council and all our faculty and staff for their feedback, collaboration, and continued support of the development of the new website.