

Dallas County Community College District
Districtwide Web Action Team (DWAT)
CHARTER
Effective Fall 2009

CONTEXT

The Districtwide Web Action Team is composed of members whose official job description and duties include development and/or maintenance of one of more of the district's numerous Web sites. When the World Wide Web became popular many DCCCD departments and locations established Web sites to meet needs of our students. These pioneering DCCCD Webmasters were innovative and at the same time, responsible, risk-takers who propelled the district into unknown territory.

As the Web matured, audience expectations have become more sophisticated and standards have evolved. Online competition for Web site visitors is intense and we must continue to take responsible risks to keep up with the constantly changing field of online communications.

We must also ensure that the district identifies, learns and follows the evolving standards that help ensure a satisfactory and effective Web experience for all of our visitors.

PURPOSE

The Districtwide Web Action Team is authorized by Marketing and Communications Council to:

- Identify Web Best Practices
- Share knowledge that will be beneficial to all the locations
- Identify and participate in training and development programs that will improve their ability to produce effective and secure Web sites
- Discuss, review and recommend to the Marketing and Communications Council efforts/ideas that enhance student recruitment and retention, improve student services, improve media relations, manage the district's reputation, reduce costs or improve employee productivity and effectiveness
- Review and approve Web-related recommendations made by other groups

BOUNDARIES

District policy
District Style Guide

All other Web-related guidelines, policies and regulations (e.g. TAC 206.70, CAN SPAM Act, new one that requires posting of syllabi, etc.)

CONSTRAINTS

Staffing/funding capacity to implement desired programs
Budget

TYPE OF ORGANIZATION:

Work Group – A sponsored group with a common and directed purpose in an area of interest/importance related to student success in the DCCCD. Meetings include information-sharing and updates, and do not focus on agreements and/or recommendations for district-wide action. Group may act as a committee or subcommittee reporting directly to a Sponsoring or Functional Council on short-term action-based efforts, when requested.

ORGANIZATION MEMBERS:

There will be one voting member per location designated by the location CEO/designee. Other interested employees may attend the meetings also to learn and provide feedback; but each location will have only one vote. (We need to get input from the Mar/Com Directors about who is the designated representative.)

FUNCTIONAL ROLE	NAME * DENOTES LEADERSHIP ROLE (I.E. CHAIR, CO-CHAIR, ETC.)	TITLE	HOME LOCATION
Webmaster			Brookhaven College
Webmaster			Cedar Valley College
Webmaster			Dallas TeleCollege/TeleLearning
Webmaster			Eastfield College
Webmaster			District Office
Webmaster			District Service Center
Webmaster			El Centro College
Webmaster			Dallas TeleCollege
Webmaster			Mountain View College

Webmaster			North Lake College
Webmaster			Richland College

ORGANIZATION RESOURCES:

DSC-IT
IT Council

MEETING SCHEDULE and LOCATION: DWAT meets on the second Friday of every other month from 1:30 p.m. to 4:00 p.m. The agenda and location for each meeting shall be posted three days in advance.

ORGANIZATION SPONSOR: Marketing and Communications Council

DATE FOR REVIEW/RECONFIRMATION: August 2010 and even numbered years following

Approved by the Chancellor's Staff on August 3, 2009

Signed by the Sponsor or Sponsor's Representative

Date