

**To:** Senate  
**From:** Assem Nasr, Executive Committee  
Steve Carr  
**Re:** Academic Units' Cooperation on University Website

WHEREAS, PFW's University Communication and Marketing (henceforth, C&M) has been working on updating PFW's website at least since the 2019-2020 academic year (based on the Chancellor Elsenbaumer's response to [Senate Reference 19-24 question](#)),

WHEREAS, the recent rollout of the university's website does not accurately represent a number of academic programs and departments,

WHEREAS, many academic departments and programs have not had the opportunity for meaningful input about content of their respective webpages, or have not had a chance to see if their suggestions have been taken into account in the final product,

WHEREAS, the Chancellor's response to [Senate Reference No. 21-30](#) during the February 14, 2022, Senate meeting indicated that there is "a process" through which academic departments and programs could address concerns, suggest corrections, and rectify errors,

WHEREAS, the administration has not adequately designated a clear path of communication, nor has it established an effective procedure with a timeline for the changes required,

WHEREAS, the aforementioned response emphasizing "process" suggests that management of the website is exclusively proprietary to C&M, thereby, limiting departmental engagement in their own messaging and representation,

WHEREAS, the administration's recourse to the university web content shortfalls signals a favoring of a bureaucratic approach over cooperation with departments,

WHEREAS, the Senate's pleas with the administration for affording meaningful faculty engagement and cooperation in the decision making process to effectively advance our institution have not yielded tangible results as demonstrated by the unilateral decisions that, in many cases, did not yield the desired cost-benefit ratio to warrant the changes (e.g., CTV closure, centralizing advising, reduction of marketing services, outsourcing printing services...),

BE IT RESOLVED, the Senate requests that the administration present at the April meeting a specific action plan for academic units to report misstatements, inaccuracies, and other incorrect information about their programs appearing on the website, including a clear point of contact who can respond to academic units quickly and consistently when someone reports a web page needing correction.

BE IT FURTHER RESOLVED, the Senate insists upon all academic units having final approval of any content on the new website representing the academic programs for which they are responsible.