Roles & Responsibilities

**Page Proprietors** are the department heads, executive team members or designated high level team members who **have the final say in decision making** for what is and is not allowed on their department's pages.

**Content Owners** typically report to page proprietors and are responsible for the voice, content and writing of the information on their department's web page(s). They may or may not be the individuals entering copy into the web editing tools, but they are the ultimate writers and crafters of content that will be read by the public.

**Web Editors** may or may not be writing the content but ultimately their responsibility lies in actually adding the copy to the page using the OU system. They are typically trained in the OU system and are responsible for uploading files, documents, videos or content to their designated pages. They report directly to the Content Owners or in some cases the Content Owner and Web Editor are the same person.

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**UAEX.EDU Website Workflow**

*County & program management are responsible for determining their own INTERNAL workflow systems.*

**Publish** by web editor

**Submit for Approval** to content owner or page proprietor

**Approved for Publishing**

**Publish** by web editor

**OR**

**Content creation** by owner, web editor or proprietor

**Content owner** and web editor for a given section can be the same person. Example: Jon Zawislak, the bee expert.

Content creation by web editor