CLIENT NAME Content Governance Plan

Prepared by AGENCY NAME

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1. What This Document Is

Building a new website is only part of the work. The other part — the part that determines whether the site remains useful for years to come — is keeping it up to date after launch.

This document is the plan for that. It answers four questions for every type of content on clientURL.com:

- **What is it?** A clear description of what that content is and what it does on the site.
- **Who owns it?** Which CLIENT NAME staff member is responsible for keeping it current?
- **How often does it change?** The expected update schedule for that content.
- **What are the rules?** Specific guidelines for publishing, updating, archiving, or removing that content.

This plan pairs directly with the staff training session included in the project. The training will show your team how to make changes in WordPress. This document tells them what to change and when.

> *Think of this as your website's owner's manual. You do not need to read it every day — but when someone on your team asks 'what do I do when a board member leaves?' or 'how long do we keep old job postings up?', this is where the answer lives.*

> ⚑ *Items marked with this flag symbol are things we need CLIENT NAME to confirm before the site launches. They are estimates based on what we know so far and may need to be updated during the Discovery phase.*

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2. Who Manages the Site

A website does not maintain itself. Every piece of content needs a real person responsible for it. The table below defines those roles. Some are confirmed based on our conversations so far — others are flagged for CLIENT NAME to assign before launch.

Role	Person	Responsibilities
Primary Content Manager	⚑ *To be confirmed*	Day-to-day site updates: events, job postings, news stories, and contact information. First point of contact for any content questions.
Board & Directory Updates	⚑ *To be confirmed*	Adding or removing board members and keeping the Member Directory current each year. This may be the same person as above or a designated board liaison.

Role	Person	Responsibilities
Scholarship Content	⚑ *To be confirmed*	Updating the scholarship deadline, eligibility details, and past recipients section each award cycle.
Job Posting Review	⚑ *To be confirmed*	Reviewing job submissions from outside organizations before they go live on the site. Approving or rejecting each listing.
Spotlight & News Stories	⚑ *To be confirmed*	Writing or collecting community stories for the Spotlight section. Publishing approved stories to the site.
Annual Content Audit	⚑ *Primary Content Manager*	Once a year, review the entire site for outdated pages, broken links, and content that needs refreshing. See Section 8 for the full audit checklist.

> *It is fine if one person covers more than one of these roles — many small organizations run their sites that way. What matters is that every role has a name before the site goes live.*

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3. Content Types at a Glance

clientURL.com has ten distinct types of content, each with its own update rhythm and owner. The table below gives a quick overview. Each type is covered in detail in Sections 4 through 6.

Content Type	Update Frequency	Owner	Priority
Events	As they're scheduled	Primary Content Manager	High
Job Postings	As submitted / as they expire	Primary Content Manager	High
Spotlight & News	Aim for monthly	Content/Story Coordinator	Medium
Scholarships	Once per award cycle	Scholarship Coordinator	High (time-sensitive)
Member Directory	Once per year	Board/Directory Liaison	Medium
Board of Directors	As changes occur	Board/Directory Liaison	Medium
Membership Info	Once per year or as pricing changes	Primary Content Manager	High

Content Type	Update Frequency	Owner	Priority
Events Archive	Automatic after the event passes	System (automatic)	Low
Static Pages	As needed / annual review	Primary Content Manager	Low
OSPI Links & Resources	Annual review	Primary Content Manager	Low

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4. High-Frequency Content

These three content types change the most often and need the most active attention. They are also the sections that visitors are most likely to check regularly.

4.1 Events

Events are one of the most important reasons people visit clientURL.com. CLIENT NAME runs three recurring event series — the Annual Conference, Fall Workshops, and the ALE Administrator Meeting — plus any additional events that come up during the year.

Every event published on the site must include all of the following:

Field	Rule
Event Name	Use the full official name every time. Example: "CLIENT NAME Annual Conference 2027" — not just "Conference" or "Annual Event."
Date & Time	Always include the day of the week. Example: "Thursday, October 9, 2026" — not just "October 9." Include start time and time zone (Pacific Time).
Location	Full venue name, city, and state. If the event is virtual, say "Online via Zoom" and include the link once registration is confirmed.
Registration Link or Form	Every event needs either an embedded registration form or a clear note that says when registration opens. Never publish an event without one or the other.
Description	Two to four sentences explaining who the event is for and what they will get out of it. Write for someone who has never heard of this event before.
Expiration	Past events move to the archive automatically after the event date passes. The system handles this — no manual action needed.

> ⚑ *Confirm the typical schedule for each event series: roughly when does the Annual Conference take place? When do Fall Workshops run? When is the ALE Admin Meeting? These help set the publishing calendar.*

How far in advance to publish: As a general rule, publish events as soon as the date and location are confirmed — even if registration is not open yet. A placeholder page with a "Registration opens soon" note is better than nothing. Visitors plan.

4.2 Job Postings

The Job Board will become a dynamic, searchable page where organizations can submit listings directly. Every submission goes into a review queue before it appears publicly — CLIENT NAME controls what gets published.

Field	Rule
Job Title	Use the exact title from the hiring organization. Do not abbreviate or paraphrase.
Organization	Full school or district name. Include the region (e.g., "King County" or "Eastern Washington") if provided.
Job Type	Choose from: Teacher, Administrator, Support Staff, or Other. This powers the filter on the Job Board page.
Application Deadline	Always include a deadline date. If none is provided, the listing automatically expires 60 days after it is posted.
How to Apply	Clear instructions — email address, external application link, or both. Visitors should never have to guess how to apply.
Submission Review	All listings arrive in a pending queue. The Primary Content Manager reviews each submission before it goes live. Target review time: within 2 business days.
Expiration	Listings with a deadline expire automatically on that date. Listings without a deadline expire after 60 days. Expired listings are removed from the public-facing board but kept in the admin panel for reference.

> ⚑ *Confirm: Should job listings be free for CLIENT NAME members and paid for non-members, or free for all? This decision affects both the submission form and the instructions on the Job Board page.*

4.3 Spotlight & News

Regular stories build community, show that CLIENT NAME is active, and bring in visitors through search engines. The new post template is designed to make publishing as easy as possible for non-technical staff.

Field / Decision	Rule
Story categories	Every story falls into one of three categories: Member Story, Program Highlight, or Organization News. This powers the filter on the archive page.
Story length	Aim for 600 words. Short enough for busy readers, long enough to tell a real story.

Field / Decision	Rule
Photos	At least one photo per story is strongly recommended. Photos of students require written permission from the student and their guardian. Staff photos are fine without additional permission.
Publishing approval	Stories about member schools or individuals should be reviewed by the subject before publishing when practical. Stories about CLIENT NAME programs or events can be published directly.
Cadence goal	Aim for at least one story per month. The 2019 post is a reminder of what happens when this section goes quiet — regular updates build community and improve search visibility.
Archiving	Stories are never deleted. They stay on the site indefinitely and move deeper into the archive naturally as newer stories are added.

> *You do not need professional writing skills to publish a Spotlight story. A short, honest account of something a member school did well — in plain language, with a photo — is exactly what this section is for.*

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5. Annual Content

These content types do not need constant attention, but they do need a dedicated review at least once per year — and some are time-sensitive enough that missing the window has real consequences. The scholarship deadline is the clearest example: if it is not updated before the application cycle opens, students may miss it.

5.1 Scholarships

CLIENT NAME awards the Secondary Student Scholarship — $1,000 awards for graduating ALE students entering post-secondary education or training. The scholarship page is one of the most visited and most time-sensitive pages on the site.

The update schedule for the scholarships page follows the award cycle:

When	What to Do
As soon as the deadline is confirmed	Update the application deadline on the Scholarships page. This is the first thing applicants look for.
When the application cycle opens	Confirm the online application form is working. Send a test submission to make sure the confirmation email arrives.
After the deadline passes	Update the page to say the application window has closed. Remove or disable the Apply Now form to prevent late submissions.
After recipients are selected	Add the new recipients to the Past Recipients section with their name, school, and a quote if they have given permission.

When	What to Do
Off-cycle (rest of year)	The page stays live and visible year-round. Visitors should always be able to read about the scholarship and check eligibility, even when applications are closed.

> ⚑ *Confirm the scholarship deadline for the next cycle and the typical month when recipients are announced. These will be built into the site's content calendar.*

5.2 Member Directory

The Member Directory is one of the strongest reasons for prospective members to join CLIENT NAME — it shows the community they will be joining. It is also a resource families use to find member schools near them. Keeping it current matters.

Field	Rule
What it contains	A list of CLIENT NAME member schools and districts. Each entry includes the school or district name and region. Additional fields (contact name, website link, program type) can be added if the data is available.
Update schedule	Once per year, following membership renewal. The entire list is reviewed and updated at one time rather than on a rolling basis.
Who provides the data?	To be confirmed during Discovery. The data likely lives in CLIENT NAME's membership records — we need to know the source so we can build the right update process.
How it gets updated	The designated staff member updates the directory through the WordPress admin panel—no coding required. A step-by-step guide will be included in the Content Governance Guide delivered at launch.
Removing members	Members who do not renew are removed from the directory during the annual update. They are not removed mid-year unless CLIENT NAME specifically requests it.

> ⚑ *Confirm where current member data lives (a spreadsheet, a database, an email list?) and who at CLIENT NAME is responsible for maintaining it. This determines how the update process gets built.*

5.3 Board of Directors

The board page is currently broken — it lives at the URL (/18-2/), which does not work properly. The redesign fixes this. Going forward, the page will be fully editable by CLIENT NAME staff without any help from AGENCY.

Situation	What to Do
New board member joins	Add their name, title, region, and headshot (or placeholder avatar) to the Board of Directors page through the admin panel—no coding required.

Situation	What to Do
Board member leaves	Remove their card from the page. No archive is needed — departed members are simply removed.
Board member's title or role changes	Update their card directly. Takes less than two minutes in the admin panel.
Annual board review	Once per year, review the full board listing to confirm all names, titles, and photos are current. Best done after the annual board meeting.
No headshot available	Use a placeholder avatar. Note in the admin panel that a photo is still needed. The placeholder looks professional and is always better than a space.

5.4 Membership Information

The Membership Hub is one of the three most important pages on the site. It needs to reflect exactly what CLIENT NAME currently offers — nothing more, nothing less.

Field	Rule
Membership tiers and pricing	Update whenever pricing changes. Pricing is displayed on the Membership Hub page and used in the payment form — both must match. Never let the page show a price that does not match what the form charges.
Membership benefits	Review the benefits listed on the Membership Hub page once per year. If CLIENT NAME adds a new benefit, add it to the page. If a benefit is discontinued, remove it.
"Renew here" notice	The Membership Hub page includes a note for existing members to renew. Make sure the renewal link or form stays current each membership cycle.
Tier names	To be confirmed during Discovery. Current working labels are Individual, School, and District. If CLIENT NAME uses different names, the page and all form labels will be updated to match.

> ⚑ *Confirm current membership tier names and pricing before the Membership Hub page is built. If pricing changes after launch, CLIENT NAME staff can update it directly in the admin panel.*

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6. Static Pages

Static pages are the ones that do not change often — the About page, What is ALE?, Contact, and similar pages that tell visitors who CLIENT NAME is and what it does. They are not "set it and forget it" forever, but they do not need weekly attention either. The key is making sure they are reviewed at least once a year and updated whenever something meaningful changes.

Page	Update Frequency	What to Update
Homepage	As needed	Update the impact statistics strip (years serving, members, scholarships awarded) when numbers change. Swap event preview cards automatically — no manual action needed. Update the hero headline or CTAs if CLIENT NAME's messaging priorities shift.
About — Mission & Story	Rarely	Update if CLIENT NAME's mission statement, history, or organizational pillars change. Review once per year during the annual audit.
What is ALE?	Rarely	Review once per year—update if Washington State's ALE regulations or definitions change, or if OSPI updates its guidance.
Contact	As needed	Update [CLIENT CONTACT]'s (or any future primary contact's) phone number, email, or title if it changes. This page should always have current, working contact information.
OSPI Links	Annually	Review all links once per year to confirm they still work and point to current OSPI pages. OSPI occasionally reorganizes its site, which breaks links.
Resource Library	As needed	Add new guides, templates, or planning documents when they become available. Remove outdated documents so visitors are not download outdated information.
404 Error Page	At launch only	The 404 page (shown when someone visits a broken link) is set up at launch and does not need regular updates. It includes a link back to the homepage and a search bar.
Privacy Policy	As needed	Update if CLIENT NAME changes how it collects or uses visitor data, or if legal requirements change. AGENCY will provide a standard starting template at launch.

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7. Archiving and Removing Content

Knowing when to remove content is just as important as knowing when to publish it. Outdated job postings, expired event pages, and old scholarship deadlines left on the site can confuse or mislead visitors. The rules below are designed to keep the site clean and up to date without losing content that still has value.

Content Type	Archiving & Removal Rule
Past Events	Move to archive automatically after the event date has passed. Past events remain searchable in the archive section of the Events Hub. They are never

Content Type	Archiving & Removal Rule
	fully deleted — past conference pages, in particular, are useful reference points for speakers, attendees, and sponsors planning ahead.
Expired Job Postings	Removed from the public-facing Job Board automatically when the deadline passes or after 60 days (whichever comes first). Kept in the admin panel for CLIENT NAME's records. Not visible to the public after expiration.
Past Scholarship Recipients	Never removed. Each year's recipients are added to the cumulative list on the Scholarships page. This section grows over time and serves as a lasting record of the students CLIENT NAME has supported.
Spotlight & News Stories	Never deleted. Stories move deeper into the archive naturally as newer stories are added. This protects the people and programs featured in older stories and keeps the archive searchable.
Board Members (departed)	Removed from the Board of Directors page as soon as CLIENT NAME is notified of the change. No archive needed.
Outdated Resource Library files	Reviewed annually. Files more than two years old that contain information that has changed should be either updated or removed. A note in the admin panel should explain why a file was removed, in case questions come up later.
OSPI Links (broken or outdated)	Reviewed annually. Any link that no longer works is removed immediately. If a replacement link exists on the OSPI site, update it. If the resource no longer exists, remove the entry.
Static page content	Content that is no longer accurate is updated in place — not archived or deleted. Old versions are not kept visible to visitors.

> *When in doubt, archive rather than delete. The admin panel keeps removed content accessible to CLIENT NAME staff even after it disappears from the public site. If you realize something was removed by mistake, it can be restored.*

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8. Annual Site Audit

Once per year — ideally in late summer before the new membership and event cycle begins — CLIENT NAME's Primary Content Manager should walk through the checklist below. This audit takes about two hours and keeps the site from drifting out of date without anyone noticing.

This does not replace day-to-day updates. It is a structured top-to-bottom review to catch anything that slipped through during the year.

Area	What to Check
Homepage statistics	Are the numbers in the impact strip (years serving, member count, scholarships awarded) still accurate? Update with current figures.

Area	What to Check
Membership pricing	Does the page show the correct current prices and tier names? Does the payment form match?
Board of Directors	Is every current board member listed? Is every person shown still on the board? Are photos current?
Member Directory	Has the directory been updated following this year's membership renewal cycle?
Scholarship information	Is the deadline for the current or upcoming cycle posted? Has the past recipients section been updated?
Events	Are there any past events still showing as upcoming? Are next year's events posted as soon as dates are confirmed?
Job Board	Are there any listings that should have expired but are still showing? Review the admin panel for anything that slipped through.
OSPI Links	Do all links still work? Open each one and confirm it goes to the right place on the current OSPI website.
Resource Library	Are any files more than two years old? Does the content in those files still reflect current guidance and regulations?
Contact information	Is [CLIENT CONTACT]'s (or current primary contact's) email, phone, and title still correct? Does the contact form still send emails to the right address?
Spotlight & News	Has at least one story been published in the last two months? If not, plan the next one.
Broken links	Run a quick check for any broken links across the site. AGENCY can provide a simple tool or process for this at launch.
Mobile check	Visit the site on a phone. Does everything look right? Are buttons easy to tap? Does the menu open and close correctly?

> *AGENCY recommends scheduling this audit as a recurring calendar event each year so it does not get pushed aside. A two-hour investment once a year prevents much larger problems from building up.*

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9. Open Items — What We Need from CLIENT NAME

The governance framework above is complete. The items below are the specific details only CLIENT NAME can provide. Most of them are needed before or shortly after the site launches. None of them are complicated — they are mostly a matter of putting names to roles and confirming a few existing details.

Item	What We Need from CLIENT NAME
Primary Content Manager's name	We have listed [CLIENT CONTACT] as a likely candidate based on his role as primary staff contact, but this needs to be confirmed. If someone else will be managing day-to-day site updates, let us know.
Board & Directory liaison	Who at CLIENT NAME is responsible for the Member Directory and Board of Directors page updates? This could be the same person as the Primary Content Manager or a separate staff member or volunteer.
Scholarship coordinator	Who manages the scholarship cycle — updating the deadline, monitoring applications, and adding past recipients? This person needs to be named before launch.
Spotlight story coordinator	Who will be writing or collecting stories for the Spotlight section? Even a commitment to one story every four to six weeks is enough to keep the section active.
Scholarship deadline (next cycle)	What is the deadline for the next scholarship application cycle? This is needed to set the content calendar for the Scholarships page immediately after launch.
Job posting fee decision	Should job listings be free for CLIENT NAME members and paid for non-members, or free for everyone? This affects the submission form and the instructions on the Job Board page.
Typical event schedule	Roughly, when does each recurring event take place each year? Annual Conference, Fall Workshops, ALE Admin Meeting — even approximate months help us build a publishing calendar.
Board member headshots	Do current headshots exist for all board members? If not, placeholder avatars will be used at launch. Photos can be added at any time after launch.