



**Division of
Enrollment Management**
UNIVERSITY OF WISCONSIN-MADISON

Guidelines for *The DEM Insider*

This document provides guidelines for the Division of Enrollment Management (DEM) Staff Intranet, *The DEM Insider*, found at <https://staff.em.wisc.edu>. The staff intranet Fall 2018 redesign project was a product of [RAMP](#) – a divisional professional development program.

Purpose

The intranet site is a collaborative resource for staff working in the Division. Unless otherwise indicated, access to the information on the site is restricted to staff employed by the Division.

The site provides:

- Virtual community space for unit updates, events, informal ‘kudos’ and celebrations
- Access to key information like org charts, staff contact information, and policies
- Shared record of our activities, accomplishments, and successes across DEM
- A platform for Equity, Inclusion and Diversity (EID) events and conversations
- Staff development and collaboration opportunities

Content Guidelines

Content posted on the intranet site should be relevant for all divisional staff members and/or be related to our respective units’ work. As a general guideline, if the content can appropriately be emailed to the ‘dem_all_staff’ email list then it is relevant for the site.

The following is a list of content categories:

- **Updates**
 - Monthly unit updates, job postings, general notifications or information
- **Events**
 - Staff meetings, forums, celebratory events, networking events, other open events
- **‘Kudos’ and Celebrations**
 - Individual recognitions, team recognitions, or celebrations
- **Organization Charts**
 - Site editors to facilitate regular unit updates
- **Staff Phone Numbers**
 - Site editors to facilitate regular unit updates
- **DEM Policies (*forthcoming*)**

Site Management

The following outlines the site editor role and responsibilities. Each unit will identify at least 1 editor. The editor may seek content from others

Responsibilities include:

- Identify content experts within their unit, solicit and format content to post on the site
- Monitor the site and update information that may be outdated or in need of revision
- Handle technical issues and coordinate with DoIT resources as necessary
- Meet quarterly with other site editors to discuss site management, roles and responsibilities
- Maintain and update this guidelines document as needed

If a site editor is no longer able to fulfill this role, it is their responsibility to work with the unit director to identify a new site editor.

Site Editors (updated Dec 2018)

- Office of the Vice Provost: *Todd Reck*
- Office of Admissions and Recruitment: *Alison Zuba*
- Office of Student Financial Aid: *Erica Tisdale*
- Office of the Registrar: *Sharon Sumner*

Questions or comments about the intranet can be sent to designated unit representative.