

ROGER J. EHMPKE

Director of Web Strategy & Digital Experience | Digital Strategy • Governance • Accessibility • AI-Ready Systems

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EXECUTIVE PROFILE

Digital strategy and governance leader with extensive leadership experience helping complex organizations modernize web ecosystems, improve accessibility, strengthen content operations, and connect digital work to institutional priorities. Known for turning fragmented digital environments into practical systems that are easier to understand, easier to manage, and built to last.

Combines executive-level judgment with hands-on technical depth across enterprise web strategy, ADA/WCAG readiness, analytics, technical SEO, CMS architecture, AI-supported workflows, and cross-divisional governance.

SELECTED LEADERSHIP IMPACT

- **Built institutional accessibility governance:** Established KCC's governance model for ADA Title II / WCAG readiness, including intake workflows, vendor review, remediation tracking, documentation, training coordination, and accountability.
- **Modernized enterprise web operations:** Led strategy across public web systems, CMS architecture, content standards, UX, analytics, and publishing workflows for a lean higher-education digital team.
- **Connected analytics to decision-making:** Used GA4, Tag Manager, Search Console, SEMrush, SEO data, and accessibility findings to evaluate performance, prioritize improvements, and support institutional outcomes.
- **Advanced AI-ready digital maturity:** Supported AI-ready content strategy through structured IA, metadata, internal linking, question-based content design, and practical workflows for research, documentation, and knowledge management.
- **Delivered practical digital access improvements:** Developed an accessible campus wayfinding bridge to support multi-campus navigation, task-based user flows, and improved digital access while longer-term physical wayfinding improvements are planned.

PROFESSIONAL EXPERIENCE

KANKAKEE COMMUNITY COLLEGE | Nov 2025 - Present

Director of Web Strategy and Digital Experience | Hybrid

- Provide strategic leadership for KCC's public-facing web and digital systems, including accessibility, governance, UX, analytics, CMS architecture, content standards, and emerging technology.
- Oversee the college's web presence and related content systems within Advancement, Marketing, and Public Relations, collaborating across academic, administrative, and technology divisions to align digital experience with institutional priorities.
- Lead KCC's cross-divisional Digital Experience Group, strengthening accessibility culture, content governance, digital standards, and long-term institutional digital maturity.
- Guide ADA Title II / WCAG readiness through governance, intake workflows, vendor review, remediation tracking, documentation, and cross-divisional coordination.
- Oversee CMS and content ecosystems including CloudCannon, SharePoint, WordPress, Jekyll-based workflows, and related publishing processes.
- Use GA4, Tag Manager, Search Console, and SEO/accessibility data to evaluate performance, prioritize improvements, and connect digital work to institutional outcomes.
- Support AI-ready content strategy through structured information architecture, metadata, internal linking, governance practices, and question-based content design.

KANKAKEE COMMUNITY COLLEGE | Jul 2023 - Nov 2025

Senior Coordinator of Web Design and Development | Hybrid

- Led strategy and execution for KCC's web ecosystem, encompassing accessibility, design, analytics, and early AI exploration while guiding a skilled web team within Marketing.
- Directed web and user-experience integration for the my.kcc.edu migration and rebranding, collaborating with ITS and Administrative Information Systems to align Ellucian functionality with KCC's public web design, content, and accessibility standards.
- Provided technical and strategic leadership for a custom CMS stack built on Jekyll and CloudCannon, integrating GitHub and Google Sheets APIs for distributed content updates.
- Drove accessibility and brand governance aligned with WCAG 2.1 AA while transitioning toward WCAG 2.2 standards.
- Served on KCC's AI committee, helping shape adoption policies, ethical guidance, and emerging AI use cases for institutional work.

KANKAKEE COMMUNITY COLLEGE | Oct 2005 - Jul 2023

Coordinator of Web Content and Design | Hybrid

- Served as the college's lead web designer and developer, maintaining and evolving KCC's digital presence through multiple CMS transitions and redesigns.
- Led multiple CMS transitions and full-site redesigns, including a full-site relaunch during COVID-19 to improve accessibility, usability, and continuity.
- Established foundational practices for accessibility, governance, SEO, usability, and brand consistency that continue to guide institutional standards.
- Created branded HTML and Constant Contact templates for campus-wide campaigns and communications.
- Mentored developers and student assistants in web workflows, version control, content editing, and standards-based production.
- Implemented Asana-based project tracking for campus web requests and updates and built analytics dashboards using GA4, Tag Manager, and Search Console.

KANKAKEE COMMUNITY COLLEGE | Jan 2008 - Jun 2013

Adjunct Faculty Instructor, Web Design | Part-time

- Taught web design coursework in the Graphic Design program, focusing on standards-based HTML/CSS, usability, maintainable code, visual communication, semantic markup, and accessibility awareness.
- Developed course materials and mentored students through practical web production workflows, strengthening the ability to translate technical concepts into accessible instruction.

RIVER VALLEY WEBSITES | Aug 2007 - Present

Web Designer and Developer | Freelance / Select Projects

- Designed and developed accessible, standards-based websites for local organizations, small businesses, and community initiatives, emphasizing usability, clarity, and long-term maintainability.
- Managed full project lifecycles from discovery through launch for clients with limited technical resources, strengthening user-centered strategy and practical communication skills.

OPTIMUM NUTRITION | 1998 - Oct 2005

Website Manager / Designer / Developer

- Managed, designed, and developed the company's website during the early growth years of the web, ensuring functionality, brand alignment, and user engagement.
- Led a lean team of web designers, delegating tasks and overseeing implementation of new features, content updates, and visual refreshes.
- Collaborated with marketing and product teams to align website content, messaging, e-commerce, and digital initiatives with organizational goals.

EDUCATION & CERTIFICATIONS

Columbia College Chicago

B.A., Fine Arts - emphasis in New Media

Focused on digital art, multimedia, and interactive design.

Joliet Junior College

A.S., Fine Arts

Selected Certifications

WordPress: Creating an Intranet Website - LinkedIn, 2024

Ethics in the Age of Generative AI - LinkedIn, 2024

CORE TECHNICAL & LEADERSHIP SKILLS

Strategy & Governance: Enterprise web strategy, digital governance, accessibility leadership, ADA Title II / WCAG readiness, content governance, information architecture, digital standards

Analytics & Optimization: GA4, Google Tag Manager, Search Console, SEMrush, technical SEO, metadata strategy, accessibility and performance reporting

Platforms & Technology: CloudCannon, Jekyll, SharePoint, WordPress, GitHub, Google Sheets APIs, Power Automate, React, Node.js, AWS

Leadership & Enablement: Cross-functional leadership, vendor coordination, training, documentation, mentoring, instructional design, operational change