



# WEB GUIDELINES

*A Guide to Page Creation, Maintenance and Oversight*

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## **I. HISTORY AND INTRODUCTION**

The University has sought to establish a unified graphic identity and navigation approach to its website since the 1990s. Over the years, the University periodically updated the design of the website through focused projects concentrating on the homepage and other strategic pages.

Despite these continued improvements, the widespread and decentralized nature of the Web made it difficult to maintain a unified graphic identity and navigation for the site, leading to a decision to implement a campus-wide content management system. Following an exhaustive evaluation process, The University of Scranton selected Hannon Hill's Cascade content management system in 2007. Transition to Cascade was guided by the broadly representative Committee on University Image and Promotion.

First implemented in 2001, the University's Web Guidelines underwent substantial revision and subsequent review by various governance bodies in 2007 and 2012. The Web Guidelines are maintained by the Vice President for External Affairs in consultation with the Committee on University Image and Promotion.

In 2012-13, the University began a major overhaul of the website to freshen the look and content of the homepage, section pages and landing pages and to implement a responsive web design that presents content in ways that are optimized for the device of the visitor (i.e. desktop, tablet or mobile).

## **II. PURPOSE OF THE WEB**

The University of Scranton's Internet website (scranton.edu) serves a number of essential purposes for external and internal audiences – education, research, academic and business processes, information sharing, and marketing (e.g. branding, admissions and promotion). The University's Intranet (my.Scranton.edu, course support, etc.) exists primarily for educational, administrative and research purposes, while its Internet 2 connection is exclusively for education and research.

## **III. WEB GUIDELINES**

### **A. Web Content Management System (CMS)**

#### **I. Overview**

A content management system (CMS) is a collection of tools designed to make it easier to create, modify, organize and manage information on a website." Authorized departments and individuals on campus submit requests to the Planning and Information Resources division, via its Technology Support Center (TSC) request system to gain access to the Content Management System for creation of Web pages and/or maintenance of existing pages in the CMS."Requests are also made through the TSC request system for desired changes to Web pages and Web forms that are not yet

- a. **Contributor** is a role in the system and can be assigned to a Group. Contributors are typically responsible for creating or editing content. A Contributor-level user may:
- Navigate through the site structure (read or write access)
  - View content (read or write access)
  - Edit content (write access only)
  - Create new content using Asset Factories (determined by the listing under the New menu) (write access only)
  - Copy items (write access only)
  - Delete items (write access only)
- b. **Publisher** is a role in the system and can be assigned to a Group. The Publisher role allows the same actions as the Contributor and Approver, as well as allows the user to push content out to a live site, either by completing workflow that contains a publish trigger upon completion

### **3. Re e i g C h a g e O f f i c i a l P a g e**

One of the best things about the Web is that it isn't made of stone. There is nothing that we have created on it that can't be corrected, altered or in some other way improved. At the same time, the University is cautious about making major changes to official pages. Departments can relay suggestions, concerns or changes about Official pages to Marketing Communications.

### **4. A c a d e m i c P r o g r a m P a g e**

Academic program pages serve as entry points or "landing pages" for prospective students and other guests through Web searching. Ideally, the content of these pages consists of a combination of catalog material and input from the academic departments or program directors associated with the program. Catalog content associated with these pages mirrors that which appears in the *Undergraduate Catalog* and/or *Graduate Studies Catalog* to avoid confusion or error. As with program copy for the *Undergraduate Catalog* and/or *Graduate Studies Catalog*, changes to catalog content of program pages are undertaken through the curriculum review process that culminates with the Office of the Provost. Program directors or academic departments are encouraged to provide original content for program pages to make them as dynamic and engaging as possible.

## **C. D i v i s i o n a l a n d D e p a r t m e n t a l P a g e**

### **1. D e p a r t m e n t a l P a g e**

These pages are associated with University divisions, departments and programs.

### **2. O u t s i d e D i v i s i o n a l, D e p a r t m e n t a l a n d P r o g r a m P a g e**

- a. **Divisional Pages:** Divisional pages that are not considered "official" are the responsibility of the divisional vice president or his/her designee. Divisional vice presidents should appoint a contributor(s), and/or publisher(s) to develop and maintain Web content in the CMS.
- b. **Academic Departmental Pages:** Academic department pages are vital for prospective students, current students and faculty. Departments are encouraged to maintain their pages and to develop content on their pages that reflects the distinctive interests and qualities of the faculty and their discipline. Academic departments should appoint at least a contributor and approver for their pages in the CMS and can request to have a person designated as a publisher following appropriate training.
- c. **Administrative Departmental Pages:** Administrative department pages provide important information for members of the University community, prospective students and employees, and general visitors to the website. Departments should identify contributors and approvers to develop and maintain content on relevant Web pages in the CMS. At the discretion of the Divisional Vice President, departments can request to have a person designated as a publisher following appropriate training.

### **3. I d e n t i f i c a t i o n a n d S t a n d a r d s**

Divisional, departmental and programmatic pages reside in the Content Management System and must conform to the University's Identity Standards and Web Style Guide.

## **D. P e r s o n a l P a g e**

### **1. D e p a r t m e n t a l P a g e**





Operations group to manage and test CMS software upgrades. Maintenance, development and technical support for content within the my.scranton.edu portal is offered by ITDA, and it should be noted that University departments may work with ITDA to develop and maintain customized content within my.scranton via the CMS." ITDA also builds custom, database-driven, Web-based applications and software that are made accessible via the my.scranton.edu portal, and the University's public website."

**B. Web Designer /Developer**

Reporting to the Manager of Creative Services, the Web Designer/Developer assists the University in designing, developing and maintaining top-level Web pages in technical compliance with the Content Management System.

**C. University Editor**

Reporting to the Manager of Creative Services, the University Editor serves as editor of the online



# APPENDIX I

## ACADEMIC USES OF THE WEB

The Web is a valuable opportunity to present creatively and dramatically departments, academic and extracurricular programs, and the faculty members that make it all work. Academic use of the Web is ultimately governed by academic freedom, as described in the Faculty Handbook, and the Code of Responsible Computing. Each academic department will have pages on the University's website created and maintained by the department using the University's Web Content Management System (CMS), and structured by the templates provided in the CMS. These pages present the formal administration of departments and the curricula that comprise academic programs, that is, the material approved and published in the catalog. The content of these pages require approvals from the chair of the department or the program director and the relevant dean.

### A. Academic Department Page

The academic department page (see Fig. 1 and Fig. 2) serves as the entry point or "landing page" for prospective students and other guests through Web searching. Except for a the top navigation bar and a block containing Admissions information, the content of this page consists of input from the academic department chairperson or the program director and faculty associated with the program, as approved by the Dean. The faculty of the programs are encouraged to provide original content for program pages to make them as dynamic and engaging as possible.

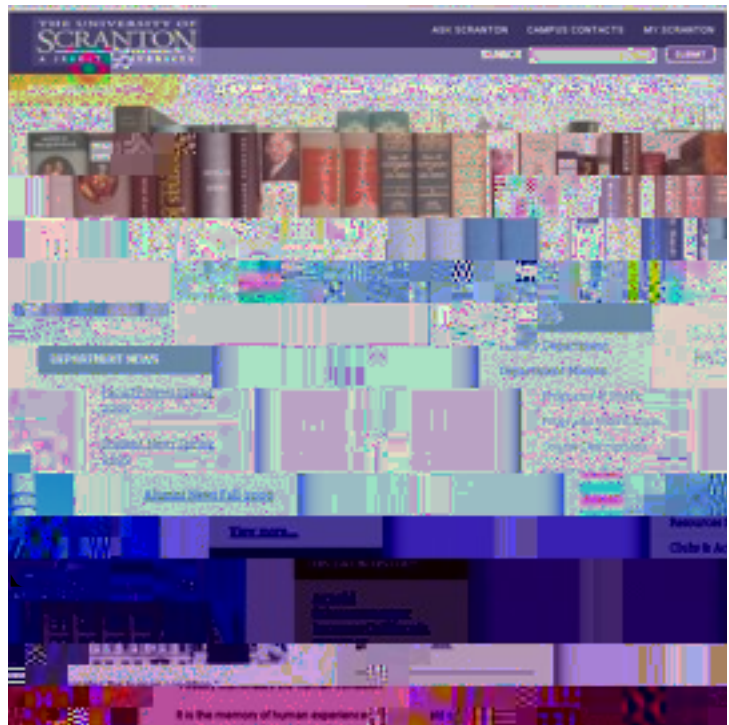


Figure 1: .1 ( )  
Figure 2: .2 ( )

**B.**



## **APPENDIX II**

# **SOCIAL MEDIA TIPS AND BEST PRACTICES**



● **T a g e c e a d i e c e**

Post news, events and items that are relevant to your targeted audience. Keep your audience engaged with meaningful and relevant information about the University. Also, make sure to consider the wide range of audience potentially following your site. Before making a post ensure that it will not alienate, harm, or provoke any groups.

● **C h e a i a e l i e a e a d i a g e**

When choosing a name for your account, choose something obvious and relevant. When selecting a page image or avatar, stick to simple graphics that represent the Scranton brand and complies with the University's Identity Standards.

● **B e c e a i a l**

Remember to talk to your readers like you would talk to real people in professional situations. Avoid overly pedantic or "composed" language. Consider content that is open ended and invites response.