

WEB GUIDELINES

A Guide to Page Creation, Maintenance and Oversight

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I. HISTORY AND INTRODUCTION

In the 1999-00 academic year, the University upgraded its Web site with the assistance of Cyber Design, an external vendor now known as LiquidMatrix, Inc. LiquidMatrix was chosen from among several Web development firms because of the strength of their proposal and because of the remarkable success enjoyed by another of their clients, the University of Dayton.

A primary goal of the original project was to create a unified graphic theme and common Web navigation that would run throughout the University's Web site. It included original designs for more than 100 core pages and templates to aid in the conversion of hundreds more. All pages on the site were developed under the stewardship of a subcommittee of the Committee on University Image and Promotion. The development process included conversations with several focus groups with both current and prospective students coordinated by Admissions.

The University continued to improve the look and content of the Web site, overhauling its graphic look in the spring of 2002, introducing new homepage designs in 2004 and 2005 and continuing to enhance other strategic pages.

Despite these continued improvements, the widespread and decentralized nature of the Web eroded some of the graphic unity that was achieved in the original Web project. To correct this trend, the University began a selection process for a comprehensive Content Management System in the fall of 2006, selecting Hannon Hill's Cascade system in early 2007.

As a companion to the Content Management System, the Committee on University Image and Promotion offers the following guidelines to govern the creation, maintenance and oversight of Web pages.

II. PURPOSE OF THE WEB

The University of Scranton's Internet Web site (www.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

1. **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 Web site. Authorized departments and individuals on campus submit requests for Web site changes to a Project Tracking System that is managed by Systems and Software Resources. Requests are acted on in turn by the University's Webmaster and other staff. If changes are requested to "official" pages, then the Webmaster will notify Public Relations for response or approval. The system empowers users and groups to make their own updates and changes to Web pages. It includes tools to remind users and groups when content is has not been reviewed for a specified period of time and to expire and remove time-related pages on specified deadlines. The tools include publishing, format management, revision control, indexing,

search and retrieval. The University of Scranton has contracted with Hannon Hill for its Cascade Server application.

2. **Workflow Process in the Content Management System:** The Content Management System manages Web projects through a “workflow” process. Workflows are a series of ordered steps that content must go through from creation to publishing. The workflow steps allow pages to be reviewed for programming issues and accuracy of page content on a path to publishing. Users and groups assume a different role in the workflow process based on the role they are assigned in the Content Management System.
3. **Roles in the Content Management System:** Users and groups on campus use the Content Management System according to the role they are assigned. Roles define what users and groups are authorized to do in the system. For example, contributors create and edit pages and then submit projects to a publisher for approval before posting live or publishing content. The Content Management System includes the following roles:
 - 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. **Approver** is a role in the system and can be assigned to a Group. The Approver role allows the same actions as the Contributor, as well as allows the user to take part in the workflow process and review and approve (or reject) content that belongs to an active workflow. An Approver-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 (type of asset determined by the listing chosen under the New menu, which types appear determined by user's group access rights) (write access only)
 - 🔒 Copy items (write access only)
 - 🔒 Delete items (write access only)
 - 🔒 Approve or reject content in a workflow he/she is assigned to
 - c. **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 or by selecting assets he/she has access to and selecting to publish them. A Publisher-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).
 - 🔑 Approve, Publish, or reject content in a workflow he/she is assigned to.
 - 🔑 Bypass workflows to publish content directly upon editing.
 - 🔑 Cancel publishing jobs he/she has initiated (4.0 and higher).
- d. **Manager** is a role that has many of the powers of the highest role, administrator, but those powers are more limited in scope. Generally, the manager role is used to assign administrator-level privileges to a site or sub-site.
- e. **Administrator** is a role in the system that permits full, uninhibited access to any asset and/or area of the system. A user assigned the administrator role has access to both the standard " Home" area where web page assets are managed and the " Administration" area where advanced system entities and publishing can be configured. Because an administrator has access to everything within the system, the role is assigned sparingly in cases where it is essential.

B. Official Pages

1. **Definition:** Official pages are those most closely linked to University branding, recruitment and promotion. The Scranton Web site includes more than 125 "official" pages. Official pages include the University's homepage and other pages that are located along the main navigation bar.
2. **Development and Maintenance of Official Pages:** The Office of Public Relations is responsible for developing and maintaining official pages in consultation with relevant departments.
3. **Requesting Changes to Official Pages:** 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 the Office of Public Relations.
4. **Academic Program Pages:** 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* to avoid confusion or error. As with program copy for the *Undergraduate 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. Divisional and Departmental Pages

1. **Definition:** These pages are associated with University divisions, departments and programs.
2. **Oversight of Divisional, Departmental and Programmatic Pages:**
 - 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), approver(s) and/or publisher(s) to develop and maintain Web content.
 - 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 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 Web site. Departments should identify contributors and approvers to develop and maintain content on relevant Web pages. At the discretion of the Divisional Vice President, departments can request to have a person designated as a publisher following appropriate training.
3. **Identity Standards:** Divisional, departmental and programmatic pages must conform to the University’s Identity Standards and Web Style Guide.

D. Personal Pages

1. **Definition:** Pages associated with individual faculty, staff, administrators and students and hosted on the University’s Web site.
2. **Disclaimer and Oversight:** Pages for faculty, staff, organizations, departments and students are accessible through the Campus Contacts page (link in the header of the new template and the footer of the previous design) and include a link for a disclaimer located at the following Web address: <http://academic.scranton.edu/disclaimer.html>.

E. Issues and Concerns About the Content of Pages

1. **Official Pages:** Issues or concerns regarding the content of Official Pages should be directed to the Office of Public Relations.
2. **Academic and Administrative Departments:** Academic and administrative departments are responsible for the content and accuracy of their Web pages. Issues or concerns about these pages should be directed to the manager or Department Chair who is responsible for the department.
3. **Personal Pages:** Issues and concerns about the content of personal pages are addressed through the University’s Code of Responsible Computing. The University’s Code of Responsible Computing provides “guidelines for the administration and use of all

computing resources at The University of Scranton.” The Code outlines specific unauthorized uses of computing resources and sets forth the expectation that each user “...shall act in an ethical manner consistent with the stated goals and mission of The University of Scranton.”

F. Media Content on the Web

The Content Management System includes tools that make it easier for users to upload photographs, video, audio or other media content onto pages. Media content added to University Web pages must adhere to applicable laws and regulations, including those that govern intellectual property and privacy.

G. Academic Uses of the Web

NOTE: The Office of the Provost is developing a statement of the University’s position regarding Academic Uses of the Web and various areas of the Web site. It will be included as an appendix to these guidelines.

IV. WHO DOES WHAT: STAFF ASSIGNED TO THE WEB

There are several positions at the University that play some part in developing, maintaining or coordinating Web pages and content. They are:

A. Web Application Developer (Mr. Larry Hickernell)

Reporting to the Director of IT Development and Applications, the Web Application Developer designs and develops Web pages and Web forms for University customers, and administers or supports selected Web-based applications and resources, including the University’s Intranet (my.scranton.edu). Primary responsibilities include, but are not limited to: (1) Provides analysis, consultation and technical support to University departments regarding the content and navigation of Web pages / forms, and the use of the University’s Web content management system (CMS); (2) Designs and develops University Web pages and Web forms using the Web CMS and/or other Web design and development tools; (3) Works in conjunction with the Public Relations department to support the use of the Web CMS by University Web content managers for public Web page content updates and maintenance; and (4) Coordinates with Systems and Operations department to maintain users, groups and workflows in the Web CMS, and to manage and test CMS software upgrades.

B. Web Designer/Developer (Ms. Sarah Johnson)

Reporting to the Vice President for Alumni and Public Relations, 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/Web Content Manager (Ms. Valarie Wolff)

Reporting to the Vice President for Alumni and Public Relations, the position assists in the development of new pages and assists in managing content of “Official” pages on the Web.