

Macalester College
Web Services

Policies for Department and Office Web Sites: Essential Points

Feb. 2009

The complete document will be online soon and linked from the Web Services and Web Advisory Committee web sites. Following are the essentials from the document:

Hosting

- department and office web sites will “live” on www.macalester.edu server
- there may be cases where *portions* of a site are externally hosted because particular content or functionality is available only from a third party provider

Design standards

- design from Template Wizard is recommended
- required elements
 - Top navigation bar with appropriate links
 - Footer in correct format (see Template Wizard)
 - Standard style sheet file linked via reference to /top.css

Use of shield logo

- Macalester shield and logotype cannot be altered without permission from College Relations

Authoritative source for College information

- link to authoritative source, or use data feed technologies, rather than duplicating information

Periodic review of content

- web content should be reviewed at least twice yearly
- outdated content removed, appropriate new content added

Contact information

Web Services www.macalester.edu/web

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Web Advisory Committee www.macalester.edu/wac

Services and Support for Department and Office Web Sites

Feb. 2009

Web hosting and server issues

- creating new web folders and URLs
- obtaining access to files on the web server
- adjusting web server configuration to meet specific needs
- understanding options for permissions and access control
- for any of these topics... contact Web Services

Site design

- Template Wizard (linked from Web Services site) produces pages that meet all the design policies and guidelines
- a new version is in development with more features and better standards compliance
- College Relations will help with design of customized templates for departments and offices – contact Julie for more details

Content development

- selecting appropriate images and photos
- requesting a customized header for your department
- inquiring about featured content that appears on the home page or in Admissions pages, or suggesting a story
- for any of these topics...contact College Relations

Web editing software

- choosing the right web editing software for your needs
- configuring web editing software to work with your web site
- troubleshooting problems with HTML and CSS markup
- determining most effective site maintenance techniques
- for any of these topics...contact Web Services

Site maintenance issues

- replacing a document or linked file with a new version
- modifying a Dreamweaver template or server include file
- fixing problems with links or file references
- creating an occasional PDF file from Word documents
- for any of these topics...contact Web Services

Surveys, forms, and database integration

- developing web forms using Macalester scripts or Google Forms
- determining requirements for customized web forms
- developing a survey using our SurveyMonkey account
- consulting, prototyping, and developing web based applications with database integration
- for any of these topics...contact Web Services