

Web sites for departments and offices



POLICIES AND GUIDELINES

SERVICES AND SUPPORT

WEB MAINTAINERS USER GROUP

FEBRUARY 10 AND 11, 2009

Looking ahead



- **March web maintainers user group meetings**
 - topic: preparing photos for your web site using browser based tools*
 - tentative dates: Tuesday, March 3 at 9:30 a.m. and Wednesday, March 4 at 1:30 p.m.
- * The survey following the December user group meeting showed that there was a lot of interest in this topic.

Meeting outline



- **Importance of department and office web sites**
 - highlights from 2008 web site assessment report
- **Policies and guidelines**
 - general policy statements
 - detailed guidelines
- **Services and support**
 - types of services available
 - who to contact
- **Contact information**

Department and office web sites



- Home page and top level pages are important, but not all visitors enter through the front door!
- Issues raised in the web site assessment project include:
 - “Branding cohesion” consistency of design
 - Currency of information
 - Effectiveness of navigation
- Primary external audience = prospective students

Policies and guidelines



- **General policy statements: “Policies for Department and Office Web Sites” (December 2008)**
- **Detailed guidelines: forthcoming**
 - Style guide
 - Accessibility guide

General policy statements



- **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

General policy statements (cont.)



- **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

Required elements example



Top navigation bar with links



INFORMATION SERVICES > WEB INFORMATION & SERVICES  MACALESTER COLLEGE

link link link

Web Services

<p>This area can be used for links or additional text.</p> <p>link1 link2 link3</p>	<h3>Web Services</h3> <p>This is the main content area. Place your content here.</p>
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Comments and questions to webmaster@macalester.edu



Footer in correct format

Linked style sheet example



standard Macalester style sheet linked by reference

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">

<html>
<head>

<title>Web Services</title>

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">

<link rel="stylesheet" href="http://www.macalester.edu/top.css" type="text/css">

</head>

<body bgcolor="#FFFFFF" text="#000000">

<!-- Created with Macalester College Template Wizard, http://www.macalester.edu/web/wizard
-->
```

General policy statements (cont.)



- **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

Services and support



- **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

Services and support



- **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

Services and support



- **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

Services and support



- **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

Services and support



- **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

Services and support



- **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

Contact information



- **Web Services** www.macalester.edu/web
Sara Collins Suelflow, Director of Web Services
ext. 6307 or suelflow@macalester.edu
Zach Bajaber, Web Developer
ext. 6537 or zbajaber@macalester.edu
- **College Relations** www.macalester.edu/collegerelations
Julie Hogan-Underdahl, Web Designer and Editor
ext. 6195 or hogan@macalester.edu

Questions and follow-up



- Any questions?