

# **Web Services Policy for Web Liaisons**

## **Web Services**

Web Services, as a unit within the Office of Communications, maintains the College web site on a daily basis, overseeing the content management of all official College pages.

This includes establishing and deploying standard templates for secondary and tertiary pages, on which all Web content is to be placed, as well as updating the site in a timely fashion. Barring any technical difficulties, all site updates will be posted within 48 to 72 hours of receipt.

Web Services manages the web site content by overseeing the efforts of *Web Liaisons*. These staff members have been charged with the sole responsibility of ensuring the accuracy and currency of their site.

Additionally, Web Services oversees the development and content management of all institutional web pages, including those of all affiliated Centers, as well as any institutional pages/sites located on an external server using the imprimatur of Medgar Evers College (such as social networking pages set up by College offices).

Before establishing a page on an external server, any College faculty or staff member must first obtain permission from Web Services. Pages should conform to existing graphic and content standards.

Web Services does not have oversight over web pages established by student organizations, faculty, or alumni.

## **The Medgar Evers College Website**

The Medgar Evers College website is an official publication of the College. Its mission is to promote the College and provide accurate, up-to-date information about it in an accessible and attractive manner to audiences inside and outside the Medgar Evers community. The College's Division of Institutional Advancement and Development will be responsible for setting policies governing the nature, content, format, maintenance, timeliness, and ownership of information contained on the official pages of the Medgar Evers College web site.

## **Official College Web Pages**

Official pages represent the College and its offices, divisions and departments, to the College's various audiences: potential students, current students, employees, friends, and visitors. Official pages must conform to the design styles adopted by the committee to give the site unity, coherence, functionality, and readability.

## **Web Liaisons**

One person will be designated by each academic or staff unit head to be ultimately responsible for the pages pertaining to it. This person is you, the *Web Liaison*. Other

employees within the academic or staff unit may help build, add to, maintain and/or update that unit's web pages, but the *Web Liaison* will be responsible for checking materials for their accuracy and conformance with web standards and for working with the web administrator prior to publication of materials on the site.

## **Updating/Revising Content**

### Requesting Changes to an Existing Web Page

All changes requested of Web Services should be pre-approved by your supervisor.

Copy the existing page into a Microsoft Word document and edit the document. If the document includes hyperlinks, you may edit them by right clicking on the link (note: edit only the "Text to display"). If the document contains special components, such as submit buttons, you will not be able to edit them. To request changes in these components, describe the changes you are requesting in your email (e.g., "please change the label on the button to 'send' instead of 'submit'"). Attach the document that contains the changes you are requesting.

Changes should be submitted to [webpost@mec.cuny.edu](mailto:webpost@mec.cuny.edu).

### Requesting a New Web Page

In order to have information posted to a new web page on the College's website, you should complete the following steps:

For text, compose a Microsoft Word document that contains the information you wish to impart, and spell-check the document. If you would like to include a graphic, such as clipart or a photo, either place it in the document or include the graphic in a separate file. (Note: an excellent source for online clipart is the Microsoft® Design Gallery Live at <http://dgl.microsoft.com/>. Keep in mind that file sizes are important on the Web: the smaller the file size, the better. We recommend graphics that do not exceed 25 kilobytes.) For all tables, please enter data into a Microsoft Excel spreadsheet and embed (Insert | Object... | Microsoft Excel Spreadsheet) within the Microsoft Word document. Do not create the table in Word!

Once the files have been received, you will receive confirmation from our Webmaster. Please allow 48-72 hours for publication (see "Priorities of Service"). If it is urgent that the publication appear within 24 hours, the Dean or VP should state so in the forwarded email. Once the publication appears, you will receive notification from the Webmaster. You may then view the publication and request any additional changes by following the procedures noted below for existing web pages.

Changes should be submitted to [webpost@mec.cuny.edu](mailto:webpost@mec.cuny.edu).

### Adding Preformatted Documents (PDFS, etc.)

No document should be larger than 3 MB!

Send an email with the file attached, along with the URL of the page on which it will appear and both the location and name of the hyperlink, (exactly as you want it to appear) on the page.

Changes should be submitted to [webpost@mec.cuny.edu](mailto:webpost@mec.cuny.edu).

#### Home Page Announcement Requests

All requests for events to be placed on the homepage should be sent to the Director of Communications. Besides announcements from the Office of the President, or those concerning Registration, inclement weather, or emergencies, all announcements will be placed on the homepage at the discretion of the Director of Communications. Events will be placed on the homepage for a **maximum** of 15 days from the date of the event.

Home page announcements will be linked to text documents only. Homepage announcements will not open to PDF flyers or any other attachments.

Requests should be sent to [chundley@mec.cuny.edu](mailto:chundley@mec.cuny.edu).

#### News/Events

All news stories and events should be sent to the Director of Communications for posting on either the News or the Events page: [chundley@mec.cuny.edu](mailto:chundley@mec.cuny.edu). Events should be sent a minimum of two weeks prior to the event. Events should also be posted on the CUNY Events Calendar prior to submission to the Event page.

### **Priorities of Service**

The web administrator and his/her staff will operate under a priority system similar to that governing the Division of Institutional Advancement and Development, as established by the College cabinet.

1. President's and Provost Office materials receive first priority
2. Registration/Admissions online materials will receive second priority.
3. All other college materials will receive third priority.
4. Materials for individual offices and academic departments will be fourth priority. Because of limited resources, *Web Liaisons* needing help with any phase of their work or pre-publication review will be helped on a first-come, first-served basis, by appointment.

### **Guidelines for the Establishment of Official Pages**

1. The content of all official pages should reside on the Medgar Evers College server. The decision to allow/disallow the establishment of official pages on a separate server is made at the discretion of the Webmaster.

2. All official pages will be built using template pages supplied through the web administrator/Division of Institutional Advancement, and will be **regularly updated by the College offices or departments responsible for them.**

3. Each official page within the Medgar Evers College web site will be readily identifiable as a part of its site by the use of the College logo and CUNY logo, a specific palette of colors and specific typefaces.

4. Each official page will carry the e-mail address of the department or office responsible for its upkeep. Each *Web Liaison* will be responsible for checking that e-mail and responding.

5. Official pages should be accurate, well written, concise, free of spelling and grammatical errors, and will otherwise present the College, its mission and its values in a positive light.

6. Academic departments will carry navigational links to its faculty members' home pages hosted on Blackboard or to the e-mail addresses and office telephone numbers of those faculty members who choose not to have a home page.

7. All official pages will be regularly monitored by the web administrator to ascertain that material is current. Those with outdated materials will be notified to update their page or remove the outdated material within five working days.

### **Guidelines for the Use of Graphic Elements and Photographs**

Official pages within the College's website have been designed with several factors in mind, the chief ones being building/maintaining the College's mission/image, keeping the site easy to maintain/repair, making the site accessible to those viewers without state-of-the-art Internet access, and striving to make the site accessible to persons with disabilities. With these factors in mind, the following graphic standards have been developed:

1. Graphics will be limited in size to no larger than 75 kb, with 50 kb or less recommended.

2. Graphics to be used will be saved as .gif or .jpeg files.

3. Graphics will be 72 dpi.

4. Photographs should always be adjusted for color balance, light adjustment, and size. Photographs should be sent to College graphic designer for proper image adjustment.

5. Only colors within the designated color palette will be used for graphic images.

6. With the exception of hyperlinks, all body text (text not used in graphic images) will be black.
7. No moving, blinking, or flashing objects will be used on the official pages without prior approval by the Communications Department.
8. The official Medgar Evers College logo/logotype and CUNY logo will be used only on official College pages and is not to be changed in any way.
9. Graphics and photographs will be chosen to enhance the informational content of the page.
10. Photographs of students shall not appear on the scroll unless said student has signed a standard release form.

The Communications Department will be responsible for maintaining an approved library of graphic elements and photographs for use by *Web Liaisons* on the official template pages. *Web Liaisons* that have photos other than those in the file they wish to use can bring them to the office for approval and scanning. The office also will approve new graphics or help assistants develop new graphics as necessary for addition to the website library.

## **Guidelines for the Use of Interactive Features and Sound**

1. Interactive features will not be used on the website's official pages without prior approval from the web administrator and a plan for periodically updating the material contained in them.
2. No sounds may be embedded on official pages.
3. Contact the Office of Web Services for more information.

## **Layout Guidelines**

1. Frames will not be used on any official page.
2. Nested tables will not be used on any official page.
3. Above the navigation bar should be, right justified, in Verdana font, the name of the academic department in gold, followed by the name of the supervisor in blue comma title, followed by the supervisor's/department's phone number, followed by the supervisor's/ department's room number, as illustrated below:

**(Office) in gold font**  
**(Page Description) in blue font**  
**(Department) in blue font**  
**(Supervisor) in blue font**

(Phone number) in blue font  
(Room number) in blue font