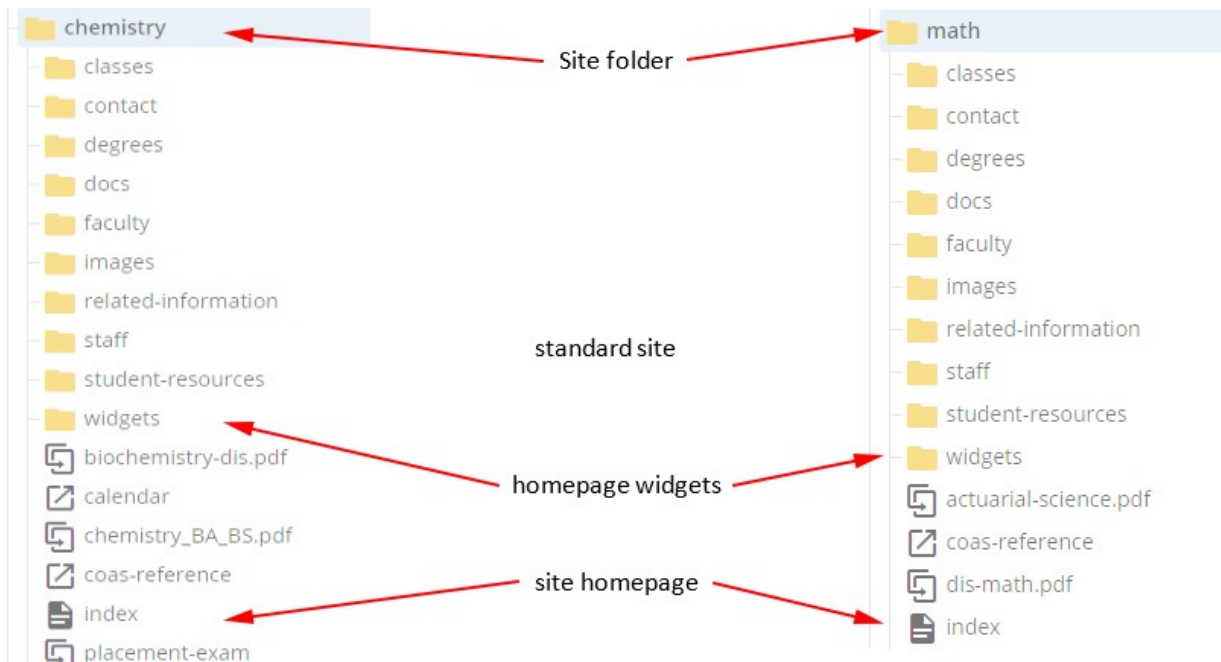


# Understanding Site Structure

Website structure and design was determined by the Office of Marketing and Communication (OMC), the deans of the academic units, and directors of administrative services units and UITS Northwest (UITS-NW).

Great care has been taken to standardize site structure as much as possible. Please review the official policy by OMC at: ----- . Nothing here overrides that policy.



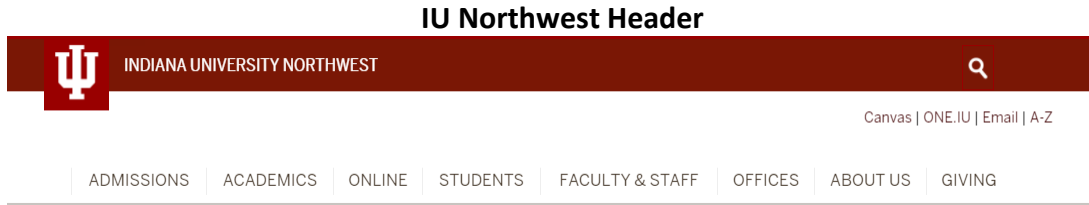
The biggest variations are between the Schools and Colleges. Within a college, there is a high degree of standardization. For example, below are examples of the file structure from two COAS departments.

Campus WCMS Policy allows for updates and changes, but the overall site design and style are set by the Office of Marketing and Communication (OMC).

# Standard Elements

## IU Northwest Site Header

The IU Northwest Site Header appears on all IU Northwest site pages, regardless of the “owner.” While you are welcome to make recommendations to OMC about this header, it’s content is 100% under the control of OMC.



## IU Northwest Site Skirt

The IU Northwest Site Skirt appears on all IU Northwest site pages, regardless of the “owner.” While you are welcome to make recommendations to OMC about this skirt, it’s content is 100% under the control of OMC.



## IU Northwest Site Footer

The IU Northwest Site Footer, like the Site Header is the same for all site pages.

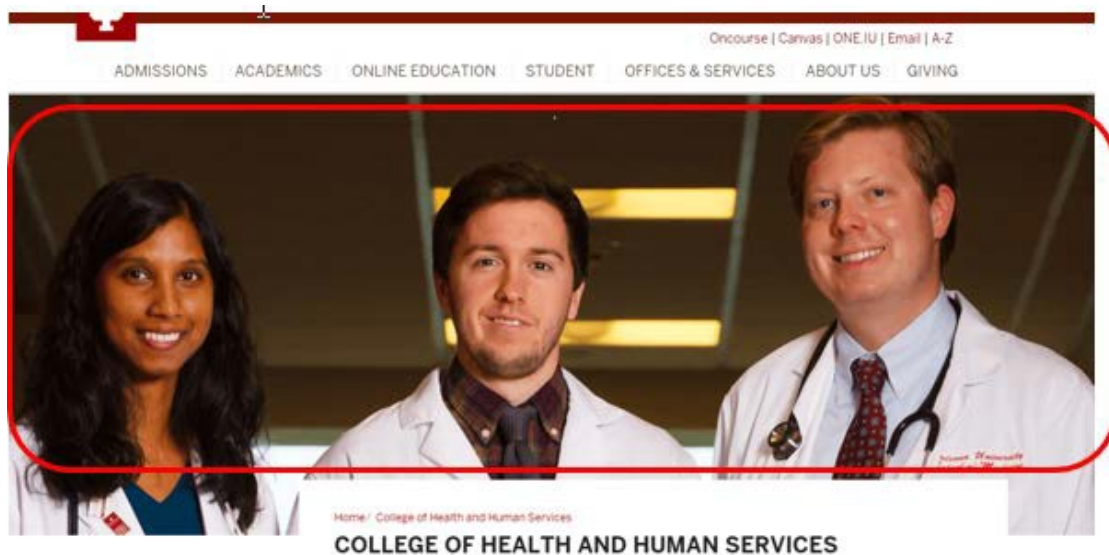


## Academic Department Header Image

The header image for each academic department and the text placement are determined by OMC and the department.

All images on the IU Northwest web site must be approved by OMC.

If you would like to change your header image, please fill out the [IU Northwest Marketing web changes request form](https://iun.edu/marketing/forms/new-website-request.htm). <https://iun.edu/marketing/forms/new-website-request.htm>



## Breadcrumbs

As you click a tab, it generates the **breadcrumb trail** directly under the tabs. Visitors can use the tabs to move around the site, and the breadcrumb trail links can be used to go back to previous levels.

Clicking on the “plus” sign on a tab, reveals a dropdown list of additional links related to that tab’s title. Clicking the tab itself (instead of one of the links under it) takes you to the index page for that area, for example, About Us or Degrees & Programs.

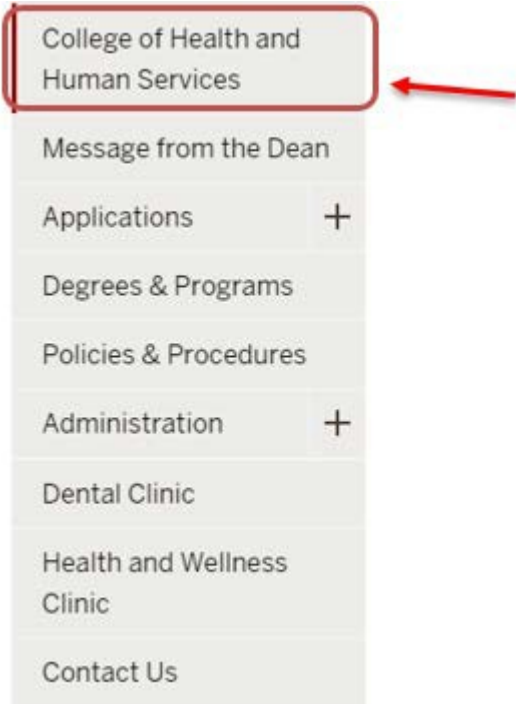
## Academic Department Left Navigation Tabs

Main Navigation Tabs for academic departments are the very similar throughout a college's or school's site.

Tabs provide navigation within the site. To add additional tabs please to fill out the

[IU Northwest Marketing web changes request form.](#)

<https://iun.edu/marketing/forms/new-website-request.htm>



### **ABOUT US tab = site index page**

Clicking this tab displays the homepage for a department or school. For technical reasons, its filename within WCMS is always **index**. It's the same level as the folders and is located below the folder list for your site. Never change it as your site will no longer function.

- **Calendar: (optional)** links to the campus Event Calendar. Not all departments use the calendar. The link is controlled by the reference that links to a special database.
- **Department Information Sheet(s):** A DIS is a PDF file about a department or school that can be read online or printed. All DIS sheets were created by OMC with the dean and/or chairs. Some departments have multiple DIS sheets. Only OMC is authorized to make changes to DIS sheets.

- **Home link:** links to the homepage for the appropriate college or school. In this example, the link goes to the College of Arts & Sciences homepage.

About Us

**DEGREES / DEGREES & PROGRAMS tab = degrees folder**

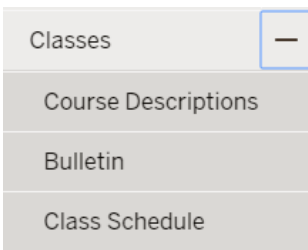
This tab lists the degrees and programs offered by a department/school.

- The format of this page should not be altered as it was standardized by the OMC working with the deans/chairs.
- Information on these pages should match the IUN Bulletin, but is not automatically pulled from the online Bulletin. The information can be edited by the department when changes are approved for a degree or program. Standard editing applies.



**CLASSES tab = classes folder**

In most cases, all of the content for the “Classes index page” on this tab, is automatically generated from databases or other sources. Please do not try to edit anything or do not try to change the format.



### **FACULTY & STAFF tab = faculty and staff folders**

Content for the faculty and staff pages are generated by specially designed widgets, so the format cannot be changed. However, the department can edit the content of the widgets to reflect personnel changes. See directions on how to edit the “personnel” widgets.



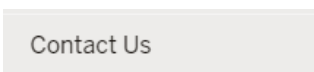
### **Student Resources = student-resources folder**

Links on this tab can vary from department to department. The link box on the Student Resources index page should contain a link for each of the other pages in this folder. Standard editing applies. The “Scholarships” link goes to the Scholarship page of the Financial Aid web site. There should never be content that dates back to anything more than two years ago. Make sure any links to sites external to IU Northwest open in new windows.



### **Contact Us = contact folder**

Contact Information links to a standard template with general contact information for the *department*. You may edit the content to reflect changes, but please do not edit the standard format. To edit, go the **index** page within the **contact folder**. Usernames must be surrounded by double square brackets to create a clickable email address. For example: `[[username]]`. Only



type the username, not the full email address.

### **Related Information = related-information folder**

Links on this tab can vary from department to department. Some departments may not use it at all. Standard editing applies. If you are unsure about whether an item should go under Student

Resources or Related Information, please consult with your Lead Content Manger or contact Web Services at [iunhelp@iun.edu](mailto:iunhelp@iun.edu)

Related Information	—
Surveys	
Policies and Procedures	