IU Northwest Web Page Content and Update Policy

The Office of Marketing and Communication is pleased to have sponsored the campus Web Redesign Project in partnership with the UITS NW Web Services team. The redesign is designed to provide departments with a web presence that is modern, attractive, easy to change and update regularly.

It is important to keep in mind that the campus website has multiple functions, which include helping the campus meet its marketing goals for recruitment, support for current students, faculty and staff, community outreach and to meet federal and state requirements.

In order to maintain the look and feel of the site and to meet important goals, the OMC has developed a policy statement addressing review, approval and execution of content changes to academic and administrative departmental web pages.

This policy will take effect upon the publication of departmental pages within the new web template, and will apply to all academic and administrative departmental pages. Requests for variance from this policy will be reviewed on an individual basis, but it is the intent of OMC and Web Services to adhere to the policy as set forth below.

Definitions:

- **Office of Marketing and Communication (OMC):** The functional owner of the campus website.
- **UITS NW Web Services Team:** The IU Northwest technical staff responsible for technical aspects of the campus website.
- **Content Manager (CM):** A person technically capable of adding/modifying webpages and content.
- **Lead Content Manager (LCM):** A Content Manager with the added responsibility to be the conduit between Content Managers and the Web Services Team.
- **Web Content Management System (WCMS):** The software tool used to modify web content.
Academic Pages

The academic departmental web page templates have been designed to provide end users with easy navigation and a smooth and consistent look and feel. Toward that end, the following elements have been approved for the academic departmental web pages:

1. Sunsetting and publication approvals will be established and handled on a per school basis, with the dean, director or their designee charged with establishing and supporting the agreed upon process in support of this content policy. This process may or may not include a formal review and approval process.

2. Main landing page with summary of majors and program highlights, banner photo and department title, right photo above the “Contact Us” box, and photo of departmental building. These photos are provided and approved by OMC.

3. Top-nav menu has been designed to meet the overall needs of each school and contains drop-down menus for About Us, Faculty/Staff, Degrees and Programs, Student Resources, Classes, and Related Information or other similar titles. Top-Nav menu titles are not open to changes by Content Managers or Lead Content Managers. (see Content Change Process) The links contained within these drop-downs will be consistent for each department. Additional links may be added, within the scope of this policy.

4. New pages may be added but must be in support of the goals for the website. Content that is duplicated or can be located on other pages or websites will not be approved for inclusion. Content that is not germane to the program or does not meet the goals of the campus website will not be approved.

5. External links will be considered, but external links must open into a new window, and MUST NOT redirect the user’s main tab to a non-IU Northwest site.

6. Departmental content other than general information must be no more than two years out of date. It is the responsibility of the school to review their pages once per semester or more frequently as required to ensure that information, photos and links are up to date.

   Older materials that no longer have current relevance, such as older photos, outdated syllabi, expired course materials, etc., will be retired from the web pages but may be migrated over to Facebook galleries or other platforms as appropriate.

7. OMC reserves the right to change or remove content as deemed necessary.
Administrative Services Pages

Administrative Services pages will conform to a different template than Academic Pages, with all necessary links to sub-pages appearing on that administrative landing page. Those links will be determined by the needs of each administrative office, in consultation with Web Services.

Because administrative content and information is apt to change more frequently than academic content, administrative pages must be updated appropriately at least once per year, and pages should be reviewed once per semester.

Content Change Process

Every effort has been made to provide each department or administrative unit with a fully functioning website with required content. Due to the nature of websites, it is expected that changes will be needed in support of the campus goals, to meet new or changing academic requirements or for other valid reasons.

It is strongly suggested that school and administrative CMs consult first with their LCMs before making anything other than minor changes. LCMs are urged to consult with OMC and/or the Web Services team to develop a plan for changes that exceed minor work.

Please familiarize yourself with the below information before planning changes. In order to maintain the standards and organization of the campus websites some changes will require working with and obtaining approval for the work from the OMC.

Scope of Changes

The following items may be changed by departmental or divisional web page managers without OMC approval.

1. Faculty/staff updates
2. Dates of programs/events
3. Typographical errors
4. Changes in degree offerings or requirements (in consultation with Academic Affairs.)
5. Contact Information
6. Single new page (please consider consulting with the OMC and Web Services team to ensure architectural and content integrity)
7. New internal links
8. New external links. (External links should be reviewed periodically to ensure the destinations are live and appropriate for IUN.EDU users. OMC reserves the right to
remove any external links that are broken or deemed to be inappropriate. External links must open into a new window.)

The following items need to be reviewed by OMC before being changed or added. Plan to contact OMC and/or the Web Team so that we can work with you to meet your needs.

1. Photos
2. Any change in language on the landing page.
3. New Tabs/Headlines/headers
4. New pages – (more than single page)

**Review process**

The review process for change requests will be as follows:

1. Departmental or division web page managers will submit an online request form describing the proposed change. *(To be developed)*
2. OMC will review the request for content appropriateness.
3. OMC will discuss with Web Services at their weekly meeting.

Approvals will be processed through Footprints.

*Technical specs for images and files will be provided in final draft of policy.*