

Utica College Web Policies and Guidelines

Utica College's Web Site

The goal of Utica College's Web site is to provide a wide variety of audiences with timely information about the College and its mission; UC's programs, services, and events; and faculty, staff, student, and alumni accomplishments. Utica College encourages members of the campus community to actively publish information about their area on the site, and to update their pages on a regular basis.

Site Structure

The Utica College Web site's architecture (organization of pages into folders and directories) follows the College's organizational structure:

- Academic Affairs
- Student Affairs
- Financial Affairs
- Enrollment Management
- Institutional Advancement
- Athletics

All pages that do not fall within the above-mentioned divisions are considered Institutional and will be the responsibility of the Office of Marketing and Communications. The Office of Marketing and Communications is also **solely** responsible for the site's Home Page.

Utica College's Web pages are further organized into sub-groups that roughly follow the College's departmental structure. A sub-group is defined as the smallest set of pages with a consistent navigation bar throughout those particular pages.

Each of following areas is considered a sub-group:

Academic Affairs

Office of Academic Affairs (including Honors Program, Nexus, Geotalk, ROTC)

Division of Social Sciences and Management (including Tangerine and WPNR)

Division of Health and Human Studies

Division of Arts and Sciences (including Writing Center, Math and Science Center, Edith Barrett Art Gallery, Ampersand, and Jackson Lunch Hour Series)

Office of Graduate and Extended Services

Each major*

Each minor

Each institute and center

Extended Services and Online Programs

Corporate and Professional Services
Library
International Programs
Registrar
Young Scholars
IITS (including Media Center)
Individual faculty and staff members

Student Affairs

Office of Student Affairs (including Newman Center)
Academic Support Services Center
Opportunity Programs
Career Services
Residence Life
Student Activities (including clubs and organizations)
Student Health Center
Individual staff members

Financial Affairs

Office of Financial Affairs
Purchasing
Campus Dining
Campus Safety
Bookstore
Business Affairs
Human Resources
Environmental Health and Safety
Facilities Management
General Accounting
Individual staff members

Enrollment Management

Admissions
Financial Aid (including Student Employment)
Individual staff members

Institutional Advancement

Development (including Campaign pages)
Marketing and Communications
Alumni and Parent Relations
Individual staff members

Athletics

All pages
Individual staff members

Institutional

Home Page

About UC

Offices and Directories

News and Events

Option A “first pages” (See Site Design, *Requirements for Option B Pages*, below)

* Multi-major departments have the option but are not required to have a Web presence. For example, the Department of Business and Economics may elect to have its own Web pages, while the Department of Health Studies and Philosophy may have pages for the Health Studies major and the Philosophy major, but not for the department itself. This decision will be made within the appropriate academic division. (See also Site Design, *Multi-Major Departments*, below.)

Site Design

Utica College’s Web site has been designed using a content management system (CMS), which puts the emphasis on content by removing the need for those who publish pages to learn complicated Web authoring software and principles of Web design. The CMS provides templates that standardize the look of pages, and databases that give writers access to centralized content such as text, photographs, event calendars, etc.

Template Options

Users will use templates to create new pages for the Utica College Web site. There are two template options:

Option A is the standard institutional template. All non-academic sub-groups and academic administrative subgroups must use Option A templates for all pages.

Option B is a CMS-driven alternative template that allows users to create their own page design. Also available within Option B is a template that repeats the top portion of the Option A template (logo, tagline, database-driven photos, site-wide links), but leaves the remainder of the page open for design.

Sub-groups that are eligible to use Option B templates may instead elect to use Option A templates.

Sub-groups that may use Option B templates are academic programs that grant credit (majors, minors, certificate programs, study abroad, etc.), institutes and centers, and individual faculty and staff members. In addition, multi-major departments that elect to have a Web presence may use the Option B templates to create a “family” of Web pages that includes the majors within the department.

Requirements for Option B Pages

With the exception of individual faculty and staff members, sub-groups that use Option B templates must have as a first page an Option A template page.

With the exception of individual faculty and staff pages, content for Option A first pages will be developed through a collaborative process among the appropriate faculty member(s), the Office of Marketing and Communications, and the Office of Admissions. However, the Office of Marketing and Communications has ultimate responsibility for these Option A pages. Content for first pages should have a marketing focus, and encourage visitors to drill down for more information.

With the exception of individual faculty and staff pages, Option B pages are required to include the Utica College logo and tagline, a link to the Home Page, a link to Admissions, and keyword search capabilities.

Academic majors are required to have the following links on their Option A first page:

- Program Requirements (this page will have a link to UC's General Education Core Requirements)
- Course Descriptions
- Course Schedules
- Faculty
- How to Apply
- Back to Academic Programs

Multi-Major Departments

A department that includes more than one major may elect to have a Web presence, and may either use the Option A template or use the Option B template to create a “family” of pages. The department should provide a link to its pages from each of its major's pages, including the major's Option A first page. The department's pages should also provide links to the Option A first page of each of the department's majors.

Responsibility for multi-major departments will fall to the department's coordinator or director, or be delegated to faculty from each major. This decision will be made within the appropriate academic division.

Individual Web Pages

Faculty and staff members may use the CMS to create their own Web pages. These pages may be either Option A or Option B. There is no requirement for Option A first pages for individuals' Web pages.

Training

IITS and the Office of Marketing and Communications has developed training for faculty and staff in using the CMS, best practices in creating Web pages, developing effective navigation bars, writing for the Web, and meeting ADA accessibility guidelines.

Faculty and staff who are eligible to create pages using Option B templates will have additional opportunities for training in designing effective Web pages.

IITS and the Office of Marketing and Communications will continue to provide training in creating effective pages, writing for the Web, creating effective navigation bars, etc. This training may include hands-on workshops as well as articles in Inside UC, tip sheets, etc.

Responsibility for Content

Existing College Policies

Utica College has in place policies that protect the rights of members of the College community with regard to sexual harassment, discrimination, etc. These policies, which can be found in the student and employee handbooks, have priority over the College's Web policies.

In addition, all pages within the Utica College Web site must meet Web Content Accessibility Guidelines, which will ensure that the site is ADA-compliant.

Sub-Group Coordinators

Responsibility for creating new pages, updating existing pages, and removing outdated pages begins at the sub-group level. More than one person may have access to creating and editing content for any particular sub-group, but each sub-group must have at least one person ("sub-group coordinator") with this responsibility. Sub-group coordinators will have opportunities for training in using the College's content management system, creating ADA-compliant pages, writing for the Web, etc.

Sub-group coordinators should additionally be willing to collaborate with other sub-group coordinators to identify opportunities for and suggest links to and from other sub-group pages.

The Web technologist will provide password-protected access to each sub-group coordinator's pages. Sub-group coordinators may request access that permits other faculty, staff, or students to make changes to pages within that sub-group. Sub-group coordinators are still, however, responsible updating existing pages and creating new pages as needed, and are also responsible for keeping a written record of all persons who have access to the subgroup's pages and for requesting that passwords be canceled when access must be withdrawn.

Responsibility for multi-major departments will fall to the department's coordinator or director, or be delegated to faculty from each major. This decision will be made within the appropriate academic division.

Vice Presidents and Deans

While day-to-day responsibility for the content on Utica College's Web pages lies with sub-group coordinators, overall responsibility rests with the vice president and/or dean of each division. However, while vice presidents and deans may have responsibility for pages within their divisions, they will not automatically have direct access to make changes to those pages, with the exception of their own division pages, unless there is a request from the sub-group coordinator.

Assistant Vice President for Marketing and Communications

Ultimate responsibility for the College's Web site rests with the assistant vice president for marketing and communications, who has the authority to remove pages from the public site when he or she deems the content of those pages to be harmful to the College's reputation or in violation of an individual's rights. (See Resolving Web Issues and Web Oversight, below.)

Resolving Web Issues

College policies protecting the rights of members of the College community will have priority over the College's Web policies. If the content on any page within the College's Web site violates the rights of any individual as defined in the College's student and employee handbooks, the assistant vice president for marketing and communications will direct that the page be immediately removed from the public site and referred to the appropriate body for review. (See Web Oversight, below.)

Where possible, issues regarding the College's Web site should be resolved through already-existing mechanisms at Utica College. Issues should first be referred to the subgroup coordinator, then to the appropriate vice president or dean, then to the appropriate committee.

Issues that cannot be resolved by those means will be referred to the Web Steering Committee. (See Web Oversight, below.)

Web Oversight

Ongoing Web issues will be handled by the Web Steering Committee, the members of which will be appointed by the president of Utica College for two-year terms. The chair of the committee will be elected by the committee at the start of each academic year.

Membership

- The Web content manager
- The Web technologist or his/her designee
- The College's sports information director
- The College's coordinator of learning services
- One representative from each of the following areas:
 - Academic Affairs
 - Each academic division, with the requirement that at least one person be a member of the Academic Technology Committee
 - Student Affairs
 - Financial Affairs
 - Enrollment Management
 - Institutional Advancement
 - Library
 - Student Senate

The assistant vice president for marketing and communications or his/her designee will also serve on the committee as a non-voting member.

Responsibilities

The Web Steering Committee's responsibilities will include:

- Acting as an advisory group in reviewing current Web pages and determining future directions for the College's Web site.
- Developing and revising policies governing Utica College's Web site and recommending these policies to the College president.
- Establishing procedures and guidelines for those responsible for publishing and updating Web pages, including training.
- Reviewing and making recommendations regarding any Web issues that cannot be resolved by sub-groups, deans, or vice presidents.

The assistant vice president for marketing and communications has the authority to make final decisions regarding any Web issues.

Todd S. Hutton

Date