

Saint Michael's College
Web Site Content Management Policy
as of 7/1/05

1. Introduction

The intention of this Web Site Content Management Policy is to define the following:

- a) the various types of Saint Michael's Web pages
- b) the parameters of those pages, including to what extent they need to conform to our primary Web graphic identity standards
- c) the process for updating existing pages and creating new pages

This policy should not be confused with our Web Privacy Policy (www.smcvt.edu/privacy) which delineates how Saint Michael's uses any information collected on the site.

2. Web Council

The Web Council consists of a group of faculty and staff, appointed by the Cabinet. The Web Council is charged with developing the College's Web site from a marketing perspective, while simultaneously acknowledging and accounting for the Web needs of the campus community. The Web Council considers and makes decisions on Web issues as they arise, as delineated below. Major Web issues will be discussed by the Web Council, which will then make a recommendation to the Cabinet for final decision.

3. Web Content Oversight

In order to ensure consistency of message as well as graphic identity standards, this policy gives the Director of Web Site Development and the Director of Marketing publishing responsibilities for the College's "official" Web pages (Tiers 1-3 – see definitions below).

3. Web Page Categories and Parameters

The following types of Web pages are identified as belonging to Saint Michael's College. Each has different parameters concerning the extent to which the College controls the graphic identity of the site and any new content creation or existing content updates. While every effort has been made to come up with comprehensive categories, there may be pages that do not fit neatly into one of the below. Any discrepancy regarding a page's category, or intentional exceptions from these categories, will be decided by the Web Council.

a. Tier 1 Pages

These pages serve chiefly as marketing vehicles. Their primary audiences are prospective students, prospective parents and alumni. Because of the importance

of presenting a strong and consistent visual image and messages to these audiences, the content of Tier 1 pages will be authored by designated staff members within the Marketing, Institutional Advancement and Admission offices.

Tier 1 pages include the following:

- Homepage (www.smcvt.edu)
- All pages that link directly from the Homepage, including Quicklinks
- All pages housed under the following areas:
 - Admission
 - Alumni
 - Parents
 - About Saint Michael's
 - News and Events
 - Functional pages (such as Search, Ask Us, FAQs, etc.)

Web Graphic Identity Standards: Level A

Content Management System: Required

b. Tier 2 Pages

These pages are those that “fill out” each major navigational area of the site. Their primary audiences are prospective students and parents, but some may also need to cater to current faculty, students and staff.

Examples:

- Main academic major/department suite of pages
- Pages linked directly from the Student Life page main navigation
- Pages linked directly from the Library page main navigation
- Pages linked directly from the Academics page main navigation
- Pages linked directly from the Athletics page main navigation

Web Graphic Identity Standards: Level A

Content Management System: Required

c. Tier 3 Pages

These pages belong to offices on campus that serve primarily internal audiences (faculty, staff or students). Many of these pages may eventually be accessed from the forthcoming campus portal system. Because these pages may occasionally be accessed by external audiences, it is important that they contain elements of the Web graphic identity standards.

Examples:

- Any pages linked off of Current Students that do not fall into other categories
- Any pages linked off of Faculty and Staff that do not fall into other categories, including pages belonging to the following offices:

- Finance
- Purchasing
- Information Technology
- Human Resources

Web Graphic Identity Standards: Level B
Content Management System: Required

d. Independent Departmental Pages

All Saint Michael's academic majors/minors/programs must have a page or pages within Tier 2 (see 3b above), and academic departments are encouraged to work within the College's web design/navigation scheme to present all the information regarding their programs. However, those departments that feel there is some benefit to maintaining a page outside the content management system may develop their own page(s), which will then be linked from the program's content manager page. The Web Council will periodically review these independent pages to ensure content is relevant, appropriate and up-to-date. The Web Council reserves the right to deactivate any independent department page that contains outdated information.

Web Graphic Identity Standards: Level C
Content Management System: Not required

e. Functional Area Pages

These pages are used by faculty, current students and staff and some prospective students. In many cases, users must be authenticated. Because these pages serve to fulfill a specific purpose for mostly our on-campus audiences, it is less crucial that their design conform to our Web graphic identity standards. To the extent possible (with the understanding that these pages are often hosted by vendors off-campus) the pages should draw some visual connections to our graphic standards via the use of a logo and/or color scheme.

Examples:

- Knightvision
- eCollege
- EMS Calendar System
- Student Blogs
- Prospective student/parent message board

Web Graphic Identity Standards: Level C
Content Management System: Not required

f. Personal Pages

All current faculty, staff and students may be assigned space on a Saint Michael's server to develop personal Web page(s). These pages may or may not have an obvious connection to the College. These pages generally will not be linked to the College's main Web site unless they meet one of the following criteria:

- The page is developed by a faculty member to showcase his/her personal and professional interests, CV, etc.
- The page is developed by a student to showcase a particular club or student organization

Pages that fit the above description may be linked to the College's main web site at the discretion of the Director of Web Site Development. The Director of Web Site Development reserves the right to deactivate the link should the content on the page(s) be inappropriate, no longer relevant or out-of-date. Should the Director of Web Site Development find any links questionable for any reason, he will bring the issue to the Web Site Council for discussion and decision. The Web Site Council membership may choose to elevate the issue to the Cabinet if necessary.

Faculty, staff and students may not use Saint Michael's server space to host a Web site for an outside organization unless they receive prior approval from the Cabinet.

Web Graphic Identity Standards: Level D
Content Management System: Not required

g. Partner Program Pages

This category refers to those programs which are run by Saint Michael's College, but have a primary purpose other than college administration and education. Because these sites typically have very different target audiences than the rest of the college, these pages may have their own individual design scheme in order to best attract their particular audience.

Examples:

- Saint Michael's Playhouse
- Summer Conferences
- Early Learning Center

Web Graphic Identity Standards: Level C
Content Management System: Not required

4. Web Graphic Identity Standards

The fonts, colors, layout and general art direction of tiers 1-3 of Saint Michael's site are determined through the templates available within our Content Manager (CM) system.

The levels are as follows:

Level A

Level A pages utilize the full, multi-column design scheme, including the standard header bar, global navigation bar, "blue box" navigation, main photo, banner ads, and footer bar. Certain types of Level A pages, such as the academic major/minor/program pages and the library pages, may utilize a template built just for that type.

Level B

Level B pages should, when possible, utilize the full two- or three-column Level A design scheme. However, when deemed necessary by the area's Content Author, Level B pages may utilize a less structured template that allows for greater flexibility. These templates must, at the very least, contain the standard header bar, global navigation bar, and footer bar.

Level C

Level C pages must, at minimum, contain a Saint Michael's logo in a prominent position somewhere on the opening page. The logo must be in one of the following colors:

- Black
- White
- Purple (PMS 526, RGB 77/31/112)
- Gold (PMS 123, RGB 255/194/17)

Level D

Level D pages need not contain any references to Saint Michael's College or conform to any graphic identity standards.

5. Web Content Management Approvals System

Our ActiveCampus Content Management (CM) tool has a built-in approvals system that requires content authors to submit their new or revised pages to an individual or individuals for approval and publishing to the site, which will allow the College to maintain as much consistency across the site as possible among pages in Tiers 1-3. There are four basic levels of authority:

- **Content Contacts** are charged with checking the Web pages in their areas on a regular basis to ensure all information is updated and accurate. When changes need to be made, the Content Contact e-mails the requested edits to the Director of Web Site Development who will make the changes. Content Contacts do not need any technical skills and do not need to be trained in the CM system.

- **Content Authors** may create new pages and revise existing pages within their designated area of the site. Content Authors must submit their pages for approval and publishing to a Content Publisher and/or Webmaster. Content Authors are responsible for keeping the pages within their area as up-to-date and accurate as possible.

Content Authors and **Content Contacts** are designated for each major area of the site by the respective Vice President.

- **Content Publishers** may create new pages, revise existing pages, and publish pages within their designated area of the site. Content Publishers are not required to submit their pages to anyone for approval before publishing. Content Publishers are designated at the discretion of the Director of Web Site Development based on the individual's mastery of the Web graphic identity standards and marketing goals.
- **Webmasters** have the ability to create new pages, revise existing pages, and publish pages anywhere within the Saint Michael's site. Webmasters also have full administrative privileges within the CM system. The three designated Webmasters are the Director of Web Site Development, the Director of Marketing and a designate from the Information Technology department. The Web Council may choose to add additional Webmasters if they deem necessary.

The Content Management Approvals System has three different possible levels, depending on the needs, workflow process and staffing of any given department or office. The three levels are as follows:

Level 1: Content Contact e-mails changes to the Director of Web Site Development, who makes the changes in the CM system on behalf of the department/office.

Level 2: Within the CM system, Content Author submits pages to a Webmaster for approval and publishing.

Level 3: Within the CM system, Content Author submits his/her pages to the Senior Content Author in his/her department for approval. Once approved, the Senior Content Author submits pages to a Webmaster for approval and publishing.

Level 4: Within the CM system, Content Author submits pages to a Content Publisher in his/her department for approval. Once approved, the Content Publisher publishes the page.

6. Links

Occasionally there is a need to link to a page on the “outside” (i.e. any page that does not reside on a Saint Michael’s server). Any page within the content manager system (Tiers 1-3) that contains an outside link must have the linked pages open up in a new browser window.

Links from Tier 1-3 pages to commercial organizations/businesses are allowed at the discretion of the Director of Web Site Development. Should the Director of Web Site Development find any links questionable for any reason, he will bring the issue to the Web Site Council for discussion and decision. The Web Site Council membership may choose to elevate the issue to the Cabinet if necessary.

Lastly, as an educational institution, Saint Michael’s College recognizes and adheres to the central tenants of academic freedom. As this policy outlines the fact that the College maintains the right to control the content of its “official” pages (Tiers 1-3), it also acknowledges the nearly impossible (and even undesirable) task of controlling, or taking responsibility for, all content on every page linked from the Saint Michael’s Web site.