The University of Tennessee at Martin
Web Site Policies and Standards

December 2010

Developed by the Web Site Committee
The goals and objectives of the following policies and standards are:
- To provide a consistent and ease to use interface to all of our web site customers which includes but is not limited to the public, local, state, national, world wide, prospects, applicants, students, faculty and staff, alumni, and friends
- To provide a look and feel of the web site that will promote a positive image of the campus
- These standards do not affect faculty, staff, or student individual pages, although the use of the UT Martin Departmental template can be requested.

Definitions:

Secondary Page – a page that represents additional menu items and links, such as a list of colleges and their respective departments. A secondary page can be linked directly from the home page.

Departmental Page – a page that represents the department with statements about the department including its mission and contact information. The page contains the standard quick links from the home page and the UTM main menu. This page also contains menu items that are at the department’s discretion. A departmental page can be linked directly from the variety of Quick Links on the new home page or from a secondary page.

UT Martin Web sites must adhere to UT Fiscal Policy IT0110 for Information Technology Resources. UT Fiscal policies are available at http://www.tennessee.edu/policy
Requests for inclusion on the UT Martin Home Page - Version 2004.10.01

Effective Date: 10/1/2004
Revision Date: 10/1/2010

All requests for additions to menu items or links on the UT Martin Home Page will be submitted to the web master via the Web site change request form located at the bottom of the homepage at www.utm.edu. The webmaster will submit the requests to the Web Site Committee.

Requests for exceptions to the standards for UT Martin web pages - Version 2004.11.06

Effective Date: 11/6/2004
Revision Date: 11/1/2010

All requests for exceptions to the standard template for UT Martin web pages will be submitted to the web master via the Web site change request form, located at the bottom of the UT Martin homepage at www.utm.edu. The webmaster will submit the requests to the Web Site Committee.

Departmental Site Standards- Version 2004.11.06

Effective Date: 11/6/2004
Revision Date: 10/1/2010

Departmental pages must utilize the standard Departmental Page layout approved by the Web Site Committee for the entire departmental site.

All pictures on departmental sites will be provided by or approved in advance by the Office of University Relations.

Workflow for updates to UT Martin departmental web pages - Version 2010.10.1

Effective Date: 10/1/2010
Revision Date:

- UTM departments will use the “website change request form” at the bottom of the UTM homepage when they have update requests for their pages.
- The request will automatically be sent to the Web Services staff, and the person submitting the request will receive an automated email response stating that their request was received.
- All submitted requests that, in the determination of Web Services staff, will require more than 24 hours to complete will be acknowledged within 24 hrs of submission by notifying, either by phone or by email, the individual who submitted the request and told how long it is estimated to take to complete the request.
- Requests submitted between 4pm on Friday afternoon and 8am on Monday morning will be acknowledged within 24 hrs of 8am on Monday morning.
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- If the submitted request, in the Web Services staff’s estimation, is considered beyond the capabilities or scope of work done by the Web Services or will take longer than the standard 24 hr. timeframe as detailed above, the Web Services Director or his designee will contact the department to discuss the request and discuss any alternatives that might exist to accomplish the department’s request.
- When the request has been completed, the assigned Web Services staff member will send an email to the person who submitted the request, stating that the request has been completed.
- Departments may call the Web Services at 881-7877 at any time to get an update on their submitted requests. Any department with updates that are time-sensitive can call the Web Services Department to request an expedited update.

Standards for Student Organization Sites - Version 2004.11.06
Effective Date: 11/6/2004
Revision Date:

Student Organization Pages will not link directly from the UT Martin Home Page Quick Links. A Standard page with standard information and disclaimer will be placed between the student organization page and the UT Martin Home Page. The Office of Student Organizations will work directly with the student organizations to accomplish their conversion.

Homepage Links – Version 2004.11.06
Effective Date: 11/6/2004
Revision Date: 11/1/2010

Any request for a link on the home page must come before the Web Site Committee for approval.

Departmental sites requesting non utm.edu domains – Version 2004.11.30
Effective Date: 11/30/2004
Revision Date: 11/1/2010

Departments of the University of Tennessee at Martin utilize the utm.edu domain. To protect the university’s image and support its marketing strategy, new non-utm.edu domains will not be accepted unless approved by the Web Site Committee.

Departmental Site Standards for Menu Items – Version 2004.11.30
Effective Date: 11/30/2004
Revision Date: 11/1/2010

The Department template will have an area for department contact information and will contain a menu item for Faculty/Staff Directory. Academic Departments will have a menu item for Curriculum, which should include majors, minors, certificates, courses,
etc. and where applicable. Administrative Departments will have a menu item for What We Do or a definition of their mission.

All other menu items will be at the discretion of the department. A list of possible suggestions includes, but is not limited to:

- Welcome
- Mission
- Alumni
- Fast Facts (Gee Wiz marketing facts – bullet points)
- From the Dean

- About
- Graduate programs
- Chair of Excellence
- Student Organizations
- Accreditation
- SACS

- Departmental Documents
- Resources
- Mission
- Goals and Objectives
- Functions and Programs

Hosting external organizations on the UT Martin web server – Version 2004.12.16

Effective Date: 12/16/2004
Revision Date: 11/1/2010

UT Martin will not host any additional external organizations for community service. Current sites will continue, as is, unless security requirements dictate that this is no longer practical.

Advertising – Version 2004.12.16

Effective Date: 12/16/2004
Revision Date:

Banner ads for products or services not associated with the University are prohibited on university pages.

Videos linked on UT Martin website – Version 2010.13.12

Effective Date: 12/13/2010
Revision Date: 12/13/2010

Video created for an official UT Martin department to represent UT Martin on the website must be approved by the Office of University Relations or the Office of Information Technology Services.

Video that is found to be unacceptable or inappropriate in the use of UT Martin trademarks or representation may be subject to removal.

All videos on the UT Martin website, as well as other videos outside of the UT Martin website should follow the UT Martin Video Guidelines.
APPENDIX:

UT Martin Web Site Committee Charter
Effective: Approved by Chancellors Staff – 8/9/2004

Purpose: The purpose of the Web Site Committee is to establish University standards for the UT Martin website that will enhance the ease of use and market a consistent, positive image of all units within the University. The committee will not set standards for individual faculty, staff, or student pages. Exceptions to the standards will be presented in writing to the Web Site Committee for consideration.

Timeline:
The committee will meet as needed to review current standards and recommend changes or exceptions as necessary. Membership on the committee will be reviewed as needed.

Composition:
University Advancement Representative
Business Affairs Director
Faculty Member Representative
Information Technology Services CIO
Instructional Technology Center & Web Services Director
Student Affairs Representative
University Relations Director

Consultant Groups:
Academic Affairs Leadership Council
Student Government Association
University Web Site staff

Approval Process:
Chancellor’s Staff