

The University of Tennessee at Martin
Web Site Policies and Standards

February 2005

Developed by the Web Site Task Force

The University of Tennessee at Martin – Web Site Task Force
Web Site Policies and Standards

The goals and objectives of the following policies and standards are:

- *To provide a consistent and easy 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.*

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 805 for Information Technology Resources. UT Fiscal policies are available at <https://san4.dii.utk.edu/pls/portal30/url/page/policy> or by going to <http://www.utk.edu> – Administration – Policies and Procedures – Fiscal.

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Requests for inclusion on the UT Martin Home Page - Version 2004.10.01

Effective Date: 10/1/2004

Revision Date:

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. 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:

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. 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:

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

Any pictures on departmental sites must be provided by the Office of University Relations or approved in advance by the Office of University Relations. Requests for official pictures to be taken can be made at the Office of University Relations.

Videos must be approved in advance by the Office of University Relations.

Departments have 3 choices for maintaining the departmental sites.

- 1) Maintain the modifiable content areas within the department utilizing Macromedia Contribute software. Contact the web master for software, provided at no charge to the department, installation and the template.
- 2) Provide information for departmental sites to the Web Master and have the UT Martin Web Site staff build the site.
- 3) A combination of 1) and 2) with the department updating, using Macromedia Contribute, the dynamic information such as faculty or staff information, and the Web Site Staff building the site and maintaining the static information that changes infrequently.

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Implementation of Standards - Version 2004.11.06

Effective Date: 11/6/2004

Revision Date:

All UT Martin web sites will be required to meet the new secondary or departmental standards for UT Martin web sites by August 1, 2005.

- Implementation of these standards will occur by working from the top level of the web site down through each link.
- Each page owner will be contacted by the Web Site staff concerning the method of site development desired as outlined in the Departmental Site Standards.
- New pages will be required to meet the standards prior to being linked to the UT Martin web site
- Priority will be given to sites directly linked to the main menu items and sites that directly affect enrollment and academic sites.

Standards for Student Organization Sites - Version 2004.11.06

Effective Date: 11/6/2004

Revision Date:

Student Organization Pages can be listed on the Student Quick Links. 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. Student Affairs will work directly with the student organizations to accomplish their conversion.

Links to sites external to UT Martin – Version 2004.11.06

Effective Date: 11/6/2004

Revision Date:

Any request for a link on the home page to an outside web site must come before the Web Site Task Force for approval.

Individual departments will be responsible for links to outside sites from their departmental sites.

Departmental sites requesting non utm.edu domains – Version 2004.11.30

Effective Date:

Revision Date:

Departments of the University of Tennessee at Martin utilize the utm.edu domain. To continue the positive marketing strategy of the campus, new non-utm.edu domains will not be accepted as of January 1, 2005.

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Departmental Site Standards– Version 2004.11.30

Effective Date:

Revision Date:

Because this is a project that is very important to the entire university and critical to the mission and marketing of UT Martin, all departments will be encouraged to utilize one of the options available for moving to the new standards. If this does not occur, a standard page for the department with basic catalog information will be created and the link to the non-standard department site removed.

Departmental Site Standards for Menu Items– Version 2004.11.30

Effective Date:

Revision Date:

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	About	Departmental
Mission	Graduate programs	Documents
Alumni	Chair of Excellence	Resources
Fast Facts (Gee Wiz	Student Organizations	Mission
marketing facts – bullet	Accreditation	Goals and Objectives
points)	SACS	Functions and Programs
From the Dean	Services	

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Official UT Martin Campus Events Calendar – Version 2004.12.16

Effective Date:

Revision Date:

The Web calendar, accessed through the university's "Campus Events Calendar" and through the "quick links", is designed to include all campus events. To post an item, please contact these individuals who post events for the areas noted:

- Phyllis Hammer: Campus events and the dance studio in the Elam Center.
- Sherry Adams: Visual and Theatre Arts.
- Steve Vantrease: Boling University Center.
- Cindy Donaldson: Intercollegiate athletics, agricultural pavilion, other academic buildings.
- Tony Warmath: Student Life.

The Web Site Committee encourages the campus community to utilize this resource.

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

Effective Date:

Revision Date:

Because of tightened network security and the fact that web site hosting services are now plentiful and inexpensive, as of January 1, 2005, 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.

Electronic Newsletters – Version 2004.12.16

Effective Date:

Revision Date:

Responsibility for electronic newsletters rests on the appropriate department head. Information provided should be the best it can be and promote the campus appropriately. Many electronic newsletters interface seamlessly with the web site of the parent organization, which is a good standard to follow.

Advertising – Version 2004.12.16

Effective Date:

Revision Date:

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

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APPENDIX:

UT Martin Web Site Task Force Charter

Effective: Approved by Chancellors Staff – 8/9/2004

Version: 2004.08.09

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

Timeline:

Initial standards will be developed and ready for implementation during the fall, 2004 semester. The task force will meet as needed to review current standards and recommend changes or exceptions as necessary. Membership on the task force will be reviewed annually.

Composition:

Alumni Affairs: Charles Deal

Business Affairs Representative: Joe Croom

Faculty Member Representative: Rodney Freed

Information Technology Services Director: Shannon Burgin, Chairperson

Student Affairs Representative: Tony Warmath

University Relations Director: Bud Grimes

Consultant Groups:

Academic Affairs Leadership Council

Student Government Association

University Web Masters

Approval Process:

Chancellor's Staff