WEB PUBLISHING PROCEDURE
(Approved by the University Technology Committee Nov. 16, 2011)

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1. PURPOSE
It is the purpose of the Concord University website to engage prospective students and University constituents by providing useful, current, and accurate information to aid in achieving University goals. It is the purpose of this procedure to outline the process of publishing content to University-hosted pages as well as information on the Web Committee and Site Feedback and how they are used to support the purpose of the University website.

Every effort is made in making the website reflect goals outlined in the University strategic plan. Web Services also works in conjunction with the Advancement Office to ensure a consistent branding message is being presented across all media, including University webpages.

The goal of the University Web Committee is to support the purpose of the University Website. The Committee is comprised of Website Representatives (or Web Reps) from each functional area on campus.

This procedure does not apply to course materials housed by faculty on learning management systems.

2. DEFINITIONS
- Content Management System (CMS) – The software used by Web Services to manage Web content. The University is currently utilizing the open-source software, Drupal.
- Official Pages – Pages that are utilizing the University’s Content Management System and leveraging features offered by that system. Features include, but aren’t limited to: site-wide search, Search Engine Optimization (SEO), consistent and unified branding, and improved accessibility. Also refers to all pages that are on the main www server (http://www.concord.edu). The branding and image of official pages are the combined responsibility of Advancement and the University Webmaster.
- Open Discussion Period – Quarterly period used for stimulating the Concord community into providing feedback and suggestions for improving the University Website.
- University Home Page – The main landing page presented to visitors when visiting http://www.concord.edu.
- University Webmaster – Individual responsible for ensuring Web servers/hardware/software are operating correctly. Also responsible for website design, revision, accessibility, and other requirements needed to advance the University Website.
- Unofficial Pages – Pages that support the University’s mission, abide by University policies, state and federal laws, and are designed and maintained by individuals outside of Web Services. Pages include, but aren’t limited to: faculty, staff, and student personal pages, organizational pages, and other pages that are hosted on University servers that aren’t Official Pages.
- Web Committee – The Web Committee is the support body made up of Web Representatives to ensure site content is accurate and correctly represents the University. Committee members are encouraged to provide feedback on Web use and content or feature requests.
- Web Services – The body of individuals responsible for the main web presence of the University as well as web application development; includes the University Webmaster and Student Web Assistant(s).
- Webber – The online software created by Web Services and used by Web Representatives to sign-off monthly indicating that they have completed their periodic duties.
- Website Representatives (or Web Reps) – The individuals representing their functional areas with regards to Web content and publishing.
3. PUBLISHING PROCEDURE FOR PAGES MANAGED BY THE UNIVERSITY WEBMASTER

Design, structure, programming, and graphics are maintained by the Webmaster to provide users with a consistent experience.

Content is the responsibility of the content provider and Web Services. Web Services will post content that meets website requirements provided to them by Web Reps or other area personnel. Any updates to existing pages, requests for new pages, or implementation of new ideas are completed by the Webmaster. Press releases will be published directly to the University Website by the Advancement team.

3.1 Publishing Process

A. Request for changes Requests for new websites, or changes to existing websites, are made to Web/Technology Services in the form of a work request. Each request should include an outline of the structure and layout of the desired website. Microsoft Word, Adobe PDF, and many other formats are accepted as attachments to the request.

B. Conformance The Webmaster will review website requests to ensure that they meet website requirements and will provide feedback as needed. If there are no issues, the website is created utilizing a University template.

C. Review/Feedback Upon completion, a release candidate will be sent to the requestor for their review. The release candidate is a representation of the final stage of the website with the potential to be live with little to no changes. The requestor should carefully review the release candidate and provide constructive feedback to Web Services to ensure that the release candidate is ready for publishing.

D. Publish

i. Release Candidate Doesn’t Need Changed The website is published. Links are updated and, if applicable, old websites are pulled and redirection pages are put in place.

ii. Further Changes Have Been Requested The site requestor may require additional changes be made to the release candidate before it becomes live. Those changes would be applied and the website would move back to the Review/Feedback stage for additional review. This process may repeat multiple times until the release candidate is satisfactory to the site requestor and Web Services.
4. Publishing Procedure for Pages Not Managed by the University Webmaster

Concord University Web Services, in conjunction with Technology Services, offers server space for students, faculty, staff, and alumni to manage their own Web content. This method offers the most flexibility in site design, structure, and content.

Content is the sole responsibility of the content provider. Disclaimers are placed on pages that are not within the main University Website to inform users that subsequent pages are not the responsibility of the institution and do not reflect University ideas or views.

Technology resources and server space are provided as a service to the Concord community and those utilizing the service must agree to comply with Concord University’s Acceptable Usage Computing Policy as well as federal and state laws.

4.1 Publishing Process
A. Request for space A Web Space Request form must be completed and returned to Web/Technology Services to obtain server space (Please see Appendix to view form). The server space is allocated upon receipt of the Web Space Request form and the requestor is sent instructions for connecting to the server.

B. Implementation The University provides Microsoft Expression Web to faculty and staff to allow them to create online content. Students can also use this software at a computer in an on-campus computer lab. Users are not restricted to only using Microsoft Expression Web; other web authoring software may also be used. The individual is responsible for updating and adding new content to their website. There are also instances where content updates can be completed by the Webmaster via work request.

C. Review/Feedback Individual Webmasters are responsible for reviewing their web content on a periodic basis to ensure that it remains relevant. Web Representatives may also review the content as part of their monthly sign-off.

D. Publish Publishing is completed by the Individual Webmaster. Any issues or errors encountered during this process can be remedied by contacted the Technology Services Help Desk.

5. Updating Process
A. Review Web Services will periodically review all pages to ensure currency. The Webmaster will report any time sensitive content that is more than one year old to Web Reps.

B. Response Period Following the reporting of outdated content to a Web Rep, there will be a two week response period during which the Web Rep may either a) provide updated content; b) explain why existing content remains appropriate; or, c) request that the content be removed without replacement.

C. Expiration of Response Period and Transfer of Responsibility to the Webmaster If the Web Rep has not responded at the end of the one month response period, the Webmaster will consult with the Web Rep. If the Web Rep does not identify a resolution for the outdated content after this consultation, the Webmaster will notify the Web Rep that the Webmaster now has the responsibility and authority to remove or update the outdated content.
6. UNIVERSITY HOME PAGE
The University Home Page is often a visitor’s first impression of the institution and it is exceptionally important to have dynamic and meaningful content that makes a lasting impression and encourages visitors to make a return visit.
Web Services recognizes this importance and, along with Advancement, makes a strong effort to ensure that the Home Page is sending a consistent, relevant, and meaningful message to visitors. Weekly plans for Home Page features, such as: billboards, featured videos, and press releases, are coordinated and developed among Advancement and Web Services.

6.1 Billboard Placement
There are events or other initiatives that would greatly benefit from having a home page presence on the University Website to improve publicity and increase interest.
The process for getting a billboard placed on the University Home Page is outlined below:

6.1.1 Process
A. Billboard Request Requests for billboard placement may be made using the Technology Services Work Order system. There may be instances where billboard request are made to Advancement as part of a marketing project tasked to them. Those requests will be forwarded to Web Services by Advancement.

B. Review The billboard is reviewed by Web Services and/or Advancement. There may be instances where there isn’t sufficient room to place an additional billboard on the Home Page. One of two things can occur in this case:

1. A billboard is temporarily removed from the billboard region to make room for the new billboard. The pre-existing billboard will be restored once the new billboard has had its turn.

2. A billboard is permanently removed from the Home Page to make room for the new billboard. Billboards are removed oldest first, unless Web Services and Advancement feel a particular billboard should remain in place for further publicity.

C. Design Billboards are usually designed by either the University Webmaster or Advancement Graphic Designer. There are cases where a billboard request can include a design for a billboard. This design will be reviewed and, if needed, requests for changes will be given to the billboard requestor.

D. Publishing The new billboard will be published to the Home Page newest first. However, there may be instances where Admissions or other important billboards may be placed before the new billboard.

E. Removal Billboards will be removed from the Home Page once any related dates have passed or to make room for newer or more important billboards. If a billboard needs to be removed and hasn’t been removed automatically, please contact the Technology Services Help Desk to have it removed.
7. WEBSITE ANALYTICS
Official Webpages utilize Google Analytics as a free service to gather visitor data. This data is used by Web Services to make improvements in the design, structure, and accessibility of Official Pages.

7.1 Recorded Data
Listed below are a few examples of the types of data recorded by Google Analytics
- Visits (New Visits, Pages/Visit, Avg. Time on Site, % New Visits, Time On Site, etc.)
- Visitor Technology Capabilities (OS & Browser Version, Screen Resolution, Mobile Device, Network Speed, Flash & Java Support, etc.)
- Languages
- Physical Location
- Top Searches
- Top Pages

7.2 Data Reporting
Analytics data is given to Web Representatives on a monthly basis for their review. This data can be used during their monthly analysis to aid in their review. This data is also useful for other initiatives and effort is being made to share this information with additional members of the Concord community.

8. WEB COMMITTEE AND SITE FEEDBACK

8.1 Web Committee
The goal of the University Web Committee is to support the purpose of the University Website. The Committee is comprised of Website Representatives (or Web Reps) from each functional area on campus.

8.1.1 Areas Represented
- Admissions
- Advancement
- Alumni Association
- Beckley Center
- Bonner/Volunteer
- Bookstore/Print Shop
- Business Office
- Classic Upward Bound
- Deans Office
- Division of Business
- Division of Education and Human Performance
- Division of Fine Arts
- Division of Languages and Literature
- Division of Natural Sciences
- Division of Social Sciences
- Financial Aid
- Human Resources
- Library
- Registrar’s Office
- Resident/Student Life
- Technology Services
8.2 Site Feedback Gaining feedback from users of the University Website is vital to its success. Users and their needs change over time and the website should change to meet those needs.

8.2.1 Embedded Feedback Tool
All Official Webpages leverage the Kampyle site feedback tool to provide feedback to Web Services. Clicking the “Give Feedback” button will present the user with a simple, easy to use popup form.

8.2.2 Automatic Feedback Prompt
Kampyle will also prompt users browsing the website to take a minute of their time to provide feedback.

8.2.3 Open Discussion Period
Beginning July 1, 2011 there will be quarterly open discussions. An online discussion board will be available during the following periods:

- January 1st – 7th
- April 1st – 7th
- July 1st – 7th
- October 1st – 7th

Feedback gathered from internal and external visitors will be used by Web Services to make improvements to the website. Requests will be prioritized based on the amount of feedback as well as input from the Web Committee.

APPENDIX Requests for server space by divisions, departments, or organizations at Concord University can be made through Technology Services office by electronically completing this form and returning it to our office via campus mail box D-126. You may also bring the form to us once complete.

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DEPARTMENT/ORGANIZATION INFORMATION
1) Name of Department or Organization:
Shared Username/Password (Note: Please choose a username descriptive of your organization with no spaces or special characters. This username will be part of the URL of your web site.)
2) 1st Choice: _
3) 2nd Choice: _
4) Password: Password must be at least 6 characters long and shouldn’t include spaces or special characters.
5) Name of Director or Sponsor: _
6) Signature of Director or Sponsor: _
7) Name of Requestor: _
8) Requestor’s E-mail Address:
Once completed, print and sign this form and return it to mail box D-126. Allow five days to activate your site. Your URL will be http://academics.concord.edu/[USER-ID], where [USER-ID] is one of the names you placed in items 2) or 3). By signing this registration form you agree to comply with all University, State and Federal laws and policies relating to this server space and content stored therein. Signature of Requestor: Date: _