I. Purpose and Scope

This document describes the purpose, management strategy, structure and design, and standard service levels for publishing content to the College public website.

The management strategy ensures the accuracy, relevance, and timeliness of content presented externally (to the public) or internally (to College employees) on the College website.

II. Website Purpose

1. The College public website represents the face of the College, and is meant to be the visual showcase of the learning, research, and service offered at the College of Information Studies.

2. The public website is intended to heighten public interest and to entice the best prospective students, faculty, staff, media, research organizations, and donors.
3. The website serves the current student, faculty, and staff by providing timely, accurate, and changing information about the College.

4. The website extends access to College services to 7x24x365 and is designed to answer frequently asked questions quickly, accurately, consistently, and at the convenience of website visitors.

5. The website is not meant to be an archive for college information which does not fit the above four criteria. Electronic information which is out-dated but which must be maintained will be archived to another college-provided online location.

III. Website Environment

The College leases web space from the University OIT web-hosting group. All hardware and web software are provided by OIT. The leasing arrangement provides a specified amount of web space with an associated web hosting cost. This cost is included in the College technology budget.

IV. Management Strategy

Responsibility for management of the college public website is shared by the technology officer (TO) and the director of student services (DSS). Both share responsibility for information assurance including accuracy, timeliness, and security of the information provided. All additions, changes, and deletions to the public website must be approved by the DSS and/or the TO.

Content management of the college public website is primarily the responsibility of the director of student services. The DSS has responsibility for content development including writing and editing, and for:

- accuracy and relevance of written descriptions for academic services and programs
- web published events calendar
- web-published news items
- spotlighted faculty, staff, students, and alumni
- all content originating from students and alumni
- all content associated with development
- information security assessment (See Appendix B for information security classifications.)
- conformance with university communications policies

Secondary responsibility for website content is shared by the Deans and the Technology Officer. Specific areas/directories of the website are assigned for periodic information review. New or changed information for any directory shall be submitted via the directory owner. See Appendix A for directory ownership.
Technology management of the college public website is the responsibility of the technology officer. The TO has primary responsibility for:

- website structure and design
- website documentation
- website process and procedure development
- website server space management
- website budget management
- access security assessment
- administrative rights assessment

Maintenance of the college website is the responsibility of the college webmaster. Maintenance responsibility includes:

- managing and maintaining files in all relevant formats
- accessibility compliance in accordance with WCAG (Web Content Accessibility Guidelines)
- responding to alerts
- file backups
- forms creation
- configuration management
- connectivity and accuracy of electronic links
- maintaining the approved structure and design

V. Structure and Design

The structure and design of the college website is defined by a review committee annually. The committee will re-evaluate the website annually in January. Members of the college community may suggest changes or additions to the design and structure in writing to the college technology officer for committee consideration. Approved changes to design and/or structure will be implemented in time for fall semester each year.

Once the design and structure are finalized, all formats of content must follow the defined structure and design.

Structure

The public website structure is organized into six logical categories including About iSchool, Admissions and Student Services, Academic Programs, Research, News and Events, and People. Secondary navigation links are provided to specific content pages based on traditionally used search criteria including Current Students, Prospective Students, Alumni, and Faculty, as well as a discrete...
number of links to focused content including employment opportunities and fund-raising information.

See Appendix C for a description of the current structure.

Design

The design of the public website incorporates page layout, color, font, and graphic standards. All content will follow WCAG version 2.0. Reference http://www.w3.org/TR/WCAG20/

Graphics are incorporated into the website design where they enhance the content. The principal graphics of the website are published in the title graphic area of the homepage. The purpose of this area is to highlight current programs or strategic events in the college.

Principal graphics are categorized as permanent or temporary. Permanent graphics are incorporated into the design and will remain in place until the next design committee meeting. Temporary graphics are associated with current strategic events and will be published for a pre-determined time period.

See Appendix D for a description of the current design.

VI. Standard Service Levels

Service levels are aligned with the purpose of the website to ensure accuracy and consistency of published content.

Priority groupings have been established to manage workflow. Within each grouping, requests will be handled on a first-in, first-out (FIFO).

Priority ranking of potential service requests:

1. Corrections to Program and Admission content.
2. Correcting other existing content. Corrections are defined as required changes to a date, time, location, or contact information only.
3. Updating existing content.
4. Adding new content.

Exceptions to these standard service levels may be authorized by the TO or the DSS on a case-by-case basis.

The following time frames represent the typical number of days required to publish additions, changes, or corrections to the college public webpage. The time frames are based on the standard work-week and work day, and are based on
receipt of the final, edited, approved content. Note that requests for graphic design or inclusion of graphics may increase these time periods to allow for development time and the need for additional formatting and testing. The process for publishing content is found in Appendix E.

<table>
<thead>
<tr>
<th>Requested Service</th>
<th>Publish Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>News and Events Announcements</td>
<td>2 days</td>
</tr>
<tr>
<td>Events Advertisement</td>
<td>5 days</td>
</tr>
<tr>
<td>Correction to existing content</td>
<td>2 day</td>
</tr>
<tr>
<td>Addition, deletion, or change/updates to existing content</td>
<td>3 days</td>
</tr>
<tr>
<td>New content</td>
<td>5 days</td>
</tr>
</tbody>
</table>
APPENDIX A – Public Website Directory Ownership

Secondary responsibility for information published on the college public website is assigned by directory as shown in the chart below. Any additions or significant changes to content must be approved by the person responsible for the intended directory.

<table>
<thead>
<tr>
<th>Area or Directory Name</th>
<th>Directory Owner</th>
<th>Current Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the iSchool</td>
<td>Technology Officer</td>
<td>Brown</td>
</tr>
<tr>
<td>Admissions/Student Services</td>
<td>Director, Student Services</td>
<td>Jones</td>
</tr>
<tr>
<td>Academic Programs</td>
<td>Associate Dean</td>
<td>Barlow/Jones</td>
</tr>
<tr>
<td>Research</td>
<td>Associate Dean Research</td>
<td>Oard</td>
</tr>
<tr>
<td>News and Events</td>
<td>Director, Student Services</td>
<td>Jones</td>
</tr>
<tr>
<td>People</td>
<td>Technology Officer</td>
<td>Brown</td>
</tr>
</tbody>
</table>

RETURN TO MANAGEMENT STRATEGY

RETURN TO TOP
Appendix B - Security Assurance

Content security definitions

**Open** – This classification applies to information which is meant for public knowledge. Examples include marketing materials, current course/catalog information, public events, awards and honors, press releases, public announcements, and information about the college which would be of interest or apply to all students. *Content which is defined as Open will be posted on the college website - www.ischool.umd.edu.*

**Confidential** – This classification applies to information which is not meant for public release. Examples might include internal policies, a student or employee directory, internal events schedule, room reservations, business requests, committee meeting agendas and minutes, processes for accessing technology, etc. Information in this classification is to be shared only with members of the college faculty or staff. *Content which is determined to be confidential will be restricted to the college intranet - www.ischool.umd.edu/intranet.*

**Protected** – This classification applies to sensitive information which if released could cause damage or be prejudicial. Included in this category are financials of any type, information related to competitions or award selection, and committee working reports/notes. Content which is determined to be protected will be considered for publication only on the college intranet, and then only with written approval of a dean.

**Highly Confidential** – Personal data including performance review information; academic actions, identifying information such as birthdates, social security numbers, and information specific to any one individual is included in this classification. *Highly confidential information will not to be posted on any college website under any circumstance.*
Appendix C – Website Structure

1. **Primary Menus**

The public structure is comprised of six primary menus as follows:

1. *About the iSchool* – This section is designed to provide a high level description of the mission, goals, and culture, of the College of Information Studies. The intended audience is prospective students, donors, the general public, and members of the campus community. Fourteen sub menus are included in this section:

   - dean’s welcome
   - mission and vision
   - state of the college
   - strategic plan
   - facts and history
   - centers
   - list of programs
   - technology and facilities
   - awards
   - giving to the iSchool
   - careers
   - iSchool listserv
   - Request Information
   - Visit Us and Contact Us

2. *Admissions and Student Services* – This section is designed specifically for students. It describes the processes that students require to apply, attend, manage, and succeed at the College. Twelve sub-menus are located here:

   - admissions
   - student services office
   - tuition and fees
   - financial aide
   - registration
   - graduation planning
   - commencement
   - career planning
   - student handbooks
   - request information
   - application forms
   - information sessions
3. **Academic Programs** – This section describes the specifics of all academic studies offered through the College, including program requirements, course descriptions, schedules, and syllabi. The primary intended audience for this section includes prospective students, current students, and faculty. Sub-menus for the Academic Programs directory include:

- master of library science
- master of information management
- doctor of philosophy
- web-based information science education
- class schedules
- course descriptions
- syllabi
- teaching plans LBSC
- teaching plans INFM

4. **Research** – This section describes the research, collaborative efforts, and publications of College faculty and students. The intended audience includes potential grantors, donors, and research partners as well as industries and organizations. The eight sub-menus of Research are:

- current research and projects
- faculty and staff publications
- iSchool colloquium series
- children’s literature lecture series
- grant opportunities
- student projects and publications
- collaboration
- grant links for iSchool faculty and students

5. **News and Events** – This section is the primary online marketing tool for the college. It celebrates the successes of the College and invites participation in educational and social events. This section targets all audiences, internal and external to the College and the University and includes three sub-menus:

- news
- events
- calendar

6. **People** – This section serves as the online directory of people and organizations which comprise the college and is intended for all audiences. Ten sub-menus comprise the People section.

- faculty and staff
- doctoral students
II. Secondary Navigation Menu

A number of secondary navigation links are provided to accommodate frequently used search patterns. These include:

1. *Current students* – Links to an index page of topics typically viewed by current students.

2. *Prospective students* – Links to an information page listing the three primary College programs and includes a number of directed links to information specific to students considering UM’s College of Information Studies.

3. *Alumni* – Links to People/Alumni home page.

4. *Faculty* – Links to an index of frequently visited university and college sites specific to faculty.

5. *Careers* – Links to an index page of employment opportunities in three categories: those wishing to work at the College, students looking for career opportunities related to or resulting from their studies at the college, and students seeking graduate assistant work within the college.

6. *Our Experts* – Links to the University’s Newsdesk page, a page designed and maintained by University Relations.

7. *Strategic Plan* – Opens a PDF copy of the most recent College strategic plan.

8. *State of the College* – Links to an index page with options for a multimedia or PDF version of the most recent two state of the college addresses.

9. *Centers* – Links to the same location as “Centers” found in the primary About the iSchool tab, giving a list of all centers and labs associated with the College and a brief description.
10. *Giving to the iSchool* – Links to a page describing the development efforts and opportunities for giving to the College. Content is provided by the Development Officer and Development Coordinator.

11. *Intranet* – Opens the login window for College faculty and staff access to confidential information stored on the college intranet.

12. *UMD home* – Links to the University online home-page.
Appendix D – Website Design

I. Layout

The public home page design is comprised of seven areas as follows:

- Title and Identity Header (1)
- Primary Menu Tabs (2)
- Featured Graphic Area – (3)
- Special Navigation Menu (4)
- Highlighted News and Events (5)
- Spotlights (6)
- Footer (7)

1. Title and Identify Header – The identification header identifies the site owner with the current branding information and design for the University of Maryland and the College of Information Studies. This section also includes the search tool for the site.

2. Primary Menu Tabs – The menu tabs describe the categorization and organization of the website. They serve as the primary navigation indicators.
3. **Title Graphic Area** – The title graphic area is designed for two purposes: it provides a visual window into the culture of the college, and it focuses attention on high-profile programs or significant college-wide events. Because graphics can significantly impact the speed which a webpage loads, care will be taken in the use of this area to ensure that it serves its prescribed function.

4. **Special Navigation Menu** – This section is designed to offer another search methodology based on the role of the searcher. The two primary rolls are (1) those currently enrolled or employed at the College, and (2) the public wishing to learn more about the college. The menu items in this area strategically direct website visitors to areas designed to market the strengths of the college.

5. **Highlighted News and Event** - This section contains highlights of upcoming events sponsored by or within the College of Information Studies. It also contains by-lines of news related to the college, its faculty, staff, or students.

6. **Spotlights** - This section focuses on the people who comprise the College. Any current associate of the college may be included in the spotlight section which includes a picture and short biographical description.

7. **Footer** – This section answers the “where” and “when” question. It lists the physical location of the College and provides a link to more specific directional and contact information. An auto link to the site webmaster is also listed here. The date (year only) of the most recent design and structure update is included in the footer to indicate that the site is actively maintained.

II. **Color**

The colors used on the College website reflect the official colors of the University and promote uniformity with the UM website. The three primary colors used in the college website design are yellow and white. Gray is used to set off the white spaces. Blue is used to signify links.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Hex Indicator</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>#FBDB04</td>
<td>251,219,4</td>
</tr>
<tr>
<td>Red</td>
<td>#E12F22</td>
<td>225,47,34</td>
</tr>
<tr>
<td>White</td>
<td>#FFFFFF</td>
<td>255,255,255</td>
</tr>
<tr>
<td>Gray</td>
<td>#CCCCCC</td>
<td>204,204,204</td>
</tr>
<tr>
<td>Blue</td>
<td>#0066FF</td>
<td>0,102,255</td>
</tr>
</tbody>
</table>
III. Font

The following font types are used throughout the college website.

<table>
<thead>
<tr>
<th>Use</th>
<th>Font</th>
<th>Size/style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Header</td>
<td>Geneva, Arial, Helvetica, sans-serif</td>
<td></td>
</tr>
<tr>
<td>Body</td>
<td>Geneva, Arial, Helvetica, sans-serif</td>
<td></td>
</tr>
<tr>
<td>Headers 1-6</td>
<td>Century Gothic, Avante Garde, Futura, Helvetica</td>
<td>2em #e12f22</td>
</tr>
</tbody>
</table>

IV. Featured Graphic Area Standards

The graphic format is JPG. The text below the image has a maximum character length of 53.

Every graphic featured in this area will have mouse-over text description for use by screen readers.
Appendix E – Content Publishing Process

I. Content Ownership

All content intended for publishing on the college website must be submitted to the webmaster through the directory owner. A directory owner may delegate ownership to one person via written notification to the Technology Officer; however the directory owner retains responsibility for the content of the directory.

II. Standards for Submitting Content

1. Written content shall be in MS Word format.
2. Written content shall be submitted in final, ready-to-publish form. All spelling, grammar, and other editing is the responsibility of the author.
3. Documents shall include a footer which includes the date and source of the content.
4. Links to be included in the content shall include the complete URL and a word description of the URL to be used as a headline.
5. It is preferable that images be submitted in JPEG or GIF format. If another format is submitted, the webmaster will convert the image and assess the resulting quality.
6. Images shall include a title and description of the image.

III. Correcting Existing Content

1. Directory owner emails ischool-webmaster@umd.edu.
2. Provide the site and page location.
3. Describe the existing incorrect content.
4. Provide the exact content of the correction.

IV. Updating Existing Content

1. Author prepares updated content.
2. Author identifies appropriate directory location for updated content.
3. Author submits the final edited version of the update in Word format to the directory owner for approval.
4. Directory owner confirms directory placement; if not correct, forwards to appropriate directory owner.
5. Directory owner reviews content received and makes any further required edits.
6. Directory owner submits update to ischool-webmaster@umd.edu.
7. Web-master receives information and logs the request. This starts the three-day (3) service commitment time.
8. Webmaster assesses scope of change, and identifies any other associated changes that will be required.
9. Webmaster posts the updated content in the test site.
10. Webmaster performs accessibility testing and browser testing. Makes all corrections as required. Notifies TO and DSS of potential problems.
11. Webmaster performs final review, and receives approval from directory owner.
12. Webmaster posts content to active website and advises directory owner.

V. Adding New Content

1. Author prepares new content.
2. Author identifies suggested directory location for new content.
3. Author submits the final edited version of the content to the directory owner for approval.
4. Directory owner confirms directory placement; if not correct, forwards to appropriate directory owner.
5. Directory owner reviews content received and edits as necessary.
6. Directory owner submits update to ischool-webmaster@umd.edu.
7. Web-master receives information and logs the request. This starts the five-day (5) service commitment time.
8. Webmaster assesses scope of change, and identifies any other associated changes that will be required.
9. Webmaster meets with content author or directory owner as necessary to discuss design work.
10. Webmaster begins design phase and posts the new content in the test site.
11. Webmaster reviews preliminary design with directory owner or content owner.
12. Webmaster finalizes design. Performs accessibility testing and browser testing. Makes all corrections as required. Notifies TO and DSS of potential problems.
13. Webmaster performs final review, and identifies and resolves any website content inconsistencies’ created with inclusion of the new content.
14. Content author tests. If test is successful, approves design via email to webmaster. If test is unsuccessful, repeat items 9-14.
15. Directory owner approves final design.
16. Webmaster posts content to active website and advises content author.