

Website Policy

Purpose of the NCTA Website

The purpose of the NCTA website is to

- market the college and increasing public exposure
- publicize institutional events and activities
- communicate official policies, procedures, and meeting minutes

Governance

The Website Committee is responsible for overseeing the nature, content, and organization of the college website. The Website Committee is comprised of the following representatives:

- Webmaster (Chairperson)
- Academic Division Chairpersons (or designees)
- Admission and Recruiting Coordinator
- External Relations Coordinator
- Residence Life Manager
- Associate Dean
- Office Associate (Committee Secretary)
- Student Senate President
- 1-3 faculty, staff, and/or student representatives

Content Development and Management

Content Managers are responsible for the development and management of website content.

<u>Content/Webpage</u>	<u>Content Manager Responsible</u>
Areas of Study/Divisional Webpages	Division Chairpersons
Clubs, Teams, and Activities/Organizational Webpages	Club, Team, and Activities Faculty Sponsors and Advisors
Future Students/Recruitment	Admissions and Recruiting Coordinator
NCTA Global	Admissions and Recruiting Coordinator
Admissions Information	Admissions and Recruiting Coordinator
Distance Courses and Programs	Distance Learning Coordinator
Alumni Webpage	External Relations Coordinator
News & Events; Dean's Column; Dean's Welcome	External Relations Coordinator
Institutional History	External Relations Coordinator
Strategic Plan	External Relations Coordinator
Accreditation	Accreditation Coordinator
Assessment	Assessment Committee Chairperson
Students Services	Students Services Coordinator, IT Services Manager, Library Specialist, Registrar, and General Education Division Chair
Housing and Campus Life	Residence Life Manager
Cafeteria and Deli	Food Services Manager
Calendar of Events	Facilities Accounting Associate
Faculty and Staff Resources; Directory	Dean's Office
Employment Opportunities at NCTA	Dean's Office
NCTA Mission	Dean's Office
Tuition & Costs	Dean's Office

The Webmaster is responsible for processing and posting Content Manager requests in a timely manner.

Process for Implementing Website Changes

Requests for minor edits, changes, and posts, such as student job listings and spelling changes, can be sent directly to the Webmaster at ereed2@unl.edu.

Requests for major changes, such as the creation of new webpages, must use the following four-step process:

Step 1. The Content Manager notifies the Webmaster of a desired change by submitting a Website Content Change Request (WCCR) form: <http://ncta.unl.edu/website-content-change-request-form>

The following items must be noted on the WCCR form:

- Change type (whether a new webpage or a change to existing webpage)
- Level of urgency (1 = not urgent; 5 = most urgent)
- URL Address of page needing edits
- Requested edits or instructions
- Supporting files and images (if applicable)
- Name and contact information for the requestor
- Request for a meeting with the Webmaster (yes or no)

Step 2. The Webmaster receives the WCCR form. Forms may be rejected or returned to the Content Manager for edits for the following reasons:

- Instructions are unclear, confusing, general, or vague
- Supporting files are missing or unacceptable in quality or file type
- Information is incomplete
- Request violates a college or university policy or Website Committee decision
- Request asks to create a webpage for a non-college person, entity, event, or activity
- Request is made by someone other than the appropriate Content Manager (e.g. the External Relations Coordinator requests a change to a Division webpage, or a Division Chairperson requests a change to an Institutional History webpage)

Step 3. If the form requests significant changes requiring the assistance of Web Developers at the University of Nebraska, the Webmaster will notify the Content Manager via email of a projected timeline for completion.

Step 4. The Webmaster makes and publishes the changes.

- (a) If the Content Manager does not request to view changes before publication, the changes will be posted immediately and the Content Manager will be notified via email.
- (b) If the Content Manager does request to view changes before publication, he or she will be notified via email where to view the pre-published changes. He or she will have up to 30 days to either notify the Webmaster that the changes are ready for publication or submit a new WCCR form requesting additional changes before publication.

Tips for Submitting Content Changes

In order to ensure that changes are made quickly and correctly, Content Managers should abide by the following recommendations:

- Write specific, detailed instructions of the desired changes. (If necessary, request a meeting with the Webmaster)
- Carefully edit all written content for spelling, grammar, usage, and punctuation errors
- Ensure that all changes comply with FERPA regulations and copyright laws
- Convert all forms to .pdf format
- Submit only high quality, original photos in JPEG, PNG, or TIF format
- Submit appropriate cutlines/captions for all images; be sure to include full names and proper spellings

- Ensure that all links to outside content are appropriate and that the URL addresses are correct

Remember: Users:

- Are impatient and do not want to read long passages of text
- Like to have control of the content
- Appreciate quality
- Demand clear and direct information

Resources for Content Development

Content Managers who need help writing and developing content should seek the services of the External Relations Coordinator and/or Webmaster.

External Relations Coordinator: Mary Crawford (367-5231) or mcrawford@unl.edu

Webmaster: Eric Reed (367-5276) or ereed2@unl.edu