

Procedure for MTSU web page maintenance

The following will specify how the collaborative areas of the MTSU home, root and portal pages will be maintained in order to provide continuing updates and periodic content reviews of these primary pages.

I. Home page

- a. Flash Media Component – the flash media component has space for five “focus areas” – one of which will be a persistent link to the Virtual Tour. The remaining four items will change to reflect current events, highlighted areas and other special features.

Managing / Posting	Supplying the images, text and links	Schedule
Web Application Team	Marketing Communications will notify ITD weekly of plans to retain or change items and submit appropriate files.	Change weekly, as required, on Mondays and Thursdays.

- b. Alternative image for non-Flash compliant devices (a static image placed in the homepage media item location)

Managing / Posting	Supplying the images, text and links	Schedule
Web Application Team	Marketing Communications will determine which of the rotating images submitted for the flash media is to be used for the static non-flash alternative	Change weekly, as required, on Mondays.

- c. News / Headlines – the News area has space for 3-4 items with text and an accompanying thumbnail image

Managing / Posting	Supplying the images, text and links	Schedule
Marketing Communications/ N&MR (Contact person - Gina Fann)	Marketing Communications/ N&MR	Change as needed to keep content timely and relevant.

- d. Event calendar - the event calendar area has space for 3-4 items with text

Managing / Posting	Supplying the text and links	Schedule
Marketing Communications / N&MR (Contact person - Gina Fann)	Marketing Communications / N&MR	Change as needed to keep content timely and relevant.

- e. I'm One Spotlight – review the collection of rotating pictures (student, faculty member or alum) on a weekly basis and change as needed.

Managing / Posting	Supplying the images and content	Schedule
Web Application Team	Becky Phillips / Caroline Bizot / Doug Williams will maintain and submit a current collection of images and accompanying web page text	Change weekly on Mondays

- f. President's Post – space to post intermittent links such as newsletters or more persistent links as directed by the President's office

Managing / Posting	Supplying the images and content	Schedule
Web Application Team	Marketing Communications – will send appropriate file to awhitten@mtsu.edu	At least at the start of each semester or as directed by the President's office
	Marketing Communications, the President's office, other designated by the President	As directed by the President's office

- g. Emergency notification postings

- i. Web posting to accompany RAVE alerts – RAVE notification procedure calls for a message to be sent to urgent@mtsu.edu; Operations will implement the posting of the template message in the space above the Flash Media component

Managing	Supplying the images, text and links	Schedule
As per the Emergency Communications plan	N&MR will designate which template to post	As directed by a RAVE alert

- ii. For inclement weather notifications – as above; as time permits, a News Item can be inserted

Managing	Supplying the images, text and links	Schedule
Marketing Communications/ N&MR (Contact person TBD)	Marketing Communications/ N&MR	As needed

- iii. If the emergency is deemed serious and lasting enough, a persistent Flash Media item can be designed and posted.

Managing	Supplying the images, text and links	Schedule
Web Application Team	Marketing Communications will send appropriate files to awhitten@mtsu.edu	As directed by Marketing Communications / N&MR or the President's office

II. Primary Portal Pages

- a. Banner and thumbnail images can be changed to reflect various activities

Managing / Posting	Supplying the images, text and links	Schedule
Web Application Team	Portal "Managers": <ul style="list-style-type: none"> • Future undergraduate – (David Cicotello) • Future graduate – Lisa Mitchell • Current undergraduate – Vicki Sargent / Jackie Victory • Current graduate – Lisa Mitchell • Faculty / Staff – Janice Lewis (Provost's office) to contact Photographic Services to prepare images, text and links; Creative and Visual Services to submit appropriate files.	Immediately preceding the start of the fall and spring semesters

b. Event calendar - the event calendar area has space for 3–4 links

Managing	Supplying the text and links	Schedule
Portal Managers	<ul style="list-style-type: none"> • Future undergraduate – (David Cicotello) • Future graduate – Lisa Mitchell • Current undergraduate – Vicki Sargent / Jackie Victory • Current graduate – Lisa Mitchell • Faculty / Staff – Janice Lewis (Provost’s office) 	Change biweekly on Thursdays and as needed

c. Main frame Text and Links – to be reviewed twice per year immediately preceding fall and spring semesters

III. **Additional Root pages** - to be reviewed twice per year immediately preceding the fall and spring semesters

Role of Web Design Committee - a cross-divisional committee comprised of the following individuals:

- Assistant Vice President for Academic and Instructional Technologies
- Vice Provost for Academic Affairs
- Associate Vice Provost for Admission and Enrollment Services
- Associate Vice President for Marketing and Communications
- Associate Vice President for Business and Administration
- Web Applications Team members
- Web Marketing Specialist

Responsibilities

- Meet twice per semester (to initiate and review suggested changes and address exemption requests) and ad hoc if needed to address urgent change issues
- Develop and maintain the official MTSU CMS template, home page, portal pages and designated root pages
- Implement the procedures for MTSU Web Page Maintenance including weekly, per semester (in August and December) and annual (in June) reviews
- Review requests and make changes as appropriate to the official MTSU CMS template, home page, portal pages and designated root pages
- Review “Request for Exemption” submissions and make recommendations to the Vice Presidents
- Annually review (in June) the MTSU web posting guidelines, make recommendations to the Vice Presidents and implement revisions
- Annually review (in June) the MTSU Virtual tour and recommend updates and changes