



Guidelines for Updating/Refreshing Program Pages

Whether there have been substantive changes in programs or not, a Web presence is more effective if it is kept fresh and up-to-date. Following are our guidelines:

1. The easiest way to freshen the page is to change the **rotating images** at the top. The best way to assure that current photographs are available is to schedule a photographer from CVS to cover events and department/school milestones. Go to the [MTSU Creative Marketing Solutions order form](#) for information on how to do that. To be used, photographs must be horizontal and at least 200 dpi. Guidelines for images and captions are included at the end of this list.
2. Make sure the **Contact and Student Information** in the upper right corner of the page is correct.
3. **ABOUT tab:** Look next at the two small stories—the short features with photographs just under the introductory paragraph on the first page. These pieces (approximately 100-160 words) present interesting aspects of the program and may feature the work/activities of current students, alumni, faculty members, and/or related events. Please provide ideas and contact information to change one or both of the stories. Does the introductory paragraph need to change? The 75-150 word paragraph is intended to raise awareness and stimulate interest about the program rather than give extensive details, which come under other tabs.
4. **CAREERS tab:** Are there additional career opportunities or employer examples to be added?
5. **DEGREES tab:** Unless there have been changes in the academic unit or program names, it is unlikely that changes will be needed here. A clarification: To make browsing available programs easier and to increase awareness, all the degree-granting programs housed in the entity of which the featured program is a part will be included in the information along with links to appropriate pages. Exceptions are some programs housed in a college rather than a department/school.
6. **REQUIREMENTS tab:** Information is pulled directly from the appropriate catalog and includes a link to the appropriate academic map(s) for undergraduate programs; this information updates when a new catalog is published. If changes are needed, be sure to submit as part of the annual catalog-updating process.
7. **FACULTY tab:** If the composition of the faculty has changed, please notify the web specialists at webmaster@mtsu.edu of new faculty members who need to be added to the database and also of faculty members who have retired, left MTSU, or changed departments or schools. That information is not received automatically. Faculty members can update and change their own information except for that pertaining to degrees. To do so, they will log in to www.mtsu.edu/faculty-information using their FSA credentials and make the appropriate changes/corrections.

8. **COURSES tab:** (undergraduate programs only) Information is pulled directly from the undergraduate catalog by prefixes. If changes are needed in courses or descriptions, be sure to address as part of the annual catalog-updating process.
9. **INFO:** (undergraduate programs only) If you already have this tab, please review the information under it and make sure it is accurate. If you do not have this tab but have additional information that would be helpful to current students (such as links to forms or other resources such as handbooks, reading lists, study help, professional or student organizations, career or job links, etc.), this tab can be added.
10. **RESOURCES tab:** (graduate programs only) Information under this tab varies depending on the program—examples include graduate assistantships and scholarships, forms, lab and seminar availability, qualifying exam schedule, career or job links, professional organizations, discipline-specific blogs. Review what is there for accuracy and usefulness; delete or add as appropriate.
11. **Additional tab:** (graduate programs only) An additional tab is available if needed; examples include RESEARCH, FAQ. Review for accuracy. Request the addition if needed.

Each program page has three or four photographs rotating at the top of the page. Following are guidelines for selecting the images and writing the captions:

General practices in selecting photos for carousels:

- Except in special circumstances, people in photographs must have an MTSU connection—students, alumni, faculty, staff, off-campus performer or speaker, notable guest, etc. If using identifiable student(s) to represent an academic program, said student(s) should be or have been enrolled in the featured program.
- Photographs must be horizontal, high definition, and of good enough quality to enlarge satisfactorily. Images selected should be actual photos rather than artwork such as logos or illustrations or posters.
- Words and art on t-shirts, jackets, and caps and in visible signage must present MTSU in a positive way; except when showing athletic events and competitions, logos, etc. from other universities and college will not be visible.
- Be sure that nothing in the background shows out-of-date equipment and the like and that the campus and buildings look neat and maintained.
- Don't select images that portray any individual/group in a subservient or less positive way than another. If in doubt, show to others and ask what the photo "says" to them.
- Strive for an honest appropriate portrayal of diversity.

Captions, rather than labels, should be used on all carousel photographs. General practices regarding captions include the following:

- Captions contain a verb (preferably present tense and denoting action).
- Captions impart information or awareness about the program/department, often adding information not elsewhere on the page and/or highlighting something.
- Captions begin with a capital letter; any proper nouns within the caption are capitalized; there is no punctuation at the end of the caption.
- Captions are not cutlines that identify everyone in the photograph or explain in detail an event or circumstance.
- Try to avoid "dating" the image with the caption.
- Keywords within the caption are written in a larger and bolder font.

- Captions need to be short and easily read.