

DRAFT

NEW JERSEY INSTITUTE OF TECHNOLOGY

Web Publishing Policies and Procedures

1. Purpose of this Document

This policy will clarify the organization and supervision of the New Jersey Institute of Technology's (NJIT) Web site, as well as the process used to create, maintain, and update this site. ***This policy builds upon and parallels the university's existing policies and procedures for the publication of printed materials aimed at external audiences.***

2. Introduction

The World Wide Web has become a critical tool in NJIT's communications and marketing efforts with the university's key external constituencies. Some 90 percent of our incoming students now cite the university's web site as their first contact with NJIT, due in part to a conscious decision to drive potential students to the web, and in part to increased Internet access in the general populace. Use of the web site by other audiences has increased less dramatically, but there has been no concerted effort to attract them to the site thus far. However, in keeping with the increasing importance of the web as a communications medium and the university's image as a technology-rich, computing intensive institution, NJIT's University Communications will increasingly emphasize the Web in its external communications efforts, both to supplement and complement traditional communications and to develop new vehicles for visibility and image-building.

NJIT's key external constituencies include:

- Prospective undergraduate students and their parents
- Prospective graduate and continuing education students
- Business, industry, and government
- Higher Education community and academic research partners
- Alumni and potential donors
- Media

Highlander Pipeline, NJIT's campus portal, has as its initial target audience current students, faculty, and staff. Future Highlander Pipeline constituents will include alumni and accepted students. Much of the content on the university's external web site will also be available through Highlander Pipeline, perhaps through a different and more appropriate navigation. However, Highlander Pipeline will also contain some internal content not of interest to the general public. Standards and policies for Highlander Pipeline will follow the external NJIT Web site, adjusted where appropriate for the internal nature of the content.

To enhance the effectiveness of NJIT's Web site as a marketing tool, the university is currently undergoing a complete renovation of web site design and organization. Multimedia Solutions Corporation is the consulting firm engaged to develop new graphic treatments and information architecture. In addition, the university has acquired Documentum software to simplify content management. This policy creates a framework for the transition to a new design format, and establishes an ongoing mechanism to maintain and continually upgrade NJIT's World Wide Web presence.

3. Terms

The World Wide Web has already had an impact on the language. The following terms need to be understood in order for this policy to be clear:

- A. The **Web site** or **site** means the entire external NJIT Web presence, i.e. any web pages available without authentication as a member of the NJIT community.
- B. Highlander **Pipeline Content** is any content published within the university's campus portal that requires a log-on and authentication before access to the content is granted.
- C. **Web pages** or **pages** means a section within the site -- either as individual pages in the sense of a book or magazine, or as entire sections sponsored by an individual, office, or organization -- complete unto themselves but smaller than the site.
- D. The **owner** of a page is the individual, department, or unit responsible for the content of the page.
- E. The **writer** or **author** is the person who prepares the editorial copy and images for a page and puts it into the Documentum template.
- F. The **editor** is the person who reviews the draft version of the new or altered page, making any necessary changes, forwards the revised draft version to all appropriate university authorities for comment and approval, incorporates those comments, and produces a final version of the page ready for publishing on NJIT's Web site.
- G. The **publisher** is the person who actually posts the new/revised page on the NJIT Web site.

Example: An assigned person in the Department of Biomedical Engineering *writes* copy for the *page* of the B.S. in Biomedical Engineering degree program, inserts the copy into the Documentum template, and submits it to University Communications. An *editor* in University Communications reviews and *edits* the copy, and sends the draft *page* to the following people for review: Chair of Biomedical Engineering; Dean of Engineering; Director of Admissions; Vice President for Student Services; Executive Director of University Communications; Director of Visibility Marketing. The *editor* receives and incorporates comments and prepares the final version of the *page*. The *editor* then becomes the *publisher* and launches the new *page* on the university *web site*.

4. Types of Pages

- A. **Corporate pages:** Overall university pages with a specific role in NJIT's marketing and visibility program. These include:
- The university overview including profile, fast facts, history, mission statement, organizational chart, board and officer lists, officers' personal homepages, calendars, advancement/campaign page.
 - Maps/directions including campus map, driving map, directions to campus and remote locations, public transportation links, virtual tour, regional/local attractions.
 - Academic pages including degree programs, on-line catalog, admissions with on-line viewbook, new/featured programs.
 - Research pages including section lead with links to centers and labs as well as research features.
 - Economic Development pages, including section lead with links to centers and educational programs, links to list of New Jersey business resources and business associations.
 - News and Information pages including press releases, news bulletins appropriate to external audiences, Faculty Resource Guide, publications library, photo library.
- B. **Institutional Program pages:** Pages that are important to the university's marketing effort with one or more key constituency groups, and link directly from the corporate page. These pages describe the workings of a part of the university, such as a school, division, department, program, or organization. These pages include:
- Academic units – school pages, academic department pages, degree program pages.
 - Learning alternatives – Continuing Professional Education (CPE), distance learning, Educational Opportunity Program (EOP), Pre-College, University Learning System.
 - Student support – Student/campus life page, residence life, Career Development Services (CDS), financial aid, public safety.
 - Administrative – Job openings, Institutional Research, advancement.

- C. ***Secondary Program pages:*** Pages that link to the institutional research pages and have a peripheral role in the university marketing and visibility programs. Some of these pages are independent of the university. These pages include:
- Academics – Library, Graduate Studies, International Faculty and Students.
 - Alumni.
 - Administrative –computing services, Help Desk, compliance and training, grants, contracts, sponsored programs, media services, budget and finance.
 - Research – Research Centers; Student Research Opportunities, Faculty home pages.
 - Student Life – Food Service, The Pub, Campus Center, Theatre, Child Care Center, Bookstore, list of Clubs and Organizations, the Vector, the Women’s Center, health services, Freshman Studies.
- D. ***Internal/Local-Only pages:*** These are Pipeline pages that have no impact on university visibility and marketing. Pages include:
- Personal student and student-organization pages.
 - Class notes.
 - Human resources information (except job openings).
 - Administrative - finance and budget, compliance and training policies, grants and contracts, funding guide, sponsored programs, media services equipment requests.
 - Academic and administrative announcements and campus bulletins.
 - Campus newsletter.

Both corporate pages and institutional program pages are considered official statements of the university and the programs they represent.

5. Site accountability

Several levels of responsibility surround the NJIT Web site. University Communications, the University Visibility Committee, the Web coordinator, Computing Services, and unit-based owners all have parts to play.

A. ***Role of the University Communications***

University Communications is the institutional home for the NJIT Web site. This is necessary because the site presents the image of the university in the same way that printed publications do, and to a far wider audience. University Communications is the owner of the corporate pages, and is solely responsible for writing, editing and publishing the corporate pages. Editors in University Communications will also edit and publish institutional program pages. University Communications is responsible for maintaining congruence with the mission and spirit of the university, and will notify the owner of any of the secondary program sites if their unit’s content is detrimental to the university’s image and marketing goals. The Web coordinator serves as the contact person for all institutional pages.

- B. ***Role of the University Visibility Committee***
As the group charged with establishing the university's visibility goals and marketing priorities, the University Visibility Committee will meet twice a year, in September and April, to evaluate the effectiveness of the NJIT Web site and to set priorities for new web-based projects. The committee will also decide general policy, participate in the quality assurance process, and serve as a court of last resort for issues not resolved at a lower level. This committee may direct the Web coordinator to remove pages or sections of pages that violate standards set forth in this policy, including violations of university standards.
- C. ***Role of the Web Coordinator***
The Web Coordinator is a member of the University Communications staff who oversees day-to-day Web operations in such areas as content, form, consistency, and adherence to university marketing goals. The coordinator takes the lead in interaction with institutional program page owners, computing services department, and web designer.
- D. ***Role of the Page Owners and their Web Liaisons at the Schools and Units***
Owners of the institutional program pages will need to appoint a web liaison in their unit to be responsible for content. These unit liaisons will be trained in Documentum and will write the content of their unit's page and insert it in the Documentum template. The draft page will then be forwarded to the Web Coordinator in University Communications. Owners will follow the quality assurance process, review and revise their pages at least once each semester to ensure proper maintenance, and follow all published university standards of form and content.
- E. ***Role of Owners of Secondary and Pipeline Pages***
Eventually all information posted to the NJIT Web site will use the Documentum content management system. Owners of secondary program pages and internal Pipeline pages are responsible for the content of their pages (i.e., writer, editor, and publisher), and will be required to utilize the Documentum templates. However, not all secondary pages will have to go through University Communications. Exceptions to use of the templates will be on a case-by-case basis. Lastly, owners of the secondary program and internal Pipeline pages will be required to include a contact name and email address at the bottom of each page, along with the last revision date. The name of the owner will appear on each page.

F. ***Role of Computing Services***

Computing Services will maintain the equipment, operating system, platform, and Pipeline. The department will work with the Web Coordinator on-site organization, with policy questions going to the Visibility Committee. Computing Services will also provide installation of the Documentum content management system as well as the training on the use of the program for University Communications' staff and unit liaisons.

6. Start-Up Procedures for Web Re-design

Several one-time, start-up steps related to the new NJIT web design must be completed before these policies and procedures can be implemented:

- A. Multimedia Solutions Corporation and the Web Core Team must confirm and have approved a final list of which pages fall into which categories.
- B. Multimedia Solutions Corporation must design page templates and banners, have them approved by NJIT, and make them available to writers and editors through Documentum.
- C. University Communications will provide editorial guidelines and sample pages to unit liaisons to facilitate development of appropriate copy.
- D. Units identified as owners of institutional program pages must be briefed on the current project and the necessity of converting existing pages into the new template. Unit page owners must identify a web liaison to serve as the writer of their pages.
- E. Computing Services must supply installation and training of Documentum to University Communications' staff and unit web liaisons. Such installation and training will be available on a continuous basis to additional staff and liaisons.

7. Quality Assurance Process

The following process will be used to ensure quality in the design, creation, and maintenance of the NJIT corporate, institutional, and some secondary program Web pages:

- A. Owners will submit a draft of the new or revised page to the Web coordinator in University Communications.
- B. University Communications will assign an editor to each page. In the case of corporate pages, the editor will also be the writer of the page.

- C. Editors will revise the page as necessary and forward for comment and correction to the appropriate chain of command.
- D. Editors will incorporate executive comments, and return the finalized page to the owner for a last review.
- E. Once the owner has released the final version, the editor will publish the page on www.njit.edu.
- F. Owners are responsible for initiating a complete review and update of content on their pages at least once a semester. Editors in University Communications will conduct ongoing reviews and spot checks, and notify owners of substandard content. If owners fail to provide updated content within 30 days of notification, the page will be removed from the external web site.

8. Standards

A. *Overall*

All sites will conform to the university Guidelines for Responsible Use of Technology www.njit.edu/Policy/usepolicy.html

B. *Editorial Style*

All corporation and institutional program pages will adhere to the editorial standards of the Chicago Manual of Style in concert with Multimedia Style Guide.

C. *Copyright, Libel & Attribution*

All copyright, libel, and other laws will be followed. Graphic or written material not original to the owner will be attributed to its source and set off by either quotation marks, for short quotes, or in lines indented on the right and left margins, for longer selections. Attribution will be placed near the material in a legible size type.

D. *Privacy*

No owner will include information about a person other than him or herself on the NJIT Web site without written permission from that person.

E. *Profit*

No page will be used for personal profit. Only announcements or advertisements benefiting the university or its official programs may be placed on the site. All advertisements (announcements offering items for sale) must follow university standards and be approved by the Visibility Committee.

9. Links

All pages should be linked to the site. Owners are asked not to repeat information found on other parts of the site. Instead, links should connect appropriate sections. Writers and editors are asked to find such links during the quality assurance process. For example, course descriptions can be linked from the academic catalog instead of being repeated on department pages.

10. Disclaimers

All personal pages will contain the following sentence: "Opinions expressed on this page are entirely those of the owner and are not necessarily shared by New Jersey Institute of Technology."

The site will contain the following: "NJIT is not responsible for errors created or damage done to material as a result of the installation or maintenance of FPU Web servers, or use of the servers by anyone accessing them."