

University Policy 500.05 WEBSITE

Responsible Administrator: Assistant Vice President Communications and Marketing

Responsible Office: Office of Communications and Marketing

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Authority: Office of the President

Policy Statement

It is the policy of Claflin University to provide standards for implementing a uniform "look and feel" of branding for the University website. These standards are provided to facilitate the creation of consistent, recognizable and user- friendly page layouts on the website.

Statement of Purpose

This policy establishes guidelines for the support, design, development and maintenance of a world-class website at Claflin University.

Applicability

This policy is applicable to the Claflin University family to include all students and employees.

PROCEDURES

DESIGN BASICS

The design of the website must conform to the University's graphics standards. Further, the design of the website must be professionally and aesthetically pleasing, simple and dynamic and project an academically strong image.

Navigation:

Navigation should allow visitors to find information within three clicks or two minutes from the home page.

CONTENT MANAGEMENT

The website must contain current and accurate information. It shall be updated on a continuous basis.

The Web Communications Manager is responsible for updating the web site. He/she will work with liaison members of the University to must ensure that the content is current, accurate, and consistent.

MONITORING OF THE UNIVERSITY'S WEBSITE

A website committee appointed by the President and reporting to the Assistant Vice President for Communications and Marketing (including liaison members, web communications manager, and staff from the Office of Communications and Marketing) meet once a quarter to discuss website matters.

