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Manhattanville College Web Content Policies and Guidelines

Introduction

The Manhattanville College marketing website is the most important tool in the ongoing marketing presence of the College and is critical to the overall mission of the institution. The purpose of this document is to establish guidelines and procedures for publishing content to the marketing website, which going forward in this document will be referred to as the website.

The following policies pertain to Manhattanville College faculty, staff, contract employees and students who have been assigned publishing, editor, and content provider rights to post content on behalf of their departments, organizations, and programs. It describes the procedures, workflow, guidelines, restrictions, and training associated with the College's web management and content publishing process.

The policies and guidelines incorporate key elements in the branding, messaging, positioning and visibility of the website, which is the primary channel in a multi-channel communication delivery strategy to enhance the College's brand recognition and ongoing dialog with its external audiences.

The goal of this document is to ensure that the College speaks to its external audiences with one voice, whether it's online advertising, publications, digital media, social media networking or mobile web applications. Manhattanville College must project a strong institutional image that reflects its mission, core values, and strengths.

This policy does not pertain to any course work uploaded to My Mville/Intranet/Portal via system management software for instructional purposes.

1. Website Content Overview

The website is designed for easy access to information about the College and its community. The approved design strategy was based on the Web Strategy Committee's recommendation to the Office of the President. Information is organized following global navigation structure.

2. Web Strategy Committee

The Web Strategy Committee (WSC) is made up of faculty, students, admissions and recruitment personnel, Office of Communications, and Institutional Advancement representatives. The WSC acts as the governing body of the College's website and is responsible for developing it as a marketing channel, meeting web requirements and standards.

In addition, it will evaluate and implement web-marketing related policies and procedures, and strategies for making the most effective use of the College's website and social media channels on usability, innovation, and user satisfaction.

Another critical function of the committee is to serve as a forum for researching and recommending site functionality and content enhancements.

The WSC reserves the right to approve any new web page designs or changes in design to existing templates, before inclusion in the content management system. Any new pages will have to be approved by WSC Co-Chairs or designee, upon which the appropriate template will be provided by designee.

To make a request, or to file a change of policy recommendation, please contact the Committee Co-Chairs by emailing wsc@mville.edu. The WSC will review the request and act upon resolving any issues reported depending on the nature of the request. If the committee is unable to resolve an issue within its forum, the request will be submitted to the Co-Chairs of the Academic Technology Committee and the Administration Technology Committee. If an agreement is still not reached then it will be presented to the President's Cabinet for resolution.

3. Content Management System (CMS)

The College's marketing website, including pages associated with academic and administrative departments, student and other organizations are considered official publications of the College. As such, web pages are to be maintained consistent with the College's communications standards for quality, academic mission, messaging, and branding. In addition, each page should comply with appropriate accessibility standards (ADA guidelines), copyright and privacy laws.

The College's CMS is the only approved web-based software tool for the administrator, publishers, editors, and content providers to use to maintain their pages. For more information on the College's CMS, or to get help, contact the help desk at x7230 to submit a request.

Website content administrator, publishers, editors, and content providers are defined as follows:

- **Administrator** – Ellucian Web Master(s) to provide specialized scripts, form construction, image and video technical support, special data modules, database integration, and other enhanced Web technologies. Priority will be given to critical updates as required by the Co-Chairs of WSC. Turnaround time for critical updates will be handled in a timely manner.
- **Publishers** – The Web Content Strategist, Web Content Manager, Creative Services Manager, and Managing Director of the Office of Communications reserve the rights and privileges to edit, post, and publish across all content areas from on- and off-site locations. Publishers must approve any changes to the College's homepage, and its design.
- **Editors** – Responsible for specific content areas and can assign content providers to these specified areas. They are responsible for reviewing all content under their program/department for accuracy, style, and compliance with College's Standards and Guidelines.
- **Content Providers** – Maintain and edit articles/information on their specific program/department.

3.1 Editors and Content Providers

Identified by the heads of each office, department, and program, editors and content providers receive necessary training and login information. This information should not be shared as it poses a security risk to the College. If/when there are personnel changes, it will be up to the heads of the office, department, or program to identify a new person to fill the role.

It is the responsibility of editors and content providers to enter, update, and maintain their content. They must use approved templates designed to comply with the College's guidelines for style, format, images, accessibility, and navigation. Editors and content providers must review and update their assigned pages on a regular basis as well as comply with copyright and privacy laws and policies.

Editors should review and approve any new or updated content for their assigned pages. This includes ensuring that any image used on a web page has the necessary owner permissions and credit or is available in the public domain and is not in violation of copyright law.

3.2. Ellucian Web Services

Responsible for managing all of the technical resources associated with the website. This includes software, servers, and hosting services as well as the site's technical design, programming, and maintenance. Web Services will implement navigational architecture as directed by the WSC consistent with the integrity of the Manhattanville website. Additionally, Ellucian web master(s) will provide support to editors and content providers to facilitate changes and updates not accessible to them through the submission of a ticket to the help desk.

3.3 Web Content Strategist

Responsible for coordinating the creation of web content for the Manhattanville website. Content management covers the following:

- Generating new content and maintaining existing content on the College's website, whether directly, or by way of ensuring other content owners and contributors are adequately maintaining their content.
- Develops, manages and maintains Meta data for content to strategically support search engine optimization and marketing campaigns.
- Coordinates with editors and content providers to the website to ensure consistency in style, tone, and quality.
- Monitors and updates special sections of website that cut across departments: Home page, Newsroom, etc. in consultation with the Web Content Manager.
- Priority will be given to Emergency Notifications, breaking news events, and important announcements.
- Maintains contact with editors and content providers to ensure content is current.

4. Review and Compliance

The publishers will be responsible for ensuring that published pages adhere to the standards and guidelines set forth in this document. It is the responsibility of the editors of each content area to review and approve the information being published. Published content deemed inappropriate or not in compliance with standards by the WSC will be unpublished.

4.1. Appeals Process

If a department or content author believes their website information or service request was unfairly rejected without proper cause, they may file a Content Dispute Claim with the WSC. This submission should be made in an email to wsc@mville.edu. It should include a detailed description of the disputed content and the argument for sustaining that content or service request. The committee will allot time during each meeting to address appeals.

Depending on the circumstances, the WSC may need to further study an issue before making its recommendation.

5. Site Categories and Hierarchy

While every effort has been made to come up with comprehensive categories, there may be pages that do not fit neatly into one of the below. The WSC will decide any discrepancy regarding a page's category. Examples of content for each level will be provided during training sessions.

5.1. Homepage

The primary audience of this page is prospective students, parents, alumni, and the media. The Office of Communications will monitor this content.

5.2. Landing Pages

These are individualized landing pages for select offices, areas, departments, and schools connected from each of the global navigation links. Their primary audiences are prospective students and donors. Each page contains an overview of the office, area, department, or school, and should be where their specific audiences are directed. Landing pages should only be created by, or with the explicit consent of, the Office of Communication.

5.3. Program Pages

These are pages for each academic program the College offers. Each program page should include a maximum 150-word summary, overview, requirements, and a list of faculty associated with the program.

5.4. Secondary Pages

These are subpages that link off landing pages, and contain more detailed content and information resources about student support services offices.

5.5. Profiles

Academic department selected faculty and student support services staff will have

profiles on the website. Each profile will contain biographical information about the individual and may include a headshot. Links to articles, publications, awards, and other relevant information may be available.

5.6. News & Events

- A. **News:** News articles and stories include, but are not limited to: a new or unique program, breakthrough research, a significant award or grant won by a member of the College community, a significant special event, an individual or College event that ties into a breaking news or a major regional, national or global story. The Office of Communications is primarily responsible for posting up to date news stories to the newsroom section of the website, other individual departments must seek prior approval from the web content manager before the posting of news stories.. Refer to [Manhattanville College Media Guidelines](#) for more information.
- B. **Events:** Events being hosted or sponsored by the College, individual schools, departments, and offices should be posted to the calendar on the website by the content provider responsible for the program/department sponsoring the events that engage students, parents, donors, and prospective students.

6. Website Standards and Guidelines

Manhattanville has established the following website guidelines that all content providers and editors are expected to follow. The purpose is to establish common characteristics across the College's website in addition to maintaining continuity throughout the website. Page templates have been developed for use in building web pages. The templates contain the approved color palette, fonts and sizes, brand identity, and layouts.

Using the CMS application, content providers and editors can use the template provided to edit pages by using the text formatting tools provided in the CMS. Within it, tools are available to import, edit, paste, or enter text directly into the template. Global site design is built into each template to meet branding standards.

6.1. Copy Guidelines

When referring to the College, always use the full name Manhattanville College. Do not abbreviate the College's name when referring to the College in a formal context. You can shorten the name to Manhattanville (or the College) on a second reference. Format for listing the College's address, website, and main phone number is:

Manhattanville College
2900 Purchase Street
Purchase, NY 10577
www.manhattanville.edu
914-694-2200

6.2. Images

Established and approved images of the College are available for use on web pages including Reid Castle and other general campus images by submitting a request to

communications@mville.edu.

Images for use on the website should be high-resolution containing 300 ppi of image data or have a minimum file size of 1MB at full size. Image color profiles must be RGB. Only JPG, PNG or GIF image files are accepted for uploading. Always include the alt tag attributes to ensure ADA site compliance

6.3. Graphics

Approved graphics are available by emailing communications@mville.edu. These graphics include Manhattanville logos and specialty logos such as the Manhattanville Valiants logo. Follow image file format requirements for all graphics as outlined in section 6.2.

6.4. Website Color Standards

The web site follows the College's branded color standards as established by the [Brand Identity Standards and Guidelines Manual](#). The colors used throughout the site are predefined in the templates and cannot be modified.

6.5. Fonts

These are predefined in the CMS along with sizes. Editors and content providers can make their choices based on the options provided in the templates.

6.6. Custom Web Forms, Scripts

If you require web forms, web-based payments, or special scripts, please submit a ticket to the Ellucian web master(s). Use of unauthorized scripts will not be permitted.

6.7. Satellite Websites

Pages related to the College, faculty, students, curriculum, and community must be approved by WSC, reside on Manhattanville servers, and comply with the College's branding standards.

6.8 Satellite Website Shutdown

As of August 24, 2015 WSC will begin to authorize IT services to start shutting down any unauthorized satellite websites. To prevent a satellite website from being taken down, a proposal must be sent to the WSC, wsc@mville.edu, detailing why the satellite website is needed and the cost associated with it for review.

6.9 Satellite Websites Grandfathered

The following satellite websites, which are hosted by a third party service provided, will be grandfathered in and allowed to remain up, www.GoValiants.com, www.mvillemfa.com, www.admitted.mville.edu, and www.reidcastleevents.com unless WSC receives an objection from the President and/or President Cabinet that the site should be taken down.

6.10 Satellite Website Requests

Going forward any new satellite websites must be reviewed by WSC for approval.

If approved, it must be registered with IT services and adhere to the College’s Brand Identity Standards & Guidelines.

7. Publishing Workflow

If you would like information changed, added, or updated and are not a content provider or editor, use the I.T. ticket system to make your request. The request will then get passed on to the appropriate person to make the change. If your request is time sensitive please include that information in the request and submit it as soon as possible.

The following flow chart shows the proper sequence for publishing Manhattanville content for content providers and editors.

Editing Existing Pages:	Creating New CMS Pages
1. Login to your account by going to www.mville.edu/user	1. Use the I.T. ticket system to request a new page be created.
2. Click on “My Workbench” at the top of the page.	2. Provide a name for the new page, the URL of the parent page it will link to, and due date.
3. Click on “All Recent Content,” and search for the page you want to edit.	3. Once the page is created, login to the CMS, click on “My Workbench.” The page will be unpublished until more content is added by the content provider or editor, and the publishers receive approval to publish the page.
4. Click “edit” in the right hand column.	4. Click on “All Recent Content,” and search for the unpublished page.
5. Make the edits to the page and click “Save.”	5. Add the information to the page and click “Save.” Then notify the publishers that the page is completed and can be published.

8. Interactive Content, Media and External Links

Editors and content providers can include videos from YouTube or Vimeo and photo galleries on their web pages. Acceptable file formats for publishing in the CMS include:

1. Images
 - a. .jpg
 - b. .png
 - c. .gif
2. Documents
 - a. .pdf (Preferred format)
 - b. .doc ,.docx
 - c. .ppt , .pptx
 - d. .xlx , .xlsx

9. Standardized Editorial Style

Manhattanville College adheres to Associated Press style. The following guidelines address some matters of editorial style frequently encountered in our publications. For

further questions refer to the College's [Brand Identity Standards & Guidelines](#).