

SOUTHEASTERN
LOUISIANA UNIVERSITY

Web Content and Style Guidelines

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Web Content and Style Guidelines

Introduction

In line with the goals outlined in this policy, these content and style guidelines have been developed to help insure that Southeastern's Web site is more effectively utilized in the recruitment and retention of students, that continuity and cohesiveness exists across the entire Web site, and that Southeastern's Web site promotes a positive image of the University. These guidelines outline some basic content requirements for academic and administrative unit Web pages, along with information on Web writing style, editorial style, and design style. The guide also identifies suggested content guidelines for student organization and faculty Web pages, along with University logo requirements for these pages.

Since the focus is on improving the Web site to make it a more effective tool for marketing and recruitment, Southeastern's primary audience for the Web site is future students (and their parents). With this thought, the new home page is geared towards future students, and additional audience-based pages are designed to address the needs of current students, faculty and staff, alumni, and other community visitors. Navigation is designed so that users can find needed information easily, and Web page templates provide for consistency and continuity in look and feel as well as navigation throughout the site. User audiences should never have to question whether they are still on Southeastern's Web site or if they have been directed elsewhere. In addition, the Web page templates insure that Southeastern's Web site meets Priority 1 ADA Web Accessibility Standards.

All University units should regularly review and update their Web pages, and any outdated information should be removed promptly.

Writing for the Web

Keeping Content Web-friendly

Studies show that Web audiences do not read text on a Web page word-for-word, but instead scan the page to find what they are looking for. Reading on a display monitor is quite a different experience than reading a paper or a book, and it is important to break up the page to allow the reader's eye an opportunity to rest. Long blocks of text should not be used on Web pages. Instead it is best to:

- Divide the text into logical pieces that will make the text easy to scan.
- Keep your most important facts to the top of the page.
- Use headings and sub-headings as appropriate.
- Keep the language short and to the point.
- Make sure grammar and spelling are correct.
- Keep the language easy to understand – do not use terminology that people outside of Southeastern's community might not understand.
- Keep the tone and style of writing less formal and more casual and intimate.
- Use links to supplement information, not replace it. Give a brief summary of needed information and provide a link for more detailed information on the subject.

Keeping Content Current

Not only should the content on a Web page be concise and easy to scan, the information must be current and correct. Nothing is more frustrating to a user than to find out that the information they are relying on is incorrect. It will affect the audience's perception on the reliability and credibility of Southeastern. This is why reviewing and updating content on the Web site must be completed *at least once each semester*.

News and Events and other Time-Sensitive Content

Time-sensitive content may need to be reviewed even more often. Units with News and Events boxes should review their Web pages on a daily or weekly basis to ensure that only the most current information is being displayed. Events that have already occurred should be removed from the Web page immediately after the event has taken place.

Highlight Boxes

Highlight boxes should be updated, at a minimum, once each semester. While academic and administrative units are encouraged to select a topic to highlight on their Web page, they should work with the Office of Public Information to obtain photos and assist with writing the text for the highlight box to ensure continuity of highlight boxes throughout the site.

Editorial Style

The following is a list of some of the more common questions asked when writing for university audiences. As always, have a good dictionary handy for spelling, hyphenation, and basic usage questions. For a more comprehensive guide, please refer to the *AP Stylebook*. (A copy of the *AP Stylebook* is available in the Reference Department of the Library.)

a/an – use of "a" or "an" should be determined by the beginning sound of the word following it rather than the spelling, for example, *an honor, a historical fact*.

abbreviations/acronyms – Always spell out the term on first reference and place the acronym in parentheses following the first reference. Acronyms should be in capital letters with no periods: *ID card, IT, OSCAR*. Never use the acronym SLU or SELU for Southeastern Louisiana University. However, *Southeastern* may be used as a shortened form of Southeastern Louisiana University.

academic and administrative titles – capitalize titles when used before the name, but lowercase after the name: *Professor John Smith; John Smith, professor of math*. Occupational titles are always lowercase

except in the case where the title includes a proper name: *lecturer, instructor, history professor, English professor.*

academic degrees – use an apostrophe when referring to a “bachelor’s degree” or “master’s degree.” Use “doctoral degree” or “doctorate.” Use the acronyms BA, BS, MA, or PhD (without periods) only when spelling out the name of the degrees is cumbersome.

adviser/advisor – use the “or” ending (rather than the “er” ending)

a.m./p.m. – do not capitalize time and include periods: *7:45 a.m.; 6:00 p.m.*

campus building names – refer to building names as listed in Southeastern’s General Catalogue. Names can be shortened on second reference, for instance Charles Emery Cate Teacher Education Center on second reference can be shortened to Cate Teacher Education Center, or Lucius McGehee Hall on second reference would be shortened to McGehee Hall. Buildings should never be referenced using the four-letter abbreviation system used by Class Schedules, for instance, R. Noval Garrett College of Business Building should never be referred to as CBUS. Also please note the following common mistakes that should be avoided:

- Music Annex and the Music Recital Hall are separate buildings from the Ralph R. Pottle Music Building, and should never be referred to as Pottle Annex or Pottle Recital Hall.
- D Vickers Hall does not include a period (“.”) after the D.
- North Campus Financial Aid Building should not be referred to as North Campus Building A; the same applies to North Campus Main Building – it should not be referred to as North Campus Building B.

capitalization – Words such as “department,” “office,” “college,” “committee,” or “university” should be capitalized when used with the name of the department, office, college, or committee. These words may be capitalized when used in place of the name, however when referring to a department, office, college, or committee in general, do not capitalize:

- *The College of Business consists of several departments, including the Department of Accounting, the Department of Management, the Department of General Business, and the Department of Marketing and Finance.*
- *Southeastern Louisiana University offers student support services as well as academic support services. Southeastern also offers students a variety of other opportunities, such as hands-on experience working at the University’s radio station or television station.*

catalog/catalogue – use the spelling “catalogue” when referring to Southeastern’s General Catalogue.

comma usage – use a comma before “and” and “or” in a series.

dates – dates should include a comma if the day is cited, otherwise do not use a comma: *July 11, 2005; July 2005.* Use four digits for the year, however it is permissible to use a two-digit abbreviation when referring to time that spans over two years: *throughout 2005; during the 2005-06 academic year.*

e-mail – use the lower case “e” with a hyphen (unless the word starts a sentence).

GPA – GPA is the acronym for grade point average, thus, should always be capitalized.

gender neutrality – avoid gender-specific pronouns by using plural pronouns. Instead of “*Each student must submit his application,*” use “*Students must submit their applications*” or “*Each student must submit an application.*” Also use gender-neutral alternatives such as *chairperson* instead of *chairman* or *police officer* instead of *policeman*.

grades – use capital letters and italics, with no quotation marks for letter grades. Plurals are made by adding “s,” except in the case of *A*, which an apostrophe is use to avoid confusion with the word “as”: *A’s, B’s, C’s, D’s.*

hyphens – refer to an up-to-date dictionary for correct hyphenation of words. Commonly used hyphenated words include: *part-time, full-time; on-campus, off-campus; three-hour course, work-study.*

i.e./e.g. – *i.e.* means “that is,” and should not be confused with *e.g.*, which means “for example.”

numbers – for easy scanning on the Web, it is permissible to use digits for numbers, except at the start of a sentence. Try to reword the sentence:

- Instead of: *923 beginning freshmen registered for classes in the fall 2004 semester.*
Reword the sentence to read: *In the fall 2004 semester, 923 beginning freshmen registered for classes.*

It is permissible to begin a sentence with a calendar year in numeric format:

- *2005-2006 enrollment numbers exceeded all expectations.*

online – one word, no hyphen.

SLU/SELU – never use the acronym SLU or SELU. Use *Southeastern* as the short form when referring to Southeastern Louisiana University. Always spell out Southeastern Louisiana University on first reference.

theater/theatre – use the “re” spelling when referring to *theatre* courses offered in the Department of Music and Dramatic Arts, or the Columbia *Theatre*

Web – capitalized except when a suffix is added: *webmaster, webcam.*

Web page – two words.

Web site – two words.

Southeastern's Content Management System

What is a Content Management System?

Managing a Web site as large as Southeastern's is quite a huge undertaking. In order to meet the guidelines of Southeastern's Web Site Policy in the most efficient manner possible, Southeastern has chosen to use a Web content management system. A Web content management system (CMS) is software that manages content on a Web site. Utilizing a CMS will allow the University's site to be updated more easily, give it a more consistent look and feel, and provide greater security to the site. The benefits of using a CMS include the following:

- Content information can be easily updated across the site. Content is shared, allowing files to be updated in one place instead of having to find the information on every page of the Web site in order to update it.
- Links and navigation are automatically updated when changes are made to the site. The CMS stores the relationship of pages in the database and automatically updates all pages on the site when a link is changed.
- Content contributors (Web publishers) do not need technical expertise in Web development in order to create or update Web pages. Content contributors login to the CMS, choose from a variety of templates, enter in text, images, etc., and the CMS creates the Web page. This means content contributors can spend more time on creating quality content and less time on trying to figure out how to publish it on the Web.
- Because the CMS creates the Web pages through the use of templates, all Web pages will not only meet Southeastern's graphic standards, but Web accessibility standards as well. The templates will insure that Southeastern's Web site will be consistent in look and feel throughout.
- Access to Southeastern's Web site through the CMS is based upon University identification numbers (W#), and users can only access content they have been given permission to access. The elimination of generic Web user accounts provides Southeastern's Web site with better security.
- Scheduling capabilities help insure that the content is always up-to-date. Time sensitive information can be assigned expire or release times when created to insure that out-dated information is removed immediately. For example, information on a special departmental scholarship program can be posted with an expiration date that coincides with the final date applications are accepted. The CMS will automatically remove the page and the link to the page from public view on that date, keeping the department's Web site content current and up-to-date.
- The CMS only publishes current Web pages to the Web server, which ensures that Search engines only have access to current pages and information. Old versions of Web pages are stored on a separate "development server" where content contributors can access, update, and re-publish if needed.

The CMS will help Southeastern create a more dynamic presence on the Web and will be a more effective marketing tool for recruiting and retaining students. All University colleges, departments, administrative and service units, research centers, institutes and programs and other official units of the University are required to be a part of the CMS. Exceptions to this include Athletics (which must be hosted on a separate site from the University in adherence to federal guidelines), University units with a significant community outreach mission as approved by the Provost, student organizations, faculty Web pages, and student Web pages.

Use of Templates and Graphic Elements

In adherence to Southeastern's Web policy, the following standards should be followed with regard to the use of templates, typography and images on Southeastern's Web site.

Templates

Templates have been designed to insure Southeastern's Web site meets Priority 1 ADA Web Accessibility Standards as well as provide a consistent look across Southeastern's Web site. All University colleges, departments, administrative and service units, research centers, institutes and programs and other official units of the University are required to use one of the designed template sets. University units may choose from a variety of available template styles.

Athletics, student organizations, faculty pages, and student pages will not be required to use official University templates. University units with a significant community outreach mission as approved by the Provost are also not required to use University templates; however, they are encouraged to take advantage of the CMS and to work

with the University Web Site Coordinator to develop templates specifically for their use. University templates may only be used by University units and organizations that are supported by the University. University affiliated organizations that are hosted by Southeastern may not use Southeastern's University templates.

Typography

The templates provide choices in typefaces, sizes, styles and colors that are consistent with the look and feel of the Web site and the template group. Graphical text must be avoided, as this presents problems with meeting Web accessibility standards. Units desiring to use graphical text should contact the University Web Site Coordinator for consultation.

Images

An image repository providing a variety photos has been developed for use by content contributors. Clip art should never be used, as this can create copyright issues. In addition, clip art is not consistent with the design of the new Southeastern Web. If a special photo is needed, arrangements for a photo shoot should be made with the Office of Public Information. If special graphics are needed, you may contact the University Web Site Coordinator for help.

URLs and Naming Conventions

As the World Wide Web has developed, certain standards and protocols have been established concerning URLs and the naming of Web page files. In line with these widely-accepted protocols, Southeastern's Web site will adhere to the following standards:

- All Web page file names must be in lowercase and will not contain any spaces.
- While the underscore (_) symbol may be used, other symbols such as dash (-), ampersand (&) or percent (%) must not be used.
- File names must be short and descriptive. Use an abbreviated version of the name and make sure it is understandable, for example: *Office of Admissions: admissions; Office of Financial Aid: fin_aid.*
- Sub-domains (for example, *www.math.selu.edu*) will not be used with pages that are part of Southeastern's CMS; however redirects can be created upon request (for example, *www.selu.edu/math* will redirect the page to *www.selu.edu/academics/math*).

Links

The following guidelines should be adhered to when creating links:

- Links should not be used to replace information. Instead, a brief summary of the information should be provided with a link. The link allows the user access to more details on the subject.
- Link names should be concise, informational, and easy to understand (for example use *Math Curriculum Sheet* instead of *Math Requirements* or *Get Your Math Degree*).
- Do not use "Click Here" for links included in text. For example, *See the Math Curriculum Sheet for a listing of course requirements for a degree in Math* instead of *Click here for a Math Curriculum Sheet.*
- Links should always open in the same browser window, in adherence to Web accessibility standards.
- Relative links should be used whenever linking to documents that are a part of your directory on Southeastern's Web site.
- Absolute links must always be used when linking to pages that are not a part of Southeastern's Web site (for example, an absolute link must be used when linking to Southeastern's Athletics Web pages: *http://www.lionsports.net*).
- Links to commercial organizations are prohibited unless there is a valid University business relationship with the entity. E.g. the Bookstore, Campus Dining, etc. As a public institution, Southeastern cannot appear to be endorsing a particular product or service. The Provost must first approve any link to a commercial organization before it can be placed on any official University Web page within the *www.selu.edu/* domain.

Metadata

Metadata is a set of terms used to classify and identify content. Metadata is the core of the CMS and is what the CMS uses in order to create workflow, to create dynamic Web pages, and to track content and its use in multiple locations within a Web site. An example of the metadata descriptors that would be attached to a math curriculum

page would include the title of the page, keywords associated with the content on the page, and the college and department owning the page. Metadata requirements will be attached to all Web content and must be completed in order to publish the Web page.

Content Requirements and Navigation

In order to insure consistency, completeness of information, and a positive end user experience, the content requirements and navigation structure outlined below are minimal requirements for University Web pages. While units may add additional links to pages providing information and services particular to their unit, they may not deviate from this basic content and navigation structure. Units that have changes in services, programs, or unit name should contact and work with the University Web Site Coordinator to update navigation labels across the Web site. As indicated below, the standard for navigation labels includes that all important words should be capitalized.

Please remember that content on top-level pages should be geared towards marketing your area to future students, and links from the unit's home page should provide information that future students, current students, faculty and staff, alumni, and other community visitors need to know about your unit.

Audience Pages

Future Students (Home page for www.selu.edu)

Content:

- Header Photo – Learning Up Close (*photo and copy that links to page with more details*)
- News & Events – *news headings that link to page with more details*
- What's New at Southeastern – *graphic buttons that link to page with more information about special programs or events taking place at Southeastern*
- Special Admission Buttons – *graphic button links to page with admissions applications and page to obtain an admissions information packet*

Main Navigation – *left navigation to be included on all pages*

- >Future Students
 - >Choose Southeastern
 - >Degrees and Special Programs
 - >Scholarships & Financial Aid
 - >For Beginning Freshmen
 - >For Graduate Students
 - >For Transfer Students
 - >Campus Life at Southeastern
 - >Visiting Southeastern
 - >For Parents
 - >For High School Counselors
- >Current Students
- >Faculty & Staff
- >Alumni & Donors
- >Community & Visitors

Other Navigation

- Top navigation bar – *topical navigation to be included on every page in Southeastern's Web site*
 - >About Southeastern
 - >Academics & Research
 - >Administration
 - >Library
 - >News & Media
 - >Athletics

- >Keyword Search box
- Bottom navigation bar – *included on every page in Southeastern's Web site*
- >Search & Directories
- >Contact Us
- >A to Z
- >Campus Map
- >Blackboard
- >Webmail
- >LEONet
- >Quicklinks

Choose Southeastern

Content:

- Header Photo – Future Students *Where You Want to Be!*
- Highlight box – Faculty or Student *(photo and copy that links to page with more details)*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:
 - Quality Programs
 - Outstanding Faculty
 - Support for Student Success
 - Career Opportunities
 - Scholarship Opportunities
 - Great Place to Live and Learn, Exciting Extra-Curricular Activities
 - Quick Facts

Degrees & Special Programs

Content:

- Header Photo – Future Students *Where You Want to Be!*
- Highlight box – Faculty or Student *(photo and copy that links to page with more details)*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:
 - Colleges and Departments
 - Degree Programs
 - Honors Programs
 - Study Abroad Programs
 - Student Research Programs
 - Special Admissions Programs
 - Summer Programs

Scholarships & Financial Aid

Content:

- Header Photo – Future Students *Where You Want to Be!*
- Highlight box – *optional*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:
 - Tuition and Fees / Total Costs to Attend
 - Scholarships
 - Applying for Financial Aid
 - Federal Aid Programs (Grants, Work-study, Loans)
 - Working on Campus (Employment Network)

For Beginning Freshman

Content:

- Header Photo – Future Students *Where You Want to Be!*
- Highlight box – *optional*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:

Criteria for Admission
Placement Testing
Applying for Admission
Freshman Orientation Programs
International Students
Meet Your Admissions Counselor
Admissions Events (recruiting events)

For Graduate Students

Content:

Header Photo – Future Students *Where You Want to Be!*
Highlight box – *optional*
-Brief (marketing) intro message
-Brief description with the following links to pages with more details:
Criteria for Admission
Applying for Admission
Programs of Graduate Study
Graduate School
International Students

For Transfer Students

Content:

Header Photo – Future Students *Where You Want to Be!*
Highlight box – *optional*
-Brief (marketing) intro message
-Brief description with the following links to pages with more details:
Criteria for Admission (Transfer Credit)
Applying for Admission
2 + 2 Programs
International Students

Campus Life at Southeastern, A Great Place to Live and Learn

Content:

Header Photo – Future Students *Where You Want to Be!*
Highlight box – *optional*
-Brief (marketing) intro message
-Brief description with the following links to pages with more details:
Living on Campus – Student Housing Information
Campus Dining
Campus Tours / Maps
Campus Safety
Finding a Place to Belong
Student Clubs and Organizations, Campus Activities Board (CAB), Student Government Association (SGA), Greek Life, The Lion's Roar, LeSouvenir, KSLU
Things to Do
Columbia Theatre, Fanfare, Clark Hall Art Gallery, Gumbo Ya-Ya, Strawberry Jubilee, Student Union Game Room, Athletics, Recreational Sports and Wellness
Things to Do in the Community
Around Hammond (link to Hammond.org), festivals, outdoor activities (Camping grounds, fishing areas, etc.), surrounding locations to visit (New Orleans, Baton Rouge, Gulf Shores)

Visiting Southeastern

Content:

Header Photo – Future Students *Where You Want to Be!*

- Highlight box – *optional*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:
 - Virtual Tour (needs to be developed)
 - Campus Visit
 - Request More Information

For Parents

Content:

- Header Photo – Future Students *Where You Want to Be!*
- Highlight box – *(photo and copy that links to page with more details)*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:
 - What Southeastern Offers
 - Degree Programs, High Quality, Low Cost, Academic and Special Programs, Textbook Rentals*
 - The Southeastern Advantage
 - Honors Program, Student Research Opportunities, Service Learning, Campus Life*
 - Paying for College
 - Scholarships and Financial Aid, Tuition and Fees / Total Costs to Attend
 - Campus Safety
 - What Parent's Should Know About Admissions and Registration
 - Contact Us

For High School Counselors

Content:

- Header Photo – Future Students *Where You Want to Be!*
- Brief (marketing) intro message
- Brief description with the following links to pages with more details:
 - Degrees & Special Programs
 - Admission Information (possibly info targeted to counselors)
 - Placement Testing Information
 - Financial Aid & Scholarship Information
 - Tuition & Fees Information
 - Honors Program
 - High School Cooperative Agreement
 - Southeastern Scholars
 - Special News and Events
 - Contact Us

Current Students (Audience)

Content:

- Header Photo – Current Students *Challenges. Solutions. Futures.*
- News & Events – *news headlines that link to page with more details*
- Brief description with the following links to pages with more details– *Resources for Current Students:*
 - Registration/Courses
 - LEO Net, Check Grades, Schedule of Classes, Exam Schedule, Graduation Information - Apply for Graduation, University General Catalogues, General Registration Information, Tuition & Fees Information, Student Records/Transcript Information, University Calendar*
 - Degree Programs & Special Programs
 - Colleges and Departments, Degree Programs, Honors Programs, Study Abroad Programs, Student Research Programs*
 - Academic Help & Support

Career & Academic Planning (CAP) Center, Educational Opportunity Center, Math Drop-In Tutoring Lab, Student Enhancement Services, Student Support Services, Veterans Upward Bound, Educational Opportunity Centers Writing Center, Department of English, Foreign Language Resource Center, Academic Service Learning

Sims Memorial Library

Accounts & Finances

Manage Your Accounts (Your LEO Net (Computer) Account, Check Your Account Balance, Make an On-line Payment, Change your Address & Telephone Number, Questions about Your Financial Account?, Lion's Lagniappe Account); Finance Your Education (Financial Aid Information & Applications, Scholarship Information & Applications, Tuition & Fees, Working on Campus)

Technology

Blackboard, Web Mail, LEO Net, Computer Labs for Students (Hours & Locations, Important Policies for Technology, Student Computer Help Desk, Student Productivity Services

Campus Life

Living on Campus – Student Housing, Greek Life, Campus Activities Board (CAB), Student Government Association (SGA), Project Safe Campus, University Police, The Arts and Entertainment (Columbia Theatre, Fanfare, Clark Hall Art Gallery, The Campus Activities Board, Student Union Game Room, Recreational Sports and Wellness), Campus Publications & Media (The Lion's Roar, LeSouvenir, KSLU, Southeastern Channel, Southeastern Magazine), Student Organizations

Student Services

Records & Registration, Admissions, Financial Aid, University Bookstore, Campus Dining, Textbook Rental, Disability Services, Document Source Copy Center, Campus ID Card Operations, Lion's Lagniappe Account Post Office, Student Development, Recreational Sports and Wellness, University Counseling Center, Health Services, Veterans Services, University Police, Voter Registration, War Memorial Student Union

Careers & Jobs

Career Services, Career Exploration, Career Fairs, Resume Writing Workshops, What Can I Do with this Major?, Working On and Off Campus

Important Policies and Procedures

Student Handbook, Student Housing Handbook, Student Worker Handbook, General Computing Policy, Email Policy, WWW Policy, Copyright Policy, Parking / Traffic Information

For Parents

Degree Programs, Academic and Special Programs, Honors Program, Student Research Opportunities, Scholarships and Financial Aid, Tuition and Fees, Registration, Campus Life, Technology, Service Learning, Campus Safety

Faculty and Staff (Audience)

Content:

Header Photo – Faculty & Staff *Where Minds Excel*

News & Events – *news headlines that link to page with more details*

- Brief description with the following links to pages with more details – *Resources for Faculty & Staff:*

- >Campus News and Events
- >University General Catalogues
- >Degree Programs & Special Programs
- >University Document Database
- >Office of the Provost
- >Academic Support Resources
- >Faculty Senate
- >Council of Department Heads
- >Technology

- >Sims Memorial Library
- >The Center for Faculty Excellence
- >Research at Southeastern
- >Policies and Manuals
- >Campus Offices & Services

Alumni and Donors (Audience)

Content:

- Header Photo – Alumni & Donors *Promising Futures*
- News & Events – *news headlines that link to page with more details*
- Highlight box – Alumni/Donor item *(photo and copy that links to page with more details)*
- Brief (marketing) intro message

Navigation:

- >Alumni Association
Join Today, Credit Card Image, Nelnet, Grad Med, Ring, Hire a Southeastern Grad, Membership Information, Staff, Events, Recognitions, Additional Resources (Links), Transcripts & Diploma Replacement
- >University Advancement
Annual Fund, Major Gift Campaigns, Planned Giving, Staff, Endowed Scholarships, Endowed Professorships, Endowed Chairs, Board of Directors

Community and Visitors (Audience)

Content:

- Header Photo – Community & Visitors *Education for Life*
- News & Events – *news headlines that link to page with more details*
- Highlight box – *optional*
- Message from the President

Navigation:

- >Columbia Theatre for the Performing Arts
- >Fanfare: A Celebration of Arts, Humanities and Sciences
- >Southeast Louisiana Business Center
- >Southeastern Channel
- >For Athletic Fans
- >Sims Memorial Library
- >For High School Counselors
- >Employment at Southeastern
- >University Center Calendar
- >For Parents
- >Continuing Education Opportunities
- >Facilities Rental
- >University Affiliated Organizations
- >Southeastern News and Events (media)
- >About the Hammond Community (Hammond.org)
- >Visiting Southeastern
Maps & Driving Directions, Parking Information & Visitor's Center, Virtual Tour, Campus Tours, Weather, Our Campus, Our Community (City of Hammond and Parish info)
- >Summer Programs

Topical Pages

About Southeastern (Topical)

Content:

Header Photo –

News & Events – *news headlines that link to page with more details*

Highlight box – *(photo and copy that links to page with more details)*

-Welcome message from the President

- Links:

Overview & History of Our Campus

History, Mission Statement & Core Values, Accreditation

General University Information

Organizational Chart, University Calendars, Quick Facts, Employment at Southeastern, Important Addresses & Phone Numbers

Attending Southeastern

Degree Programs, Admissions, Housing Information, Tuition and Fees / Total Cost to Attend, Financial Aid & Scholarships, Apply now

Visiting Southeastern

Maps & Driving Directions, Parking Information & Visitor's Center, Virtual Tour, Campus Tours, Weather, Our Campus, Our Community (City of Hammond and Parish info)

Academics & Research (Topical)

Content:

Header Photo –

News & Events – *news headlines that link to page with more details*

Highlight box – *optional*

-Brief (marketing) intro message

- Links:

University General Catalogue

Colleges & Departments

Academic Departments

Degree Programs & Special Programs

Honors Program

Study Abroad Program

Distance Education Courses

Research at Southeastern

Institutional Review Board

Academic Support Resources

Sims Memorial Library

Center for Faculty Excellence

Office of Institutional Research & Assessment

Administration (Topical)

Content:

Header Photo –

News & Events – *news headlines that link to page with more details*

Highlight box – *optional*

-Brief (marketing) intro message

- Links:

Office of the President

President's Message, Office of Internal Audit, Office of Public Information

Academic Affairs

Provost & Vice President for Academic Affairs, Colleges, Graduate School, Continuing Education, Enrollment Management, Center for Student Excellence, Office of Institutional Research & Assessment, Office of Technology, Center for Faculty Excellence, Economic and Business Development, Office of Sponsored Research & Programs, Honors Program, International Initiatives, Sims Memorial Library, Southeastern Channel, St. Tammany Center, Livingston Center

Administration and Finance

Vice President for Administration & Finance, Budget Office, Controller's Office, Facility Planning, Human Resources, Physical Plant & Services, Purchasing & Property Control, University Center, Safety & Hazardous Materials Management, Auxiliary Services

Student Affairs

Vice President for Student Affairs, University Police, Student Development, Career Services, Judicial Affairs, Student Publications, Disability Services, University Counseling Center

University Advancement

Alumni, Development Office, Development Foundation

Athletics

Faculty Senate

Council of Department Heads

Library (Topical)

Content:

Header Photo –

News & Events – *news headlines that link to page with more details*

Highlight box – *optional*

-Brief (marketing) intro message

-Links:

Books and More

Articles and More

Research and Help

Services

About the Library

Ask a Librarian

Renewing Materials

Search the Catalog

News and Media (Topical)

Content:

Header Photo –

News & Events – *news headlines that link to page with more details*

Highlight box – *optional*

-Brief (marketing) intro message

-Links:

KSLU Radio

By-Lion

The Lion's Roar

LeSouvenir

Campus Notices

Press Releases

The Southeastern Channel

Southeastern Magazine

Athletics (Topical)

Links to lionsports.net

Academic Unit Pages

College Pages

Content:

- Header Photo – *Students in College, preferably doing an academic activity particular to the college*
- Brief (marketing) intro message about the college (mission, strengths, awards, etc)
- News & Events (*highlight box, small photos with copy if possible*)
- Highlight Box (*photo and copy that links to page with more details*)
- Contact Information:
 - Dean*
 - Assistant Deans (if applicable)*
 - Office Location*
 - Office Hours*
 - Office Phone*
 - Fax*
 - Email*

Main Navigation – *left navigation to be included on all pages*

- >About the College
- >Academic Departments
- >Centers & Special Programs (if applicable)
- >Honors Programs
- >Student Research Opportunities
- >Scholarships (if applicable)
- >Internship/Service Learning Programs (*whatever is applicable*)
- >Student Organizations
- >*Any other items the College wishes to link to*
- >Audience Links

About the College

Content

- Photo – Dean, preferably with students
- Dean's Message

Sub-Navigation – *include in left navigation under About the College*

- >Mission & Strategic Plan
 - Content:* College mission statement and strategic plan
- >Accreditation (college level, if applicable)
 - Content:* Accreditation information with link to accrediting agency
- >College Committees/Councils
 - Content:* list of committees, councils & membership
- >Policy/Documents
 - Content:* list of links to important policies, handbooks, forms, other documents
- >Staff
 - Content:* list of staff members with contact info (photo, office location, phone, fax, email)
- >*Any other "internal" items the college wishes to add*

Academic Departments

Content

- Photos – *students & faculty (academic/teaching up close type activities)*
- Intro (marketing) paragraph about quality of degree programs offered by the college
- Listing of Academic Departments (link to department home page) with list of degree programs in department (linking to info particular to the program)
- Highlight box -- student/faculty/alumni in the college

Centers & Special Programs

Content

- Photos of Labs, Centers, etc (*with people in them doing related activities*)
- Intro (marketing) paragraph of special programs facilitated by the college
- List of centers/special programs with brief description of each and link to center/program Web page

Honors Programs

Content

- Photos— *honors students doing honors activities (presentations, lectures, etc)*
- Intro (marketing) paragraph about honors opportunities in college.
- Brief explanation of academic requirements to participate and how to apply – *Include link to Honors Program home page*
- Listing of Honors programs (link to curricula)
- Highlight box – highlight 1-2 honors students in the college, with photo

Student Research Opportunities

Content

- Photos – *students in college participating in research programs*
- Intro (marketing) paragraph of research opportunities offered in college
- Listing of research programs with brief listing of participation requirements, application info (link to application forms) and contact info for each (link to program page)
- Highlight box – highlight student currently participating in research program, with photo

Scholarships

Content

- Intro (marketing) paragraph about scholarship opportunities in college
- Listing of scholarship offerings with brief listing of criteria, application info (link to application form), and contact info (link to scholarship page if applicable)
- Highlight box -- highlight 1-2 students with scholarships in college, with photos

Internship/Service Learning Programs (*whatever is applicable*)

Content

- Photos – *students in college participating in internship/service learning programs*
- Intro (marketing) paragraph of internship/service learning opportunities offered in college
- Listing of internship programs with brief listing of participation requirements, application info (link to application forms) and contact info for each (link to program page)
- Listing of service learning programs with brief listing of participation requirements, application (link to form) and contact info (link to program page)
- Highlight box – highlight student currently participating in internship/service learning program, with photo

Student Organizations

Content

- Photos – *students involved in organization/club activities*
- Intro (marketing) paragraph about student organizations available in the college
- List of student organizations with link to the student organization Web pages

Academic Departments

Content:

- Header Photo – *Students in department, preferably doing an academic activity particular to the major*
- Brief marketing intro message about the department (highlight mission, strengths, awards, etc)
- News & Events (*highlight box, include small photos when possible*)

-Contact Information:

Department Head
Office Location
Office Hours
Office Phone
Fax
Email

Main Navigation – *left navigation to be included on all pages*

- >About the Department
- >Faculty
- >Undergraduate Degree Programs
- >Graduate Degree Programs
- >Centers & Special Programs (if applicable)
- >Honors Programs
- >Student Research Opportunities
- >Scholarships (if applicable)
- >Internship/Service Learning Programs
- >Student Organizations
- >Academic Advising
- >*Any other items the department wishes to link to*
- >Audience Links

About the Department

Content

Photo – *Department Head, preferably with students*
-Department Head Message

Sub-Navigation – *include in left navigation under About the Department*

- >Accreditation
Content: Accreditation information with link to accrediting agency
- >Department Committees/Councils
Content: list of committees, councils & membership
- >Policy/Documents
Content: list of links to important policies, handbooks, forms, other documents
- >Staff
Content: list of staff members with contact info (photo, office location, phone, fax, email)
- > *Any other "internal" items the department wishes to include*

Faculty

Content

-Listing of full-time Faculty in the department, which includes:
--Name
--Rank
--Office location
--Phone
--Email
--Link to faculty Web page
-Highlight box – *faculty member who recently received an award, or other special academic achievement*

Undergraduate Degree Programs

Content

Photo – *Students in department, preferably doing an academic activity particular to the major*

- Listing of degree programs offered linking to degree program information pages that include:
 - Brief overview of degree discipline, including strengths of the program
 - Concentrations
 - Curriculum Sheets (link to)
 - Course Descriptions (link to catalogue)
 - Distance Learning Opportunities (listing)
 - Career Possibilities, Preparation, Starting Salaries
 - Related Fields
 - Notable Alumni
- Highlight box – student/faculty making a difference in the department, with photo

Graduate Degree Programs *(if applicable)*

Content

- Photos— *Graduate students engaged in academic activities*
- Intro (marketing) paragraph about graduate program opportunities in department.
- Brief explanation of admission requirements – *Include link to Graduate School*
- Listing of Graduate Programs. Link to degree program page that includes:
 - Overview of Program Requirements
 - Concentrations
 - Internship/Thesis Requirements
 - Curriculum Sheets (link to)
 - Course Listings (link to catalogue)
 - Distance Learning Opportunities (as applicable)

Centers & Special Programs *(as applicable)*

Content

- Photos – *Labs, Centers, etc (with people in them doing related activities)*
- Intro (marketing) paragraph of special programs facilitated by the department
- List of centers/special programs with brief description of each and link to center/program page that includes:
 - Overview of Lab/Center/Program and its activities/opportunities offered to students
 - Campus Location
 - Hours of Operation
 - Type of equipment/services (if lab)
 - Contact Person, including that person's office location, office hours, phone, email

Honors Programs

Content

- Photos – *Honors students doing honors activities (presentations, lectures, etc)*
- Intro (marketing) paragraph about honors opportunities in department.
- Brief explanation of type of opportunities, academic requirements to participate and how to apply – *include link to Honors Program home page*
- Listing of Honors offerings in department (link to curriculum sheets)
- Highlight box – highlight an honors student in the department, with photo

Student Research Opportunities

Content

- Photos – *Students in college participating in research programs*
- Intro (marketing) paragraph of research opportunities offered in department
- Listing of research programs with brief listing of participation requirements, application info (link to application forms) and contact info for each. Link to program page that includes:
 - Overview of program
 - Participation Requirements
 - Application Requirements

- Application Forms, etc
- Contact information, including name of person directing program, office location, office hours, phone, email
- Highlight box – highlight student currently participating in research/internship/service learning program, with photo

Scholarships *(if applicable)*

Content

- Intro (marketing) paragraph about scholarship opportunities in department
- Listing of scholarship offerings with brief listing of criteria, application info (link to application form), and contact info (link to scholarship program page, if applicable)
- Highlight box -- highlight 1-2 students with scholarships in department, with photos

Internship/Service Learning Programs *(whatever is applicable)*

Content

- Photos – *Students in college participating in internship/service learning programs*
- Intro (marketing) paragraph of internship/service learning opportunities offered in department
- Listing of internship programs with brief listing of participation requirements, application info (link to application forms) and contact info for each. Link to program page that includes:
 - Overview of program
 - Participation Requirements
 - Application Requirements
 - Application Forms, etc
 - Contact information, including name of person directing program, office location, office hours, phone, email
- Listing of service learning programs with brief listing of participation requirements, application (link to form) and contact info. Link to program page that includes:
 - Overview of program
 - Participation Requirements
 - Application Requirements
 - Application Forms, etc
 - Contact information, including name of person directing program, office location, office hours, phone, email
- Highlight box – highlight student currently participating in internship/service learning program, with photo

Student Organizations

Content

- Photos – *Students involved in organization/club activities*
- Intro (marketing) paragraph of student organizations in the department
- List of student orgs with link to the student org Web pages that include the following suggested items:
 - Overview of organization, including mission
 - Participation requirements
 - Application requirements & costs (if applicable)
 - Meeting times
 - Org event calendar
 - List of officers with contact info

Academic Advising

Content

- Photo – *Student being advised*
- Advising requirements and any other information pertinent to advising in the department
(This page would be further developed as the Center for Student Excellence is implemented)

Administrative Unit pages

Administrative

Content:

- Header Photo – *Staff with students, doing an activity particular to the unit*
- Brief marketing intro message about the unit (highlight mission, strengths, awards, etc)
- News & Events (*highlight box, include small photos when possible*)
- Contact Information:
 - Unit Head/Director*
 - Office Location*
 - Office Hours*
 - Office Phone*
 - Fax*
 - Email*

Main Navigation

- >About (*name of unit*)
- >Staff
- >Services/Divisions
- >*Any other items the unit wishes to link to*
- >Audience Links

About (*name of unit*)

Content

- Photo – *Unit Head, preferably with students*
- Unit Head/Director Message

Sub-Navigation – *include in left navigation under About the Unit*

- >Accreditation/Affiliations
 - Content:* Accreditation information with link to accrediting agency
- >Department Committees/Councils
 - Content:* list of committees, councils & membership
- >Policy/Documents
 - Content:* list of links to important policies, handbooks, forms, other documents
- > *Any other "internal" items the unit wishes to include*

Staff

Content

- Listing of Staff in the unit which includes:
 - Photo of staff member (*optional*)
 - Name
 - Title
 - Division (if applicable)
 - Office location
 - Phone
 - Email
- Highlight box – staff member who recently received an award, or other special academic achievement (optional)

Programs/Services Provided by the Unit and/or Sub-units

Content

- Photo – *Activities related to unit in area of content (optional)*
- Information about the programs/services

Please note that information on top-level pages should be geared to the appropriate audience, for instance of the unit provides services that are related to audiences such as alumni, other community members external to Southeastern, or faculty (for example Alumni Services or the Center for Faculty Excellence), the page content should be geared to meeting the needs of that audience.

Other Extranet Pages

Other pages that will be allowed space on Southeastern's Web site within the www.selu.edu domain (but will not be a part of the CMS) include student organizations, faculty, and units with a significant community outreach mission as approved by the Provost. As a part of the Southeastern Web site, the owners of these pages must adhere to the standards outlined in this policy -- the appearance and content on these pages must be professional in character and should promote the mission of the University. The maintenance of these pages is the sole responsibility of the owner.

Student Organization Web Pages

Student organizations will be free to design their own Web sites subject to the approval of the Vice President of Student Affairs. Student organization Web pages will not be included in Southeastern's CMS. However, Southeastern will provide an index page on its Web site linking to student organization Web sites. Student organizations may, in lieu of creating their own Web pages, link to their national organization's Web site. Student organizations may apply for space on Southeastern's Web site by completing the Web Service Request Form located at:

<https://www.selu.edu/webservicerequest.php>.

Student organization Web pages must be in compliance with the policies and guidelines set forth in this document as well as other applicable University policies and guidelines, including the Responsible Computing at Southeastern Louisiana University Policy and Southeastern's Copyright Policy. Student organization Web pages that are a part of Southeastern's extranet must include Southeastern's full name on the home page. Student organization Web pages may also include Southeastern's logo, but use of the logo is not required. The Southeastern name and logo must adhere to the standards set forth in the University's Graphic Standards Manual published by the Office of Public Information.

Student organizations are asked to keep their Web pages current and should update at least once each semester. Student organizations are also required to provide Southeastern's Office of Student Organizations with current information about their organization each semester in order to be included on Southeastern's index page of student organizations. While it is not required, it is suggested that student organizations provide the following basic information about their organizations on their Web pages, when applicable:

- Mission statement
- History of the organization
- Requirements for joining the organization
- Benefits of membership
- Officers, with contact information
- Meeting time and place
- Events calendar

However, student organization pages that are a part of the www.selu.edu Web site must include the following disclaimer:

The views and opinions expressed on this page are solely those of the page author and comments on these pages should be directed to the page author.

Student organization pages must also provide the following:

- Link back to the Student Organizations index page
- Web page author contact information, including e-mail link
- Page last updated information

Faculty Web Pages

The purpose of Faculty Web pages is to advance the academic and research mission of the University and with this purpose in mind, Southeastern's faculty may publish Web pages on Southeastern's Web site. Faculty members may apply for space on the University's site by completing the Web Service Request Form located at: <https://www.selu.edu/webservicerequest.php>. Only faculty Web pages residing on Southeastern's extranet will be linked to from the department's Web pages; such Web pages are considered to be a part of the department's Web site.

Faculty may choose to use their Web pages to provide pertinent information to their students; however, faculty are encouraged to use Southeastern's Blackboard to provide course syllabi and class assignments. Faculty should remember that faculty Web pages are viewed publicly and should be professional in appearance and represent a positive image of Southeastern. Page content should be essential to and support the teaching, research, and community outreach missions of the University.

Content on faculty Web pages may include items such as personal information, information on research and/or studies being conducted, and other areas of special interests related to the faculty member's academic and other University activities. While faculty members may list books, research, and/or other items they have written/developed, faculty members should be aware that faculty Web pages on the Southeastern Web site (www.selu.edu) must adhere to the same restrictions on commercial endorsement required for all .edu domains, and cannot endorse, or appear to endorse, any products or services. *Links to commercial organizations to buy items (including books authored by the faculty member) are strictly prohibited on University Web pages.*

Faculty Web pages must be in compliance with the policies and guidelines set forth in this document as well as other applicable University policies and guidelines, including the Responsible Computing at Southeastern Louisiana University Policy and Southeastern's Copyright Policy. Faculty are required to include Southeastern's full name on the home page. Faculty Web pages may also include Southeastern's logo, but use of the logo is not required. The Southeastern name and logo must adhere to the standards set forth in the University's Graphic Standards Manual published by the Office of Public Information.

Faculty Web pages that are a part of the University's extranet must include the following disclaimer:

The views and opinions expressed on this page are solely those of the page author and comments on these pages should be directed to the page author.

Faculty Web pages must also provide the following:

- Link back to the department's Web page
- Web page author contact information, including e-mail link
- Page last updated information

Units with a Significant Community Outreach Mission

University units with a significant community outreach mission, upon approval of the Provost, may publish Web pages on Southeastern's Web site outside of the CMS. To obtain Web space after the Provost has approved the request, the unit should complete the Web Service Request Form located at: <https://www.selu.edu/webservicerequest.php>.

Web pages published by University units with a significant community outreach mission must adhere to the principles and guidelines contained in this document as well as any other relevant policies, including the Responsible Computing at Southeastern Louisiana University policy and Southeastern's Copyright policy. Southeastern's full name must be included on the home page. Southeastern's logo may also be included, but it is

not required. The Southeastern name and logo must adhere to the standards set forth in the University's Graphic Standards Manual published by the Office of Public Information.

University units with a significant community outreach mission must include the following information on their Web pages:

- Mission statement
- Director and staff information
- Contact information, including phone, physical address, and e-mail address
- Program/Services information
- A link back to Southeastern's home page

Intranet Web Pages

Student Web Pages

Students may have Web pages on Southeastern's intranet as a part of a course assignment or as part of a requirement for the completion of their degree programs, e.g., a comprehensive student portfolio. Student Web pages will not be included in Southeastern's CMS and will not be linked to from Southeastern's official Web site.

Faculty should provide students with directions on how to access space on Southeastern's intranet as a part of the course assignment. Faculty are encouraged to use the public_html folder provided on NetStorage as a method for publishing student Web pages. However, faculty wishing to utilize the VMS system may request access to publish on the VMS from the Office of Computing Services. All student Web pages published via the public_html folder in NetStorage and the VMS will be removed from the Web server at the end of each semester. Students may also publish web pages to Blackboard if the faculty member has made a Blackboard space available. These files are also removed at the end of a semester. Faculty should encourage students wishing to keep their Web pages beyond the course assignment to copy and save their Web page files elsewhere. Please note that any files, including html files, stored in student document folders on NetStorage are password protected and will be available as long as the student is actively enrolled at Southeastern.

Student Web pages must be in compliance with the policies and guidelines set forth in this document as well as other applicable University policies and guidelines, including the Responsible Computing at Southeastern Louisiana University Policy and Southeastern's Copyright Policy. Students are not required to use Southeastern's logo or name on their Web pages. However, students choosing to use Southeastern's logo or name must adhere to the standards set forth in the University's Graphic Standards Manual published by the Office of Public Information.

Sites Virtually Hosted by Southeastern

All sites virtually hosted by Southeastern are free to design their own Web pages, and will not be included on Southeastern's CMS. Only University affiliated non-profit organizations may apply to the Provost for permission to be virtually hosted by Southeastern. Virtually hosted Web sites must also obtain permission from the University in order to include Southeastern's logo or name on the Web site.

SOUTHEASTERN

LOUISIANA UNIVERSITY

Appendix

Definitions

The following is a list of definitions for terms referenced within this policy.

absolute links

Absolute links provide the complete URL location of a document, including the protocol to use to get the document, the server to get it from, the directory it is located in, and the name of the document itself (for example, *http://www.selu.edu/academics/math/curriculum.htm*). Absolute links should always be used when linking to Web pages that are not a part of Southeastern's Web site.

content

Within the context of a Web page, content can be text, images, documents (such as .pdf files), code (programming such as .asp, or .php) and audio, video, or flash files.

content approver

The content approver, generally the unit head, approves new and revised content. Once content has been approved, it is deployed (published) to the Web server.

content contributor

The content contributor, appointed by the unit head, is essentially the Web publisher for the unit. The content contributor is responsible for creating and updating content on the unit's Web pages.

content management system (CMS)

A content management system is software designed to manage Web content on a Web site.

deployment

Deployment is the process within a content management system where a completed, approved Web page is uploaded to the Web server and becomes available for viewing on the Internet. This is an automatic process once the Web page has been approved by the content approver.

extranet

Southeastern's extranet consists of web files that are for general public and campus consumption and are visible to anyone on the Internet. These pages must be visually appealing and promote a positive image of Southeastern.

intranet

Southeastern's intranet consists of web files that generally pertain to the operation of Southeastern and have restricted access. Generally these pages require a login and password in order to access the files. Southeastern's intranet includes, for instance, PeopleSoft, Blackboard, NetStorage, and the VMS system. Even though these pages have restricted access, they still should present a professional and positive image of the University to the people who use them.

navigation

Navigation refers to the way content is organized and presented on a Web site. The primary goal of Web page navigation is to provide clear direction to the content a user is seeking. Southeastern's Web site provides for four sets of navigation: topical navigation, where information is categorized into broad topics such as academics, administration, etc.; audience navigation, where information is categorized so that specific audiences can find

information that applies to them quickly and easily; tools navigation, which provides easy access to primary Web site tools, such as Search, Web Mail, Blackboard, ect.; and breadcrumb navigation, which displays the path taken to reach the Web page the user is currently viewing.

relative links

Relative links are used when linking to documents that are in the same directory. Relative links do not include the entire URL of the document that is being linked. For example, the relative link to a document located at *http://www.selu.edu/academics/math/mypage.html* would be */math/mypage.htm*.

template

Web page templates consist of pre-defined formats for text, graphics, and Web page layout. Southeastern's Web page templates not only provide for continuity and consistency on Southeastern's Web site, but are also designed to meet accepted Web standards and protocols, including Priority 1 ADA Web Accessibility standards.

top-level pages

Top-level pages include Southeastern's home page and the pages that directly link from the home page. Top-level pages also refer to the home page for each unit and the pages that directly link from the unit's home page.

Virtual Memory System (VMS)

VMS is the operating system for Southeastern's Legacy VAX mainframe. It continues to support online systems that have yet to be converted to Peoplesoft.

Web server

A Web server is a computer that manages and shares Web based applications and files, accessible anytime from any computer connected to the Internet.

Web site

Southeastern's Web site includes its extranet, those files that can be accessed by anyone and are for general public consumption, and its intranet, those files that are restricted and generally require a login and password in order to access them.

workflow

Workflow is the process within the content management system that allows for the tracking of work that is needed to create and maintain Web pages on the Web site. Content contributors are notified when they need to complete a task, and once the task is completed, the content approver is notified that the content is ready for approval and deployment.