



Marketing and Communications || Missouri University of Science and Technology

Missouri S&T Web Standards

Missouri S&T strives to build and support the university's online identity. Toward this goal, members of the Web Support Advisory Team collaborate with stakeholders on campus to make determinations on electronic and digital initiatives that are logical, beneficial and progressive. This document provides guidance and policies for the campus community to ensure consistency in the university's online and digital communications. Due to the nature of online and digital communications, this document will be updated as needed to reflect significant technological advances and their impact on the university.

Missouri S&T Web Standards

Web content authors at Missouri University of Science and Technology are responsible for the content of the pages they publish and are expected to follow the highest standards of quality and responsibility.

These standards exist to facilitate professionalism, consistency, usability and standardized branding across Missouri S&T's official websites.

Purpose of Web Standards

1. **Identity:** University branding allows visitors to immediately recognize a website/page affiliation with Missouri S&T
2. **Usability:** Sites must be as usable as possible for the widest audience. They should be easy to use and navigate, easy to understand, and quick to load.
3. **Consistency:** Web standards promote consistency. Consistency simplifies navigation of Missouri S&T's web pages. Missouri S&T is committed to maintaining a high level of consistency across web pages and websites in all areas of the university's web environment. The web environment includes mobile, tablet and other emerging vehicles for presenting and communicating online.
4. **Accuracy:** The content of web pages must be accurate and up-to-date

Scope

Any website, page or document hosted on Missouri S&T web servers that represents Missouri S&T and/or its academic and non-academic units, programs or departments is expected to comply with university web standards. In addition, all members of the Missouri S&T community – students, faculty and staff – are expected to follow the university's acceptable use policy regarding computer usage (see

http://www.umsystem.edu/ums/rules/collected_rules/facilities/ch110/110.005_acceptable_use_policy.)

Definitions

Official Website/Page – Any website or page of an academic or non-academic department or organization that is a recognized entity within the university organizational chart and/or is funded solely by general revenue or is identified as an official entity by the Office of Sponsored Programs. These sites/pages primarily serve audiences which are external to the institution but may also include internal audiences. These sites must meet specific branding/marketing requirements as defined by this document (see the Required Elements section below and <http://standards.mst.edu>).

Content Management System – A computer application used to manage work flow needed to collaboratively create, edit, review, index, search, publish and archive various kinds of digital media and electronic text.

Documentum – Missouri S&T's content management system. Documentum is to be used for official websites/pages which contain primarily static information and service offerings (see Official Website/Page definition above and the Required Elements section below).

Google Apps – For collaborative, dynamic and interactive purposes, the use of Google Apps -- specifically, Sites, Calendar, and Groups -- may be additional web tools. Using

Google Apps in such a manner that is an “internal to campus” tool between unit/team members and/or shared between other campus units/teams is an acceptable use as a multi-part solution to meet web informational and web accessible collaboration needs. Google Apps is not intended for official websites. All official websites are to be built and housed in Missouri S&T’s content management system (see Official Website/Page and Documentum sections above).

Web Address/URL (Uniform Resource Locator) – Official URLs follow this naming convention: **name.mst.edu**. Additional requests for specific URLs (sub-branding) for non- official entities will be considered and given on a case-by-case basis. Such requests should be submitted to the Electronic Marketing Communications Office (web@mst.edu). Most department groups will be provided with a sub-directory of their official site and provided with the URL **departmentname.mst.edu/groupname**. Official URLs will not be created for or pointed at Google Sites or Google Calendars.

Movable Type – The university’s blog environment used to host publicly accessible personal or group journals, typically updated periodically. Blogs can contain commentary, description of events or other material such as graphics or video. Entries are commonly presented in reverse chronological order.

Universal Site Template(s) – The standard, pre-built templates for all official pages that includes the Missouri S&T header, universal and global navigation, and official university footer.

Content Repository – A location in the content management system where pages of specific content can be created by a single owner but shared across many sites.

Content Author – The representative(s) in each department, organization or entity responsible for creating, adding, maintaining and updating website content.

Official version

1. This online version is the official version of the Missouri S&T Web Standards and Policy. Please refer to this online version as it will be current at all times.
2. University standards supersede any unit’s internal standards.

Required Elements (all official sites/pages already include these required elements as they are within the provided template)

1. University Logo – (following Missouri S&T graphic standards), linked to the Missouri S&T gateway (high contrast with background.) Available at <http://marketing.mst.edu>
2. Standard Footer (supplied with the universal site template.)
3. Title tag (supplied with the site build within Documentum.)
4. Keywords (a word used by a search engine during its search for relevant web pages.) Adding keywords (meta data) to your pages helps search engines find your information. Although the exact science behind the algorithms used by search engines to rank web pages is closely guarded, current best practice suggests that using specific keywords that match both the text content on the

page and the page title will result in a higher page rank and more visibility for your website.

5. Search – Documentum sites have the Missouri S&T Google search feature embedded in all templates.
6. Logical URL – university domain names utilizing the .edu (URLs) are granted to an official Missouri S&T site by Electronic Marketing Communications. (All “official” sites are housed in Documentum and will be the only sites utilizing the distinct name.mst.edu address.) New sites created in the web volume environment should use a logical directory name, i.e. www.mst.edu/name. Requests for web volume URLs should be submitted via the [help system](#).
7. Contact information using generic office or department email, not personal email.

New websites not created in the campus content management system will be required to comply with the above elements.

Sub-branding identities with approval from the Electronic Marketing Communications office.

Policy

Accessibility

Missouri S&T strives to adhere to Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. Compliance with these acts will ensure that all Missouri S&T web pages will be accessible by users with disabilities.

Syndicated content

Do not copy and paste content posted, owned and maintained by the university or on any of the official divisions, departments or organizations into your own pages. Make a link from your page to the page where this content resides. You can also check for the availability of reusable content in the “content repository” directory in Documentum. It is acceptable and encouraged to pull relevant reusable content into your page from the reusable content repository.

Commercial links

University pages may not link to nor advertise any commercial entities that advertise/sell products or services and may not accept sponsorship from commercial entities in exchange for advertising and/or links to commercial sites.

Credits

Credits related to the creation of or maintenance of a site (“created by, powered by, built by) are prohibited. Specific exceptions may be allowed if the commercial link supports the university’s mission or provides an essential service to Missouri University of Science and Technology.

Content

Designated Content Authors for each official website are responsible for the content of their pages. Content must be up to date and follow all University policies, codes, and federal, state and local laws. Departments that do not have a designated Content Author will be asked to provide a single person of responsibility – so that every department has someone who will receive important information regarding their website or web system.

Copyright

Follow all applicable copyright laws (<http://www.copyright.gov>).

Copyright protects expression. All original expression is eligible for copyright protection as soon as it is fixed in a tangible form. Virtually everything you can upload or download on the web is protected by

copyright. List of items not eligible for copyright include: ideas, facts, titles, names, short phrases and blank forms.

Most media items (text, graphics, sound, photos, movies) are simple to download and copy into your site, however, **you must have permission from the copyright holder to use them on your own pages.** Under the Digital Millennium Copyright Act (<http://www.umssystem.edu/ums/departments/is/ip/dmca/>), the university is obligated to take appropriate action if it receives a complaint that a copyrighted material is being published over our network without permission of the copyright holder. By default, templates in the Documentum content management environment include a link to the DMCA.

Compliance

Compliance with web standards/guidelines helps to ensure a unified web presence and strong brand identity for the university. A strong and consistent brand identity and visual recognition are integral to the university's recruitment, retention, fundraising, marketing and overall visibility efforts. Consequently, compliance with web standards/guidelines is critical to the success of the university.

Websites not in compliance with the standards/guidelines contained in this document will be notified by IT Web Support and provided with a list of modifications to ensure compliance. The content author/authors for the site in question will have 10 business days to implement the modifications and/or request assistance with the modifications. If the modifications are not completed within this time period, action may be taken to remove any portion, and/or all, of the site in question.

Questions/concerns regarding compliance should be directed to IT Web Support at websupport@mst.edu. If complications arise which cannot be resolved to everyone's mutual satisfaction, issues may be escalated to the Web Advisory Group (websupport@mst.edu) for review and arbitration.