Academic Website Workflow

1. College Dean
   a. Identifies priorities for academic program website improvements
      i. Stand alone minors, centers, outreach programs, Extended Campus will not be addressed
   b. Identifies primary Project Contact
      i. Department head/program director

2. Staff Contact (Don Hendricks, Andrea Mostyn, Nicki Donnelson)
   a. Supplies to Project Contact website survey/program outline and link to recommendations
      i. Requests answers to the best of their ability and returned in 2 weeks
      ii. Notes answers required at meeting
      iii. Requests chair/director of each program attend meeting
      iv. GA begins content inventory
      v. Provides to Chuck Busby team contact information and target deadline
   b. Sets initial meeting with academic website team 3 weeks from survey delivery
      i. Project Contact, web & new media (Sara Clark, Brad Mitchell), university communications (Jessica Clements, Stephanie Lael), publications (Stacey Funderburk, Veronica Adinegara, Abby Isackson, Karen Culp), admissions/grad college, Provost liaison
   c. Supplies completed survey and content inventory electronically to internal team
      i. GA makes copies for others members of web team for meeting

3. Academic website team with Project Contact
   a. Defines goals
      i. To develop content and website for each academic program
      ii. To involve Project Contact through process
      iii. To turn over website to Project Contact upon launch
   b. Identifies 3-5 unique benefits of each program
   c. Overview of academic website recommendations
   d. Identifies missing content
   e. Determines use of spotlight
   f. Determines navigation
   g. Determines website functions
   h. Set tour date of facilities/resources for GA, designer

4. GA
   a. Creates content outline
      i. Submits to Web & New Media Contact and Staff Contact for initial review
   b. Writes/edits program content
      i. Active voice (second person), addresses student benefits
      1. Most important content at top
      2. Use bullets
      3. Utilize search terms applicable to program
         a. Ensure landing pages include headlines using these terms
      4. Make content scanable
      5. Ensure links are active words/phrases
      ii. Identifies web addresses and places URLs within content
      iii. Utilizes content checklist
      iv. Utilizes Publications Editorial Guidelines
      v. Utilizes Web Style Guidelines
         1. Chapter 9 Editorial Style
   c. Writes spotlight stories
      i. Utilizes Publications Editorial Guidelines
      ii. References spotlight instructions
   d. Coordinates with graphic designer to order photo shoots
   e. Provides content to Staff Contact for initial review
f. Meets with graphic designer to review content

5. Graphic Designer
   a. Creates initial design plan (Form)
      i. Overall design that applies to all pages
         1. Unit masthead
         2. Backgrounds
         3. Fonts
         4. Navigation bar
         5. Future students widget
         6. Spotlights treatment
         7. Blog masthead
      ii. Department homepage
          1. Future students Undergrad/Grad widget
          2. Program description/unique traits
          3. Events
          4. News (Icon/Avatar)
      iii. Academic program page(s)
          1. Why program X at Missouri State?
          2. Program text
          3. Spotlight/other visuals
      iv. Related information pages
   b. Mocks up general design
      i. Show chosen photos
      ii. Utilize college/department/program texture/background
      iii. Posts design PDFs and checklist on Transfer, notify Web & New Media
           Contact, Staff Contact and GA for review
           1. PDF of 2-3 pages for client design review

6. Staff Contact
   a. Sets meeting with academic website team and Project Contact
   b. Reviews design plan/general design
   c. Identifies any missing elements/additional needs
   d. Formulates feedback to designer

7. Graphic Designer
   a. Completes design based on site team feedback
   b. Submits electronically to site team with Final Proof Form

8. Project Contact
   a. Reviews electronic proof
   b. Signs Final Proof Form to initiate web coding

9. Graphic Designer
   a. Provides files to web & new media for coding

10. Web & new media
    a. Applies coding
    b. Submits to GA for initial review

11. GA
    a. Proofs academic website before Project Contact review
    b. Works with web & new media to address edits

12. Web & new media
    a. Addresses edits
    b. Submits to Project Contact for final review

13. Project Contact
    a. Reviews electronic proof
    b. Provides approval for launch

14. Graphic Designer
    a. Archives files from Transfer after coding complete

Updated 7/16/10