

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