

Web Content Providers How To Guide

- **Welcome**
 - **Who makes up the Web Development Team (WDT)?**
 - John Tyler and Linda Motter – Web Developers
 - Liz Murphy – Web Writer
 - Rebecca Gale-Gonzalez- Content Manager
 - WDT Advisors - area web content leads
 - Content Providers – all of you
- Priorities:
- Maintain the overall integrity of navigation through the site
 - Maintain general content on the site
 - Develop content and enhance existing offerings
- www.mcc.edu

Mott Community College's web site is the face of MCC to the world and the one source for the most current, up-to-date information concerning MCC. That enormous task is handled by a team of people made up of the web development team, web advisors and content providers.
 - How does www.mcc.edu work?
 - Home page – main access into the mcc site
 - Key Paths – general category way finders – prospective students, current students, faculty and staff, alumni and foundation

 - Departments and Divisions index pages – beginning point, with some text and useful interior links

 - External MCC sites
 - Ed systems, OE/OE, Distance Learning, Livingston M-TEC
 - Part of the MCC site but have a different color pallet and somewhat different “feel”

 - Links to Related Functions
 - WebAdvisor, MCC Answer, Programs and Courses
 - Accessed through MCC but WDT does not control content
 - **Who are Web Content Providers?**

Over 130 MCC employees have page responsibilities for the 1000's of individual web page on the MCC site. Usually, content providers are the main contact person in a department or division.

Responsibilities http://www.mcc.edu/pdf/Content_flow.pdf

Respond to emails for review of web pages in a timely manner

Review department section and ask for section update
Let the WDT Team know when a reassignment occurs
Keep the Departmental or divisional Directory up-to-date
Provide new information of interest to students/faculty/staff/alumni
and community at large

- **How do Content Providers know what pages are their responsibility?**
From the Faculty/Staff::Informational tab:: Web Development Resources::
WDT Content Status Tracking

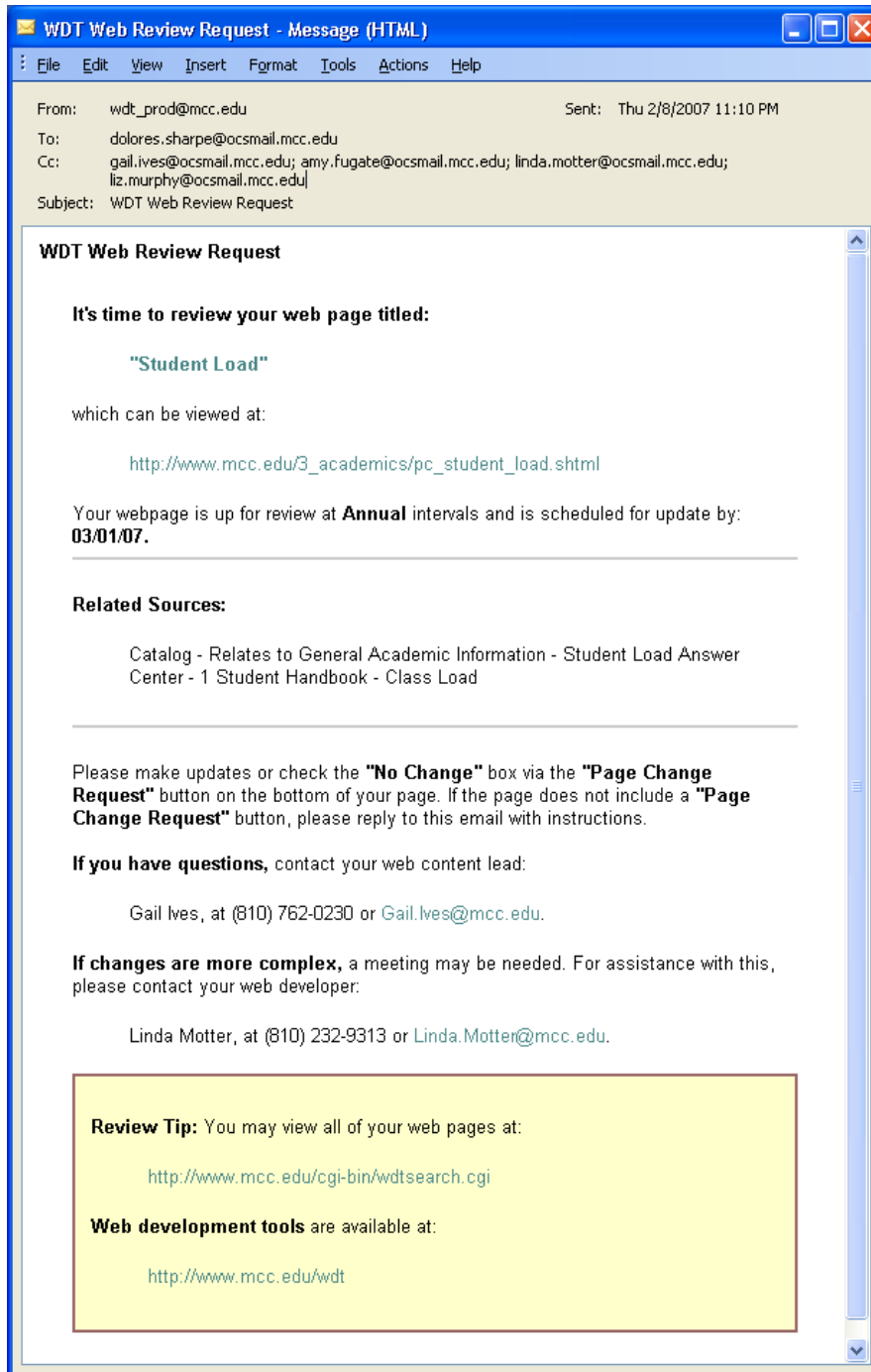
From the drop-down menus use the Content Provider list, select your name and SEARCH. You will see a listing of all of the web pages for which you are the responsible person.

Page titles can be used as links to view the page; the update date sets the timing for reminder emails for review and update. Review type sets the time period for review, from monthly, quarterly, annually to specific dates. All of these dates are variable. If you are getting reminders at an inappropriate point in the year let us know and that can be changed.

<http://www.mcc.edu/cgi-bin/wdtsearch.cgi>

- **Timing for Web Review emails**
Time for Review – this is the first reminder email. This is sent 21 days

before the page is set to expire. The email is sent to the Content Provider, the Web Developer, the Content Lead and the Department Head



Urgent Notice – if no response is received by one week prior to expiration, the email is resent to all of the above people and has the added Urgent Notice heading in red.

WDT Web Review Request - Urgent - Message (HTML)

File Edit View Insert Format Tools Actions Help

From: wdt_prod@mcc.edu Sent: Thu 2/8/2007 11:10 PM
To: suzanne.lossing@ocsmail.mcc.edu
Cc: rebecca.gale@ocsmail.mcc.edu; delores.deen@ocsmail.mcc.edu; webmaster@ocsmail.mcc.edu;
liz.murphy@ocsmail.mcc.edu
Subject: WDT Web Review Request - Urgent

WDT Web Review Request

Urgent Notice!

It's time to review your web page titled:

"Environmental Club - Earth Day Gallery"

which can be viewed at:

http://www.mcc.edu/clubs/env/earthday/ed_gallery.php

Your webpage is up for review at **Annual** intervals and is scheduled for update by: **02/15/07**.

Status note states:

Update with photos from previous show

Please make updates or check the **"No Change"** box via the **"Page Change Request"** button on the bottom of your page. If the page does not include a **"Page Change Request"** button, please reply to this email with instructions.

If you have questions, contact your web content lead:

Rebecca Gale-Gonzalez, at (810) 762-0455 or rebecca.gale@mcc.edu.

If changes are more complex, a meeting may be needed. For assistance with this, please contact your web developer:

MIS WebMaster, at (810) 762-0217 or webmaster@mcc.edu.

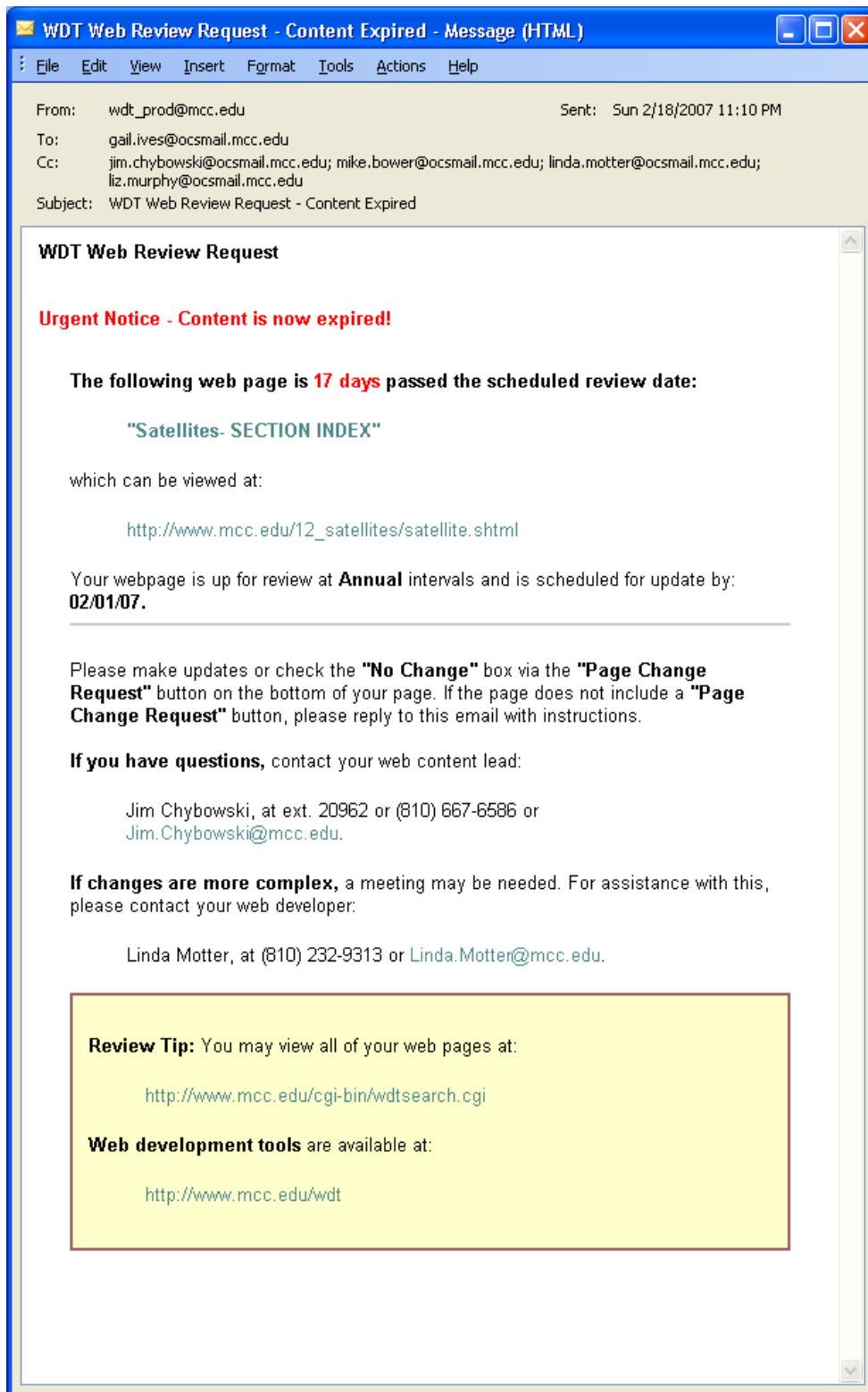
Review Tip: You may view all of your web pages at:

<http://www.mcc.edu/cgi-bin/wdtsearch.cgi>

Web development tools are available at:

<http://www.mcc.edu/wdt>

Urgent Notice – Content Expired – as of the expiration date another email is generated, this repeats each Sunday night with a days expired counter added until a response is received.



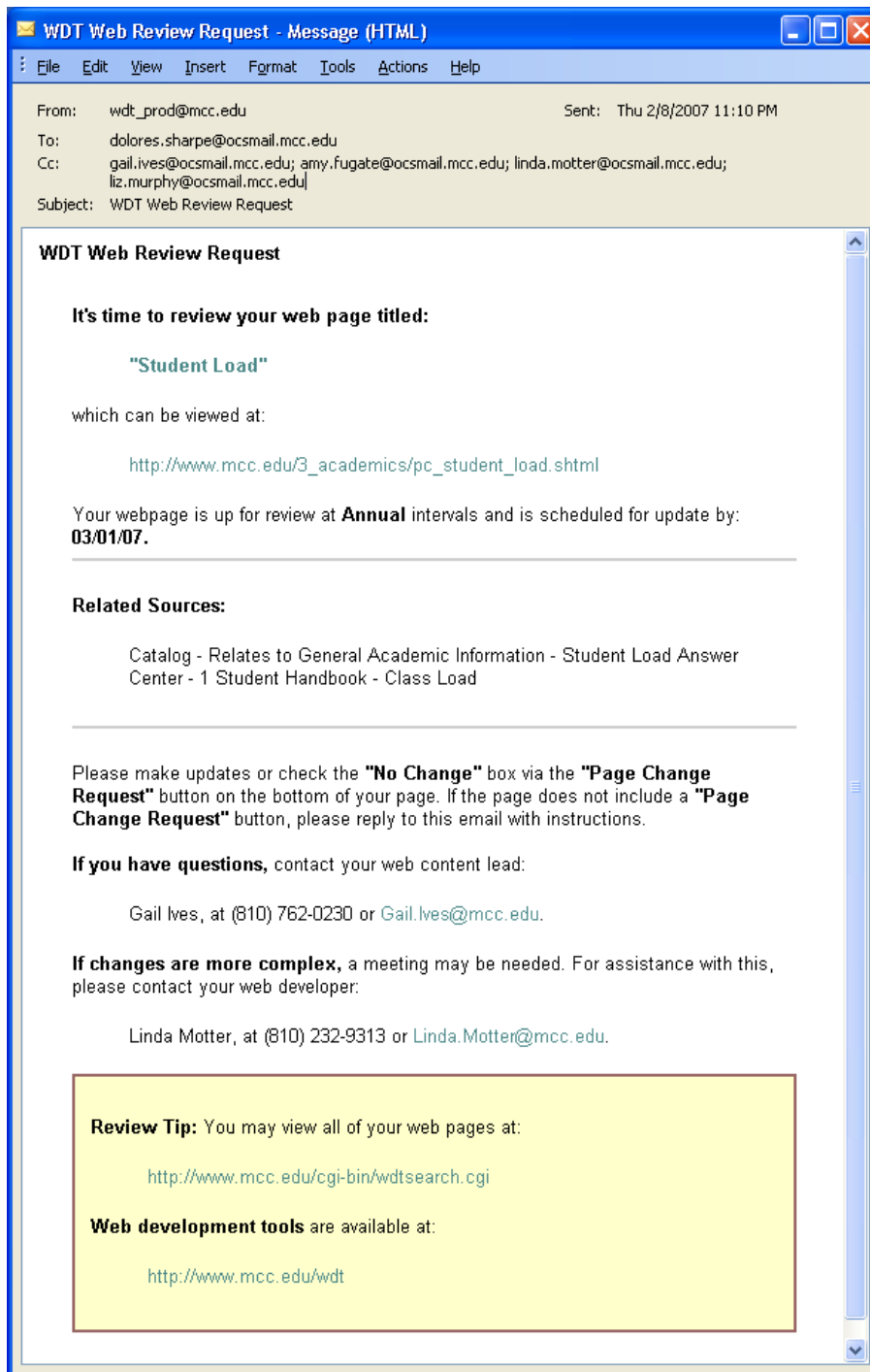
Please remember, when you do not respond to a reminder email you are also loading your Web developer, content lead and department head's email boxes. Timely response is good for everyone.

- **Web Developer Time Frame**
Depending upon the extent of the change to a page, the Developer may need 5 days to post your revisions. You may still receive a reminder notice within the next cycle. You may ignore this or reply to the email stating that you have taken care of this page.

The Developer will change the database date ASAP.

- **Responding to Email Notices**

First read the email for content reminder information and related sources.



Select the link for the page from the email.

Read through all of the page content, be specifically aware of dates, phone number and room numbers. Hours of operation. Try each link to assure it is operating properly and read content for any spelling errors.

Use the Page Change button on the web page you have been asked to review.

Page Change Request

When you select the page change button, add your name and email address.

If everything on the page and the related source content is OK, you may use the NO Change selection.

If you have material that needs revision you have a couple of choices depending upon how long and involved the change is – if there is merely a spelling error or a short change use the change box and type your info directly. If it is more involved you may write your material in Word, perform a spell check and then paste that in the change box.

You may also attach documents and send those. If they are very long you may need to send a separate email and you can do this using the reply feature from the original email. Also, note you can not attach a file that contains multiple periods in the file extension name.

Using the reply feature is particularly easy to use if you are responding to a review request for a pdf. file. There are no page change buttons on pdf files.

Note: All PFD files **must** contain an effective date in an obvious location. It is very difficult to gauge the age of information without dates.

- **Directory Updates**

There is a Directory Procedures page (http://www.mcc.edu/wdt/wdt_dev_db_rules.shtml) available from the Web Resources index page. This page contains guidelines regarding who to include in the directory, the approved titles and building codes. Please refer to these guideline when making revisions.

Again, the directory is a main source of information for faculty and staff phone numbers and office locations. It is very important to keep this section up-to-date.

Importance of keeping names correct --- using an email address in other than standard format (liz.murphy@mcc.edu) will result in difficulty accessing other

- **Content Development Tools**

You may request a full review and update at any time. Also, the Web Team may initiate this review. The Web Developer and Web Writer will meet with you and your content lead and plan the revisions to your area. Think about photos you would like to add, highlights from your area and related links to include. Most important: remember your audience – student, faculty, staff, community.

Reference Material: Faculty/Staff::Informational::Web Resources::Content Development,

- **Related Sources:**

- Catalog
- MCC Answer
- Student Handbook
- Other

The web site has been designated as the “one source” for MCC’s most up-to-date information. Material for the new catalog was pulled completely from the web site. MCC Answer links to web page and pulls short answers from the web site. As such, keeping all information correct and current is a shared responsibility and your diligence is appreciated.

- **Question and Answer Time**

- **Close**