

## Web Content Providers How To Guide

- **Welcome**
- **Who makes up the Web Development Team (WDT)?**

John Tyler and Linda Motter – Web Developers

Vacant – Web Writer

WDT Representatives - area web content leads

[http://www.mcc.edu/wdt/wdt\\_contacts.shtml](http://www.mcc.edu/wdt/wdt_contacts.shtml)

Content Providers – all of you

Priorities:

- Maintain the overall integrity of information
- Provide ease of navigation through the site
- Develop fresh content and enhance existing offerings which helps to bring traffic to the site.

- [www.mcc.edu](http://www.mcc.edu)

Mott Community College's website is the face of MCC to the world and the single 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](http://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, Discover MCC, Students
- Departments and Divisions index pages – beginning point, with some text and useful interior links
- External MCC sites
- Some examples: e-Learning and Livingston
- Part of the MCC site but have a different color pallet and somewhat different “feel”
- Links to Business Functions: ie. Admissions Application, MyBackPack/WebAdvisor, MCC Answer, Programs and Courses

### Who are Web Content Providers?

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

### Responsibilities

[http://www.mcc.edu/web\\_dev\\_team/pdf\\_wdt/content\\_flow.pdf](http://www.mcc.edu/web_dev_team/pdf_wdt/content_flow.pdf)

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

- Submit all your changes on one page change request.
- Attach all files or email them to your assigned web developer
- Reply by email for PDF's
- Let the WDT Team know **when a reassignment occurs**
- Keep the Departmental or divisional Directory up-to-date  
2help@mcc.edu
- Provide new information of interest to students/faculty/staff/alumni and community at large
- Keep ahead of the process by visiting the tracking database to review department section

### **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, Content Lead, Department Head and Web Development Team.

**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.

**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 email in boxes for each of these folks. Timely response is good for everyone.

### **Web Developer Time Frame**

Depending upon the extent of change to a page, or volume of work, the Developer may need 5 days to post your revisions. If that happens 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 Web Developer will change the reminder in the database after they have completed the work.

If you created substantially new content the Web Developer will send you a separate email notice to review and approve the content before it is posted to the live server.

### **Responding to Email Notices:**

1. Read the email for content reminder information and related sources. For example the content may be contained in the College Catalog, Student handbook or on MCCAnswer. We can add those details to your notice to help you remember to update those articles or we may suggest content updates. Such as to add fresh pictures, check links on the page or other helpful hints.
2. Select the link for the page from the email.
3. Read through all of the page content, be specifically aware of expiring content like events, dates, phone and room numbers. Review ours of operation and contact information. Try each link to assure it is operating properly and check for spelling and grammar errors.

#### **1. Use the Page Change Request button on the lower right side of 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. Particularly if there is a PDF link on the page. If you have extensive changes you could also

followup the page change request with a separate email. In that instance use the reply feature from the original email notice. Also, note you can not attach a file that contains multiple periods in the file extension name. It is best to use naming conventions that do not include periods or spaces instead choose: file\_name\_date.doc

The reply feature is again the best method for providing updates to PDFs. We do not include a 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: [2help@mcc.edu](mailto:2help@mcc.edu) not a function of the web team.**

The online directory is a main source of information for faculty and staff phone numbers and office locations. It is very important to keep this section current.

Adding or removing a person from the directory, changing or renaming a department or job title **must be requested from a department manager.**

Simple corrections such as incorrect phone number, missing information, typos, etc. can be requested **any MCC Employee.**

If you have no changes to the directory a reply to the notice will let us know that you saw and reviewed the directory, so we can turn off the reminder. Keep in mind however, that the web development team does not maintain the online directory. All requests are made to the ITS at [2help@mcc.edu](mailto:2help@mcc.edu)

**If many department changes need to be made for more than one person**, please use the [Directory Update Template spreadsheet](#) and email to [2help@mcc.edu](mailto:2help@mcc.edu).

Importance of keeping names correct --- using an email address in other than standard format ([first.lastname@mcc.edu](mailto:first.lastname@mcc.edu)) will result in difficulty accessing other functions.

## **Content Development Tools:**

[http://www.mcc.edu/StyleGuidelines/cont\\_devel.shtml](http://www.mcc.edu/StyleGuidelines/cont_devel.shtml)

- You may request a full review and update of your pages when they come up for review (once a year.) Also, the Web Production Team may initiate this review. To schedule an appointment contact the content manager to attend a weekly production meeting, Wednesday from 9 to 11am.
- Making content readable and appealing will help relay the message. Adding photos, highlights from your area, and related links to both internal and external resources are some potential improvements.
- Most importantly remember your audience – student, faculty, staff, and or community.
- Tailor the message to the action you want the end user (audience) to take.
- Does the content answer the questions most frequently asked?
- How can the website help with productivity in your area by answering these questions, including needed forms (form center links), calendar items and hours of operation.
- Is information easy to find (navigate) and scannable or is the page too text heavy.
- Links to content in the context of paragraphs are okay, but consider if it should be called out (included on the internal navigation of the page)
- Consider looking at how other colleges present the information or if they have tools or content that you might not have thought of including.
- **Consider Related Sources:**
  - Catalog
  - MCC Answer
  - Student Handbook
  - Other

The website 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 in short answers from the web site. As such, keeping all information correct and current is a shared responsibility and your diligence is appreciated.

- **Ownership of the Content:**

It is necessary to include model consent forms for pictures (send to the Marketing Department.)

Please be aware of copyright laws, we are and may have to deny content for that reason.

Please note that the web development team creates the website architecture and design. Elements are chosen for conformity and ADA accessibility. We reserve the right to add links to related content and control the navigation on the top, left and bottom of the page. Some state

initiatives might require we add a link to certain content. These may not be in your control. If you experience difficulty with content we would like specific examples of those issues to rectify.

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