

STATEMENT ON THE COLLEGE'S WEBSITE

The importance of the College's website continues to expand through the community, with greater requests for new websites, an increased volume of materials to be incorporated, and an ever-growing roster of users.

The administration of the College recognizes full well the critical role that the website provides to every area of our entire community. The website is a college-wide resource and a college-wide responsibility. Therefore, it has become our priority to secure two new positions for the Academic Computing Center: that of a website developer and website designer. These positions will be dedicated solely to the website.

Also, in order to accommodate the current needs of the college community, I present the following recommendations emanating from discussion held at the WEBSITE COMMITTEE MEETING of February 26, 2004. These recommendations incorporate policy set forth in the College's **WEBSITE GUIDELINES** and are intended to establish an agreed schedule for website production and related updates.

The **GUIDELINES** define a **WEB COORDINATOR** as "the designated contact person from each office, department, chartered organization, or other official entity at QCC who is responsible for his or her section (department) of the QCC Web Site. Web Coordinators will be designated by the chair or department head." (List of designated web coordinators is attached.)

Identification of College Needs and Establishment of Production Timetables

FOR DEPARTMENTS:

The **WEBSITE COORDINATOR** will act as the "clearinghouse" for any request for production of a website. The Academic Computing Center will design a **website request form** that can be completed at the Pre-Production meeting (see below). Requests will be sent from the interested member of the department, and the department's **WEBSITE**

COORDINATOR to the Director of the Academic Computing Center to arrange for a pre-production meeting. This request shall be copied to the College's Director of Marketing.

Within **72 hours** of receipt by the Academic Computing Center of the website request form (or telephone call requesting an appointment for website development), a meeting date will be set. At the **Pre-Production Meeting**, decisions will be made on the intent of the website, and those materials initially required by the ACC - copy, photos, related materials - will be identified.

A **TIMETABLE** for expected completion of each project will be decided, based upon the receipt of all initially required materials. Departments may submit other materials for inclusion on the site, once it has been established.

The **WEBSITE GUIDELINES** encourage departments to be "as creative and innovative as possible within the technological criteria set forth." The Guidelines also state that the **QCC Theme** will be used to guide the creation of the site.

FOR INDIVIDUALS:

The **WEBSITE GUIDELINES** outlines procedures for the establishing web sites for individual faculty members, starting with contact to the QCC Web Master. The individual is responsible for all content. However, in order to ensure the timely production of the site, individuals are expected to direct their request through the departmental **WEBSITE COORDINATOR**. They are encouraged to use the **website request form**.

Within 72 hours of the initial request for a website (by email or telephone), the Webmaster will meet with the individual faculty member in a **Pre-Production Meeting** with the Webmaster. The same process will occur: discussion and identification of materials needed to the site development. The Webmaster will set a timetable, based upon receipt of all necessary materials, for expected production of the site. Once the

site is prepared, the individual faculty member will be responsible for review and approval.

WEBSITE EDITORS:

The *GUIDELINES* identifies three website editors: Academic Affairs, Student Affairs, and Administrative departments. The **WEBSITE EDITOR** is responsible, working with the Director of Marketing, for "periodic review of academic and administrative materials on the QCC Website to insure consistency, accuracy and timeliness of information."

It is strongly recommended, however, that each department and each office take greater responsibility in reviewing their materials to ensure that content is up to date.

Should you have questions or need more information, please feel free to contact Susan Curtis, Director of Marketing & Communications, and Chairperson of the College's Website Committee. (Scurtis@qcc.cuny.edu or telephone: 718-631-6044.)

Attachments: Listing of Website Coordinators
Copy - Website Request Form

3/2/04