New Extended Campus Web Template

Overview & Guidelines – November 2014

Overview:
The layout and functionality are designed with potential students as the primary audience and current students as the secondary audience. The new layout includes the following:

- Intuitive navigation hierarchy organized by content and audience.
- Localized copy, content, headlines and linkage that are optimized for search engines.
- New testimonials content.
- New featured video content.
- New local calendar.
  - Action is needed by campus locations to add Info Sessions.
  - Replaces need for “What to Know” or “Campus Updates” RSS feed content.
- New descriptive local content.
  - Can be edited by local campus using best practices provided by GMC Digital Dept.
- New Prospective Students page. Local efforts can be leveraged on this page with recruiting content and helpful links.
- Repositioning of Inquiry and RSVP buttons to increase lead conversion.
- Responsive website optimization to display appropriately for desktop, tablet and mobile device viewing.
- The secondary audience, “current students” are served with Student Resources, Schedule & Syllabi, Faculty/contact info, logins, library, etc.

We reviewed all local information provided and incorporated as much as possible, while maintaining Webster University brand standards, messaging, language consistency and current digital marketing and design best practices.

Guidelines:
- Do not attempt to copy and paste anything other than plain text from a plain text editor.
  - programs: Windows-PC = Notepad / Mac = TextEdit
- Brand guidelines must be adhered to at all times.
- Fonts and font colors are not to be changed under any circumstance.
  - Exceptions granted only via Director of Digital Marketing & Communications
- Local pages for tertiary content such as graduation info, etc. may be created in the “university” folder of the appropriate year.
  - example: /columbia/university/2014/local-page.html
- Navigation, style, design and templates are to remain consistent and should not be changed.
  - Exceptions granted only via Director of Digital Marketing & Communications
- Available degrees are not to be changed locally.
  - Academic Affairs must first verify program-offering changes. GMC will make all edits to programs as available programs are connected to multiple different functions of the website and lead generation.
- Campus-specific event calendars are in place in the new template.
  - The calendars will automatically populate with Academic Calendar information however, Info Sessions must be added as necessary. Contact GMC for tutorial.
- Under no circumstances is Tuition & Fee information to be locally added, edited or changed.
  - Tuition and Fee information is available for all and centrally controlled for consistency.
- It is the responsibility of each campus location to ensure that all information on their local website is current and accurate.
  - This includes information that is not under local control. Please contact GMC via Project Request Form to request changes to information not locally accessible.
Locally Editable but Requiring Approval Prior to Publish
- Student Resources drop down
- Location Information drop down

Locally Editable Adhering to Brand Guidelines & Best Practices
- Academics page copy
- Schedules and Syllabi
- Faculty page
- Student Resources page
- Prospective Students page (excluding Program Offerings)
- Contact Us page
- Event Calendar additions (via Localist calendar system)

GMC reserves the right to change, edit or re-style any locally created content that doesn’t adhere to best practices and brand guidelines.

Additional Information and Tutorials are available by completing a Project Request Form and selecting “Website/Digital” and “Training, Help or Best Practice Advising” from the dropdown.

Project Request Form:
http://www.webster.edu/globalmarketingcommunications/project-work-request.html