Site Production Packet

Office of Communications and Marketing

_____

Site Name

_____

Site URL

_____

Site Owner

_____

Web Ambassador

_____

Web Team Lead

Web Policy and Style Guide

The standards defined in the University's Web policy and Web style guide are the minimum requirements for the look, feel, and functionality of all official University sites.

These standards fall under the umbrella of the University of Louisiana at Lafayette's overall publications standards, all websites must comply with them.

As a site liaison, it is your responsibility to ensure that your site complies with these standards.

I have read and understand the University's Web policy.

_____

Client   Date

I have received a copy of the University's Web style guide and will adhere to its standards.

_____

Client   Date

Site URL Request

All new site developments require a URL (Uniform Resource Locator), so that visitors can access that particular site on the Web (louisiana.edu). As of January 2013, the following policies must be used to request and obtain official university URLs.

Permanent URLS

Full names are required. The permanent URL designated for each new site must not contain abbreviations of the name of the office itself. An abbreviated URL may be chosen as a redirect.

University permanent URLs:
*   Colleges and offices: identifiers must precede the "louisiana.edu" domain
    thearts.louisiana.edu
*   Departments and centers: identifiers must follow the "louisiana.edu" domain
    thearts.louisiana.edu/visualarts

Redirect URLS

URL shortening is allowed to ease accessibility and for use in print materials.

Multiples URLs are allowed, but only the first, non-abbreviated version will be the "home" domain, meaning when a user types in comm.louisiana.edu, they would automatically be redirected to communications.louisiana.edu

You may request additional redirect URLs at a later time as needed. To do so, submit a request via the Web Request Form.

Official URL Request

Site Name

Permanent URL

Redirect (Optional)

Redirect (Optional)

Site Questionnaire

Fill out the questionnaire below. Your answers will provide the insights we need to ensure your project is a success, and will help you target your site for the most impact.

Why do you want to have a new website, or have your current site redesigned?

Describe your organization in a few sentences.

How does your organization use its website? How often is it updated?

Who is the primary audience of your site? Who is the secondary?

What message are you trying to send to your audience?

What calls-to-action will you provide your audience?

What are your website expectations, main emphasis, and primary goals?

How does your site fit into the university's brand?

Do you have a logo?

List the names of five other sites that you like. Why are they attractive to you?
1.
2.
3.
4.
5.

Where is the website content coming from? Who is responsible for updating it? Is the content you have now ready for use on your website?

What makes your organization unique? Who on your staff would be considered an expert in his/her field?

What specific functionalities would you like included on your site?

What databases, forms, external services, etc. do you have on your current site?

How much time do you want to put into new content creation per week?

On a scale of 1 to 10—10 being "I write my own code" and 1 being "I'm afraid to turn on a computer," how comfortable are you with website development and content management systems?

0   1   2   3   4   5   6   7   8   9   10

Have you worked on a website before? Which content management systems have you used in the past?

What is your deadline for completing the site?

Additional comments:

Date questionnaire completed:

_____

Web Ambassador   Web Team

Site Production Timeline

The University has an estimated 150-200 satellite sites connected to its main website. For the redesign phase of the University's online presence, several sites will be developed simultaneously in the virtual staging area provided by the IT staff. Each site will have a designated ambassador to oversee the production, quality, and timeline of the redesign.

The Web ambassador will partner closely with the Web team to ensure the site and its content meet the standards and regulations of all University websites. Sites will evolve through the four-stage process indicated below for production. All four stages must be completed in 14-30 weeks.

During the 14-30 weeks, if a site does not complete the process and fails to meet the deadline, the site will be placed back into the redesign rotation with the other colleges/departments/organizations waiting to be developed.

Ragin' CMS training will take place during stage two while the site is being built. Support will be provided throughout the 14-30-week process.

Stage 1: Blueprint

- Milestones:
  - Content audit of current site
  - Develop and finalize site map
  - Develop and finalize wireframes
  - Complete of content matrix
- 9–14 Weeks

Stage 2: Content & Design

- Milestones:
  - Content development
  - Training sessions 1-3
  - Content migration
  - Development of features
  - Photography
- 6–10 Weeks

Stage 3: Quality Assurance

- Milestones:
  - Content review
  - User testing
  - Final audit
  - Approval from owner and Web team
- 2–4 Weeks

Stage 4: Launch

- Milestones:
  - Back up old site
  - Production to live transfer
  - Redirects and aliases
  - Bugs and errors
  - Update related links
- 1 Week

Checklists

Stage 1: Blueprint
- ☐ Web team initiates site meeting and production packet review
  1-2 Weeks
- ☐ Conduct site content audit
  1-2 Weeks
- ☐ Develop site map
  1-2 Weeks
- ☐ Web team creates site wireframes
  1 Week
- ☐ Revisions to sitemap/wireframes due from client
  1-2 Weeks
- ☐ Finalized sitemap/wireframes delivered to client, client signs production agreement
  1 Week
- ☐ Client builds content matrix
  2 Weeks

Date Stage 1 completed:

Web Ambassador   Web Team

Stage 2: Content & Design
- ☐ Client compiles and edits site content in Word documents to migrate into new design
  2-3 Weeks
- ☐ Basic training
  1 Week
- ☐ Content migration
  6 Weeks
- ☐ Intermediate training
  1 Week
- ☐ Plan and coordinate photography
  1 Week

Date Stage 2 completed:

Web Ambassador   Web Team

Stage 3: Quality Assurance

- ☐ Content review by Web team and client

    1-2 Weeks

- ☐ Usability testing

    1 Week

- ☐ Final site content audit & approval

    1 Week

Date Stage 3 completed:

_____

Web Ambassador   Web Team

Stage 4: Launch

- ☐ Back up old site
- ☐ Shift production site to live site
- ☐ Assign and test redirects and aliases
- ☐ Test and correct bugs and errors
- ☐ Update links related to your site, both external and internal

Date Stage 4 completed:

_____

Web Ambassador   Web Team

Functionality Grid

The UL Lafayette website system is developed using officially branded templates built within the same content management system. Ragin' CMS, the content management system deployed across the University, is a system for building robust corporate and educational sites, internet portals, e-commerce site, and more.

Standard

All University sites built will include the following features.

Inside Ragin' CMS (viewable only when logged into Ragin' CMS)

Admin Permissions/User Roles

A minimum of one site administrator role will be created for each University site. The Web team will maintain "super admin" status for every site. Sites with multiple departments will be able to sequester content based on user roles.

Admin Navigation

Ragin' CMS- specific navigation that allows Web editors to access, edit, and create content.

Content Types

The different types of content available for Web editors to create content on their pages. Page, header image, spotlights (several different types of these), and content image types come pre-loaded into each site.

Sortable Content View Page

A Sortable Content View Page allows Web editors to view all content created for a site, sorting status (e.g. published, unpublished, promoted, not promoted, sticky, not sticky), content type (e.g. page, image, success, bio, spotlight), content category (e.g. college, department, center, or institute), title, date, and last update. The Sortable Content View Page also has a menu that allows Web editors access to update options, including publish, unpublish, and delete.

Rich Text Editor

This editor presents a "what-you-see-is-what-you-get" interface for editing site content. This allows the user to add formatting via a Microsoft Word-like toolbar within the Web form.

Taxonomy

Taxonomy is a system for organizing website content through "tagging" content with specific terms or classification. Taxonomy is used for sorting content as well as granting editing authorization for website content.

Outside Ragin' CMS (viewable by everyone)

Page Titles
This is the public "name" of the page, which appears at the top of a user's browser window. The page title should always include the name of the specific page, followed by the department name, college or office name (where applicable), and then the University's full name.

Global Navigation And Footer Navigation
Global navigation appears in the dark red ribbon on university's site (in the red drawer labeled "Explore" at the top of every page on subsites), and footer navigation appears below content in the gray bar. Footer navigation should also contain formal contact information for the department or office particular to the site the user is visiting.

Banner:
The banner should include the name of the department, college, office, center, or institute. If the department, office, center, or institute is housed in a larger unit (such as a college or office), the name of that larger parent unit should be on a second line. The title of the department, college, office, center or institute should be clickable (and should take the user back to the homepage of the site). If there is a larger parent unit title displayed, that should be clickable as well, and should take you to that parent unit's homepage.

Left-Hand Navigation:
The navigational menus appearing in the left column of a site display secondary and tertiary content.

Events/Calendar Feed:
The events/calendar feed displays in the left column of the site, and shows up to three events specific to the site the user is visiting, with a link to the full calendar for that particular site.

Breadcrumbs:
Breadcrumbs act as a navigation aid, giving the user a way to keep track of their location within the website. They provide links back to parent page of the current one.

Content Area:
The main area for content on a page. It is located in the middle column, or can span both the middle and right column of a page.

Main Header Image:
A wide, horizontal promotional photo placed at the very top of a page, just below the banner (and horizontal navigation if any exists). This photo can represent a more general theme and does not necessarily have to reflect the specific subject matter of the page it appears on.

Content Area Images:
Images used within the content area to support the text within the content. They can be with or without captions.

Pages Tied To Navigation:
All pages designated in a client's site map. These pages come pre-loaded in Ragin' CMS when the site is delivered to the client, though often void of actual copy (the client is responsible for uploading and updating their copy).

Spotlights:
Promotional block-like elements that sit in the right column of the page. There are different types of spotlights for different types of promotions, which include: regular spotlight, news story spotlight, generic photo (with or without caption), fast facts, quote (with or without photo), and a link list/contact. These spotlights are created, placed on the page, and updated by the client.

NOTE:
All site liaisons are responsible for reading and adhering to the University's Web policy and Web style guide when developing and maintaining a site.

Production Agreement

This AGREEMENT is dated and in effect as of the _____, _____, between
_____ of _____, hereafter referred to as
"Client" and the Office of Communications and Marketing, hereafter referred to as "OCM."

This agreement is with respect to the development of _____'s
website, hereinafter referred to as the "Work." In consideration of the foregoing premises and
the mutual covenants hereinafter set forth and other valuable considerations, the parties hereto
agree as follows:

Description of Work

_____

_____

_____

_____

_____

Due Dates
OCM agrees to deliver Work on dates as agreed upon in the Production Timeline. OCM will act
in good faith to ensure the project remains on schedule. The Client should be aware that failure
to submit required information or materials might cause subsequent delays in production. Client
delays could result in significant delays in delivery of finished Work, requiring a revised
Production Timeline.

Changes
Changes requested outside of the revisions allotted in the timeline for this Work, changes in
client input or direction, or excessive changes may significantly alter the Production Timeline
and/or scope of Work. Such Work shall require a revised Production Timeline.

Expenses
Client agrees to reimburse OCM for any of the following expenses necessary in completion of
the Work: fonts, messengers, proofs, props, research, shipping, software, stock photography,
travel, subcontractors, and telephone consultation. OCM will notify the Client prior to making
purchases necessary to complete the Work.

Assignment of Work

OCM reserves the right to assign other designers or subcontractors to the Work to ensure quality and on-time completion.

Reservation of Rights

All rights not expressly granted hereunder are reserved to OCM, including but not limited to all rights in sketches, comps, or other preliminary materials.

Permissions and Releases

The Client agrees to indemnify and hold harmless OCM against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the Work at the request of the Client for which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release.

Copyright Notice

Copyright for all Work produced by OCM is held by the University of Louisiana at Lafayette and is non-transferable to any entity outside of UL Lafayette.

Post-Launch Site Freeze

All Work launched by OCM are subject to a post-launch site freeze in which no charges to design, navigation, or functionality may be made for a period of 60-90 days (dependent on scope of Work). This does not include changes to content made by the Client through the CMS.

Termination

In the event that Work is postponed or terminated at the request of the Client, OCM shall have the right to reschedule said Work with respect to other active projects should the Work ever be resumed or renewed, while reserving all rights under this Agreement. In the event of termination, the Client shall pay any expenses incurred by OCM and the OCM shall own all rights to the Work.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or unit.

_____

On behalf of the Client   Date

_____

On behalf of OCM   Date