



# Website Policies (last updated 2/9/2018)

## Process to request website content updates

Please send all requests for website content updates to:

[ewcwebmaster2017@gmail.com](mailto:ewcwebmaster2017@gmail.com). Ensure become familiar with this new process to complete the check list prior to emailing and submitting your request:

- **The request must be approved** by your Vice President and he/she must be cc'd on your email to [ewcwebmaster2017@gmail.com](mailto:ewcwebmaster2017@gmail.com).
- **Contains complete information.** Please do not send requests with additional information to be provided at a later date. All information, photos, and attachments necessary to complete your update must be provided at the time you make your request.
- **Submitted your request in a timely manner.** Please make sure you give **72 hours** prior to needing your information on the website and time for your request to be completed. Requests for items that need immediate attention may not be honored within the time frame you need them. If preparing for an event or activity, please submit requests no later than one week in advance. Work on the website occurs in the mornings (Monday - Friday) between 7-10:00 a.m. EST. Every effort will be made to post information submitted as soon as possible; however you should allow a minimum of 72 hours.
- **Request does not require structural changes or format changes to the site.** Requests that require structural changes to the site navigation or the home page (i.e. changes to the URL address of your page, or requests for Quick Links on the home page) will not be honored unless by special request from Administration and the Business and Finance Office.

## Requests for adding announcements to the main page slide show

- The slide show is one of the major features of the home page and contains information about upcoming major events, special recognitions, etc., and will also contain slides that highlight various programs and departments. Slides

remain in rotation for a period of **up to** one month, depending on the nature of the announcement.

- Requests for inclusion on the slide show should be sent directly to the Communications and Marketing Office at **ewcinfo@ewc.edu**.
- Please see the section on **submitting photos**.

## **Requests for adding news items to the Blog Posts**

- The Blog is a central part of the EWC website and provides a way to share news both to our on-campus family and the community at large. New blog posts are added every week. To submit articles and photos for the Blog, submit first to **ewcinfo@ewc.edu** (this information will also be used for the Monday Messenger).
- Please see the section on **submitting photos**.

## **Management of Linked Websites**

The webmaster for EWC and ewc.edu is not responsible for making changes to websites that are linked to the main site. Issues related to the following sites, should be addressed to those listed below:

- **IT issues:** [support@ewc.edu](mailto:support@ewc.edu)
- **online.ewc.edu (Moodle):** IT support: [support@ewc.edu](mailto:support@ewc.edu)
- **ewctigernation.com (EWC Alumni Association):** Eric Johnson or Anita Walton, [anita.walton@ewc.edu](mailto:anita.walton@ewc.edu)
- **Canvas (Online Courses from Adult Learners Now): Continuing Education,** Dr. Bruce Lavant, [bruce.lavant@ewc.edu](mailto:bruce.lavant@ewc.edu)
- **Self-Service (Apply Online, Dual Enrollment):** IT support: [support@ewc.edu](mailto:support@ewc.edu)

## **Submitting Content**

### **Submitting Copy:**

- Please submit all copy in Microsoft Word without any special formatting (colors, use of special text boxes, etc.) Do not submit pages with photos inserted. Send photos as separate files. Make sure to edit content for grammatical and spelling errors in advance.

## Submitting Photos:

- Please submit photos with a resolution of 72 DPI. Larger resolutions slow the load speed. For photos submitted for the slide show on the home page, please select photos that have a wide orientation rather than square or horizontal. This will avoid having important sections of the photo cropped out.
- Please **label** the photo file with the name of the person or function, etc. represented in the photo.
- Make sure photos submitted can be posted without infringing on anyone's copyrights. Do not right click and save photos from the web for use on your pages. We have several places we can go to on the web for free photos that are legal to use for adding visual impact.

## Submitting PDF Files and Forms:

- Please submit PDF files intended to be filled out in a format that will enable visitors to download it, complete it and submit it on their computer.
- If it is a form that must be completed and submitted with a payment, please sent the form information to: **Bobby Shivdasani, Asst. VP for Business & Finance**, [pramod.shivdasan0906@ewc.edu](mailto:pramod.shivdasan0906@ewc.edu). The form will have to be developed and linked to the payment system via his office. His office will then send the link to the form to you and you can forward it to us along with the rest of the information to accompany it on the site.
- For Edward Waters College to be ADA Compliant, PDF Files must be named in a manner that clearly indicates its content. For example, a document that provides information on how to apply for scholarships should be named How to Apply for Scholarships, rather than Scholarship Information so that a site visitor will know exactly what the document contains.

## Submitting Videos:

- For Edward Waters College to be **ADA compliant**, videos must have **closed captioning** that matches word-for-word the content in the audio files. The closed content must be synced, so that it flows along with the visual presentation.

- In addition to the closed captioning, the video must be accompanied by a **downloadable transcript**, the link to which we will place in the near vicinity of the video.
- Video files must first be uploaded to a service such as **YouTube** or **Vimeo**. We will embed the URL of the posted video so that it will play on the site. Video files will not be uploaded to the site servers.