



# SAINT AUGUSTINE'S UNIVERSITY

*Office of Marketing and Communications*

## Web Guidelines at Saint Augustine's University

The Saint Augustine's University (SAU) public web site ([www.st-aug.edu](http://www.st-aug.edu)) is one of the university's most important marketing tools. These web standards serve to maintain and enhance the image of SAU and ensure that, as with traditional printed materials, all officially produced information published electronically is accurate and consistently presented. The primary audience of the SAU public web site is prospective students. The site also has sections for alumni and friends, prospective faculty and staff and parents of prospective students.

The Office of Marketing and Communications has developed a design for the public Web site that is consistent with the university's marketing campaign. This design has established colors, fonts and navigation that allow for users to easily move through the site. ***Colors, fonts and navigation cannot be changed.*** Requests to add pages to the official site must be approved by the Office of Marketing and Communications in order to protect the navigational structure of the site. Contact information must be included on each page.

Every department on campus should have one person designated to oversee their sections of the web site. These content managers will be responsible for making sure information on the page is accurate and up-to-date. The Office of Marketing and Communications will manage an update calendar, which will alert departments when some information needs to be deleted or updated.

Content managers will receive access to their pages through the university webmaster. Content changes to pages must be approved by the webmaster before they are made live to ensure that they are free of factual and typographical errors and that all links on the page work properly.

Courtesy space is provided for Registered Student Organizations. The adviser should request web space and approve a student for an account. The adviser should review the page before it goes live. A contact name and contact information must be included on each page. A disclaimer must also be included. The disclaimer should read: "The information on this page represents the views of (your name, affiliation, or campus organization) and are

not necessarily those of Saint Augustine's University. (Your name or organization) takes full responsibility for the information presented herein and all accessibility granted to other server links.

These web guidelines apply to all pages on the public web site. It does not apply to pages maintained by Registered Student Organizations, faculty web pages and internal Web pages (intranet).

### **Review Process**

It is important that all pages on the public web site be accurate and free of typographical errors. For that reason, every page posted on the public web site must be reviewed by the university webmaster before the page is made live.

When a department submits a web site for review, the webmaster will:

Edit the page to ensure that appropriate messages are included, that there are no factual or typographical errors and that all links on the page work as desired

- Correct small errors and make the page live
- Return the page to the content manager if major errors are detected

Most pages can be made live in 24 hours or less (Monday-Friday) if there are no major corrections needed, but it may take longer for larger sites and multiple changes.

Content managers are encouraged to become familiar with the Web guideline details which will be sent to them when they request a web presence.