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Site Overview

CONTENT
The Web Team’s approach to the web site’s content should be driven by the following priorities:

1. *EPCC’s Mission*: Help students attain a Certificate of Completion, an Associates Degree or transfer to a four-year institution. (see President’s Message)

2. *Students’ Objectives*: complete the tasks necessary to accomplish #1 above.

SITE STRUCTURE
1. Enterprise-wide elements
   a. Header: Toolbar, Top Navigation, banner image
   b. Footer: legal and institutional information and social networking links.

2. Enterprise Dashboards
   a. Service-oriented navigation
   b. Link from the Home page
   c. Links to two or more offices or departments.

3. Departments Dashboards
   a. Academic Programs - Classes; fields of study
   b. Student Services - Admissions, Financial Aid, etc.
   c. Internal Support - Facilities Management, IT.

4. Landing Pages
   Contain specific information or online service

General Content Guidelines
- Banner images will be supplied by the official EPCC photographer, recognized by the EPCC Web Development Committee.

- Priority placement in navigation and on “body” sections will be given to content that furthers EPCC’s mission.

- Images must be relative to EPCC. (No stock photography or clip art) Images can be obtained from the Marketing department or from the official EPCC photographer. Animated picture files are not allowed.

- Any text, photos, graphics, video, audio or other content that does not directly help students complete their EPCC studies will have secondary priority and should not displace priority content.

Example: *Contact information and deadlines should be posted clearly on a department dashboard page. Staff photos or holiday videos should be placed on an About Us sub page.*
**Terms**

*Department Dashboard*
Similar to an enterprise dashboard, but the Department dashboard is unique to a specific department.

Services provided by the department are grouped onto one page to provide the website visitor with immediate access to relevant information.

*Landing Page*
A web page that serves to inform or complete a transaction for the web site visitor, rather than to direct the visitor to other pages. It’s where the web visitor finds what he or she is looking for.

*Navigation Page*
A web page designed to direct visitors to other web pages. (i.e., a Dashboard page)

**Dashboards**

*What is a Dashboard?*
A Dashboard is a web page concept that facilitates “service-based navigation” in large, complex organization such as El Paso Community College.

Content is grouped on one page based on its *relevance* to a keyword, or service, instead of by the organization’s structure. All of the content on a Dashboard is intended to help the users, or visitors, reach certain Landing Pages, where they should fulfill their tasks.

A web page is considered a Dashboard when the links direct the visitor to two or more different sections, departments, organizations or sites.

*Relevant* content may be identified by 1) querying the organization’s front line customer service representatives, 2) surveying the primary audience, 3) analyzing web statistics and 4) interviewing department managers and supervisors.
Departmental Dashboards

Departmental Dashboards
EPCC’s departments differ in size, service, and location. However, all departments can be categorized into 3 types of departments:

- Academic Programs
  (i.e., Biological Sciences, English)

- Student Services
  (i.e., Police Department, Admissions)

- Internal Support
  (i.e., Information Technology Services)

SEE FIGURES 1.1 and 1.2

A. Photo Banner
This is the panoramic graphic displaying a general photo of the college. The Photo Banner should contain no text or titles.

B. Bread Crumbs
Active links that enable the visitor to view their path to the current page

C. Title (Department Name)
The title always refers to the department name and is found below the Bread Crumbs and above the right column of body content.

  a. Arial Font
  b. X-Large tag

D. Subtitle (also, Page Title)
The Subtitle is underneath the department name.

  a. Arial Font
  b. Medium tag

E. Left Navigation Column
All relevant links go in this area, in order of most-to-least requested service, top to bottom.

Links priorities are based on relevance.

Contact Information should be linked in the Left Navigation after the Department Home link as follows:

  Department Home
  Contact Information
  About Us
  Service/Program 1
  Service/Program 2
  Service/Program 3

F. Body Content
1. This area is reserved for the most relevant and useful content, top to bottom.

2. Each sub-section will include a title, a brief explanation and one or more action links. Where possible, the links should describe the expected result for the audience.

3. Sub-sections will be organized in two columns, with exceptions when more extensive descriptions are necessary.
DEPARTMENTAL DASHBOARDS

FIGURE 1.1 - Departmental Dashboard, Support Services

Technology enriches and complements the College’s teaching, learning, research and administrative endeavors and, therefore, it is committed to implementing and supporting technologies and support services important to the missions of El Paso Community College.

We are proud of our initiatives and the new technology that has been integrated into the teaching and learning environment for our students, faculty and staff. Through the Master Plan and Strategic Plan, we are continuously introducing major initiatives and system upgrades to bring you the latest, most secure, dependable and innovative information technology infrastructure.

Find out more, visit: Master and Strategic Plans | Reports and Procedures | Organizational Chart | Presentations

About Us
- Contact Us
- Leadership Team
- Reports
- Strategic Plan
- Vision, Mission and Goals

News and Events
- IT Newsletter

Administrative Applications
- Banner System
- ID Search
- Student E-Mail (Smart Start Network)
- Faculty and Staff E-Mail (OWA)
- Microsoft Outlook Help
- Spam Information

Hardware and Software
- Buy a New Computer
- Desktop Standards
- Laptop Standards
- Printer Standards
- Adobe Acrobat Reader
- Microsoft Updates
- Windows Vista
- Dell Computer
- Exclusive Deal
- Apple Computer
- Exclusive Deal

Information Security
- Information Security
- Awareness
- Business Continuity
- Handbook
- Information Privacy
- Reading Room
- Records Management
- Risk Assessment
- Standards

Instructional Services
- Academic Computing Services (ACS)
- Distance Education
- EPCC-TV
- Instructional Media Services (IMS)
- Blackboard

Networking
- Wireless
- VoIP

Faculty and Student Resources
- Service Desk
- IT Forms
- Student Technology Services
- Work Orders

Projects and Initiatives
- Recycled PC Process

Support
- FAQ

Training
- Microsft Training
- Banner-7 Training
- Technology Resource Center

Web Development
- Web Development
- Web Guidelines
NOTE: Mission Statements should be placed in the About Us subpage. If there is no About Us page and a Mission Statement is required, place the link immediately below the Contact Information link.
Landing Pages

A Landing Page is web page that serves to inform or complete a transaction for the web site visitor, rather than to direct the visitor to other pages. It’s where the web visitor finds what he or she is looking for.

EPCC will have many different landing pages, and although the content will vary, the following templates appropriately manage most content requirements.

SEE FIGURE 2.1

A. Photo Banner
This is the panoramic graphic displaying a general photo of the college. The Photo Banner should contain no text or titles.

B. Bread Crumbs
Active links that enable the visitor to view their path to the current page

C. Title (Department Name)
The title always refers to the department name and is found below the Bread Crumbs and above the right column of body content.

   a. Arial Font
   b. X-Large

D. Subtitle (also, Page Title)
The Subtitle is underneath the department name.

The name of the Landing Page will always be displayed as in this location.

E. Left Navigation Column
1. All relevant links go in this area, in order of most-to-least requested service, top to bottom.

2. The links should be in the same order as the department page that led to the landing page.

3. The very top link of a landing page will include “Department Home”.
For example:
- User is on “Personnel Services” department page
- User clicks on “employment,” and finds themselves on employment landing page.
- Top link on left navigation column will include “Personnel Home“ or “Personnel Services Home”

F. Body Content
1. This area is reserved for the most relevant and useful content, top to bottom.

2. Each sub-section will include a title, a brief explanation and one or more action links. Where possible, the links should describe the expected result for the audience.

3. Sub-sections will be organized in two columns, with exceptions when more extensive descriptions are necessary.
FIGURE 2.1 - Landing Page
Guidelines for New Content Development

New content may be simple as a new paragraph or section on an existing web page, a new web page(s), a photo gallery, video or other media or a new online service.

A solid web site structure and page templates will guide the placement of new content. The primary objective for the web developer is

1) to properly analyze the new content to identify its priority relative to existing content, and
2) optimize the content to support EPCC’s mission and best serve the content’s intended customers.

CONTEXT is key to providing an optimized user experience. The web developer should understand how and why students engage the requesting department and, where possible, suggest ideas for optimizing the content for the web. The department interview is critical to providing the most RELEVANT content possible.

Sample questions to ask the requesting Department’s contact

1. What are the top five requests by phone and walk-ins? Top ten?

   - Use the words of the target audience--i.e., student, faculty, or staff.

   - If possible, ask the department head, supervisor and front-line employees.

2. What are the primary forms required by your department/office?

   - How do you prefer that these forms be submitted?

   - Would any of these forms be acceptable by electronic format?

3. Is your staff regularly mailing/faxing documents?

4. What is the best contact information the target audience can use to get a response as soon as possible?

5. Do students call or visit your office asking about services that are actually handled by other departments? If so, what services; what departments?

6. Are there important dates/deadlines/timelines associated with your services? If so, are they currently accurate and up-to-date on institutional calendar?

   NOTE: If not, does the department head know who to contact?

If there are important dates associated with their services, make sure the link is available on their respective Department Dashboard.
APPENDIX A: “USING SHAREPOINT”
Creating and Editing Pages in a Site

Creating a New Page

To create a new page, select Create Page from the Site Actions menu. Specify a title for this page. The title given in this step will be used in the breadcrumb. Enter the URL name and select the EPCC Page Layout. Note that pages will inherit the site’s navigation.

Edit the Page Title and Page Layout

To edit the page title and page layout select Page Settings and Schedule under the Page menu in the Page Editing Tool Bar. The page layout should always be set to EPCC Page Layout to maintain consistency throughout the site.

Adding Page Content

Important Guidelines

- All images included in content must follow the following guidelines:
  - Images must be relative to EPCC. (No stock photography or clip art) Images can be obtained from the Marketing department or from the official EPCC photographer.
  - Animated picture files are not allowed.

- All images and documents used on the sites must be saved in libraries within the site. (View All Site Content under the Site Actions menu) Open the document library and upload the document(s) or image(s). Select the dropdown menu next to the item to edit the item.

- All pictures and links MUST include Alt tags.

- All links to pictures and documents MUST be relative paths (i.e. use “/path/filename.jpg” instead of “http://www.epcc.edu/path/filename.jpg”)

- Links to all types of documents and external links must open in a new browser. In addition, links to PDF document must always be labeled as <Name of File> + “ (PDF).”

- Use the default fonts to maintain consistency throughout the site.
• Avoid using different font colors.

Edit Page

1. Select Edit Page to add content to the page. In the Page Image web zone add the banner by browsing to the Site Collection Images. All banners must be 950 x 200 pixels. Enter Alternate Text corresponding to that image.

2. For Departmental Dashboard and Landing pages, use the Page Content web zone to add the Title and/or subtitle. Please note that it is important to maintain consistency between the breadcrumb and the titles. Use the following code to obtain the default title font styles:

   <div class=title>Title</div>
   <div class=subtitle>Subtitle</div>

Web Parts

SharePoint offers multiple web parts with different functionalities. Below are descriptions of web parts commonly used in the EPCC website.

• Content Editor Web Part – This web part is the most commonly used web part. This web part allows you to add text, tables, images, etc. It offers both a rich text editor and a source code editor.

   The following code will render the body and heading font used in this site:

   <p class=heading>Heading</p>
   <p>Body Text</p>

   Images can be added by clicking on the Insert Image icon. Provide the URL for the image or browse to the folder containing the image. Always add the alternate text. The size of the image can be modified at the bottom of the Edit Image dialog box. Specify either the width or height and select the box labeled “maintain aspect ratio.”

• Image Web Part – Used to display pictures by specifying the location URL. IMPORTANT: Always use relative paths, not absolute paths to images (i.e. use “/path/filename.jpg” instead of “http://www.epcc.edu/path/filename.jpg”).

• Page Viewer Web Part – Used to display linked content such as web pages, files and folders by specifying the URL. Height and width of the area can be modified under the Appearance section of the tool pane.
• **RSS Viewer** – Renders RSS Feed

• **Summary Link Web Part** – Displays links with an optional description. Links can easily be grouped and placed in sequential order.

• Web parts are also automatically created when creating lists and libraries. (See the Catalog and Schedules page)

**When using web parts it is very important to follow these steps:**

Select Modify Shared Web Part and modify the following:

- **Appearance** – Enter a title for the web part that is unique in relation to the other titles used in the same page
- **Advanced** - Uncheck all boxes to prevent users from accidentally minimizing, moving or closing web parts. Delete all of the text under *Description* to prevent the Alt tag on the header from including the text.

**Submit for Approval**

Select *Submit for Approval* to start the approval workflow. Note that sites, pages, images, and documents will not be visible to others until the content is approved.

**Navigation**

Breadcrumb settings and Left navigation can be modified under the *Site Settings*.

- **Subsites and Pages** - Uncheck the *Show Subsites* box to remove these from the left navigation. The *Show Pages* box must be checked to view the pages in the breadcrumb but can be hidden under *Navigation Editing and Sorting* if needed.

- **Sorting** – Set this field to *Sort Manually*

- **Global Navigation** – Select ‘Display the navigation items below the current site’ to view the pages in the site on the left navigation.

- **Current Navigation** – Select the last option to include items from the current site.

- **Navigation Editing and Sorting** - Use this section to hide and unhide pages and to add headings and links.