

WEB PAGE POLICIES

The following informational guidelines for Web sites apply to Colleges, Departments, Institutes, Centers, Schools, Academics, Associations, Foundations and Organizations at The University of Southern Mississippi.

In order to establish a user-friendly, informative Web presence for the university, it is important that all entities affiliated with the university should take a relatively elementary approach to establishing their Web sites, all entities should ensure that their sites are easy to navigate and provides information in addition to any technical or advanced level of information, which they intend to impart. Taking a look at the site from a “first-timers” point of view will prove helpful in establishing sites.

Visitors to your site should be able to find (at minimum) the following information:

- Summary of the department or organization
- List of faculty members with titles and contact information
- List of staff members with titles and contact information
- Physical location of the office/s
- Phone, fax and box number for the main office/s
- Message from the dean or director, etc. (where appropriate)
- Bragging points
- Program information

All sites should include the full university name along with the department name. Inclusion of the university seal is also strongly encouraged. Departmental or division logos of any type or style are not to be used unless approved by the Department of Marketing and Public Relations.

Technical Inclusions:

A header with the following information:

- META tags containing the identity of the page’s author:
<META NAME=AUTHOR CONTENT=“Firstname Lastname”>
- Copyright information:
<META NAME=“COPYRIGHT” CONTENT=“©[YEAR] [Department or Organization]”>
- Optional-keywords to assist indexing in search engines:
<META NAME=“KEYWORDS” CONTENT =“[a list of keywords]”.—
example include “science”, “security”, “fraternal”
(A header aids with our copyright ownership of information on the Web site.
This inclusion also helps Southern Miss pages to be recognized and located in
search engines.)

A footer on every university Web page.

- The identity of the organization responsible for the page
- An indication that the organization is affiliated with The University of Southern Mississippi
- A link to <http://www.usm.edu/>
- For comments and questions, a <mailto:> link that uses an “@usm.edu” address pointing to the person or webmaster responsible for the page
- The date and time of the page’s last update

For step by step information regarding this process, departmental templates, guidelines, Web review request forms, Web account request forms, and more...please go to <http://www.usm.edu/webredesign>.

A hard copy of the Web site must be submitted along with a temporary URL or a sample file on floppy disk or CD, to the Marketing and Public Relations Department at box 5016 for proofreading by the University proofreader, and guideline review and approval by the department's Web Developer. All university affiliated Web sites must complete this process in order to be linked and visible to the university community.