A. Introduction:

The procedures in this document govern the CU-Denver campus web server utilizing the Microsoft Content Management Server (CMS). The web pages on this server represent the most important marketing tool of the campus. The CMS technology ensures Web site integrity, continuity in site development, and cohesiveness for CU-Denver’s external Web presence.

B. Contents:

These procedures cover the following aspects of CMS development:

- Roles
- Automatic Notification of Outdated Content
- Broken Links
- Navigation
- Template Headers and Footers
- Official Content
- Scripting
- Search Engine
- American with Disabilities Act (ADA) Compliance
- Visual Identity

C. Procedures:
1. Roles are defined as follows:

<table>
<thead>
<tr>
<th>ROLE</th>
<th>RIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>• Add, Modify, and Delete Content/images</td>
</tr>
<tr>
<td>Editor</td>
<td>• Add, Modify, and Delete Content/images</td>
</tr>
<tr>
<td></td>
<td>• Approve designated pages</td>
</tr>
<tr>
<td>Moderator</td>
<td>• Modify dates for activation and termination of web pages</td>
</tr>
<tr>
<td></td>
<td>• Approve content migration from development to production</td>
</tr>
<tr>
<td>Resource Manager</td>
<td>• Add, remove, and replace content in a unit-level resource gallery *</td>
</tr>
<tr>
<td>CINS</td>
<td>• Provides support for Authors, Editors, Moderators, and Resource Managers</td>
</tr>
</tbody>
</table>

At a minimum, each campus unit will designate one editor. An editor can both author and approve content (text, images, resources, etc.), as well as determine publishing schedules.

Larger units may designate an individual to author content and another individual to approve that content. They may also assign a third individual to regulate the dates for activation and termination of web pages. Although this process may be kept very simple; it has the capability to be as complex as needed.

The Office of Marketing Communications is the author, editor, moderator, and resource manager for approximately the top two levels of pages that represent the marketing image of the campus.

Student employees may be authors. Editors, moderators, and resource managers may not be student employees.

2. Automatic Notification of Outdated Content
   Authors/Editors/Moderators may set the termination date of their pages as they see fit. Options can be “Never,” “One Day,” “One Week,” “Two Weeks,” “One Month,” “Four Months,” “Six Months,” “One Year” or a specified period of time. The CINS webmaster will notify via email those personnel designated as department Authors/Editors/Moderators if page content has not been updated within one year of the start date. The email will advise review of the pages.

3. Broken Links
   CINS Web Services will run software to identify hyper-links which are no longer valid. When a broken link is identified, the person(s) responsible for the pages containing the malfunctioning link will be notified that the link needs to be repaired within 72 hours. If the link is not repaired, a report will be sent to Marketing Communications and the appropriate Dean/Director of the unit for their review and appropriate action.

4. Navigation
   The CMS templates will drive the navigation for the web site. At any time, a visitor should be able to easily return to the top web page. A hyperlink that keeps a visitor within the CU-Denver campus pages may be displayed within the same browser window. A hyperlink that sends a visitor outside of the CU-Denver campus pages should be presented within a new window.

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* The resource gallery is a container used within CMS to organize and manage access to resources. Examples of resources are graphics (GIF, JPEG, PNG), documents (Word, PDF), and PowerPoint presentations.

CMS is a dynamic process:
All data is stored in a content repository or database. Templates* determine the layout of any given Web page. Text is pre-determined to go in a designated area of the template and graphic images may be pre-determined to go in another area of the template. When a Web browser calls a specific web page, the CMS server determines which template is defined for that page. The server then goes to the database and places the appropriate data and/or graphical images into the template for display within the browser window.

Every page is identical in format; however, the words and graphics being displayed differ depending upon where the web page is being called from. It appears that one individual authored the entire site when in reality it is done by hundreds of individuals.

This dynamic serving allows content to be changed one time in a central location and the change is reflected within any template that may access the information thereafter.

5. Template Headers and Footers
Official CU-Denver templates are developed for use by campus authors. Footers for the purpose of supplying contact information are included for these templates. Every page should display an active, non-intrusive text/graphic containing a “mailto: contact” hyperlink. The contact person should be the person responsible for the content presented on the Web page.

Given the limitations of the current version of Microsoft CMS, CINS Web Services creates all new templates.

6. Official Content
Any content that is maintained as a centralized service to the campus shall not be duplicated. The author or editor must hyperlink to this centralized information which resides within the central Resource Gallery. (Degrees and Programs are an example of official content.)

A gateway page introducing each academic school/college will contain navigational links for Program Admissions, Degrees and Programs, Departmental Faculty, and a Departmental Contact. This page displays a hyperlink to the main Web site maintained individually by the school/college.

7. Scripting
CINS provides technical support only for those web applications written in the following programming languages:
- ASP (Active Server Pages)
- ASP.net

8. Search Engine
A meta keyword tag (HTML code) lists all the keywords for which you would like search engines to rank your site. Some search engines are able to incorporate the content of meta tags into their algorithms. If used, limit to 1024 characters, list keywords in order of importance and don't repeat the same keyword more than 7 times.

A content management web author/editor has the ability to elect or decline the presence of third-party Web robots/spiders** for the purpose of searching and/or indexing a web page.

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*Templates are pre-designed lay-outs used to create web pages within CMS. They determine page structure and design.

** Search engines such as Excite and AltaVista use web robots/spiders to create the indexes for their search databases. These automated tools travel through directory structures making an index of search tag information. This process loads a database for later use by search engines.
9. American with Disabilities Act (ADA) Compliance
   - All CU-Denver Web pages must comply with Section 508 of the US Rehabilitation Act.
   - All CU-Denver Web pages must comply with the ADA requirements specified within the
     CU-Denver Web Publishing Policy.

10. Visual Identity
    A strong visual identity contributes to the Web viewer’s perception of the qualities and strengths
    of programs and people at CU-Denver. The Office of Marketing Communication maintains Web-
    based access to photographic images and logos that are used in the creation of Web content at
    recommendations for site development regarding photographs, typography, brand colors,
    affirmative action statements, and licensing are located on this site.

    Authors who use images, statistical information and other content that are not drawn from the
    given web site are responsible for obtaining any required permissions or licenses for their use and
    for maintaining on file evidence that these permissions or licenses have been granted. The
    University is not responsible for any repercussions resulting from authors’ failure to comply with
    the CU-Denver Web Publishing Policy.

D. Responsible Organization:
   The IT Policy Council is responsible for the maintenance and enforcement of this policy. Members of
   the IT Policy council, as of this writing, include:
   - Vice Chancellor for Administration and Finance (chair)
   - Assoc Vice Chancellor for Administration and Finance
   - Asst Vice Chancellor of Academic Technology Instruction
   - Asst Vice Chancellor of Computing, Information, and Network Services
   - Director of Institutional Research
   - Asst Director of Computing, Information, and Network Services
   - One Academic Dean
   - Academic Faculty Representatives

E. Reference Documents:
   - CU-Denver Web Publishing Policy
   - Section 508 of the US Rehabilitation Act
     (http://www.usdoj.gov/crt/508/508home.html)
   - W3C Web Accessibility Initiative (http://www.w3.org/WAI/eval/)