

Temple University
School of Communications and Theater

DEPARTMENTAL WEB SITE POLICY

Goals of a departmental web site policy:

- To uniformly serve the school's target audiences (prospective students, current students, faculty, staff, and alumni).
- To provide a marketing tool to capture the interest of prospective students, by providing content about faculty, programs and specific courses, admissions, student work, awards and recognition, alumni, facilities, etc.
- To provide consistent information for the school/department community about current events, facilities, and systems (e.g. the Equipment Office System, Post Production System, etc.).
- To establish a visual consistency across departmental web sites while retaining a unique presence for each area.
- To ensure ADA compliance for accessibility by the visually impaired.
- To enable easy maintenance and updates by the use of cascading style sheets and templates, and avoiding the use of frames.

It was with these goals in mind that the following policies governing departmental web sites were created.

1. To insure the maximum accessibility to all individuals, including those with disabilities, the site must adhere to the World Wide Web Consortium's [Web Content Accessibility Guidelines 1.0](#) and the U.S. Government's [U.S. Section 508 Guidelines](#). To verify compliance, you may test prospective web pages at the "Bobby" web site. The URL is

<http://bobby.watchfire.com/bobby/html/en/index.jsp>

2. The department home page must include a prominently displayed Temple University logo (i.e. the Temple "T"). The logo must hyperlink to the Temple University home page (<http://www.temple.edu>). The logo must adhere to usage guidelines outlined in the online "Temple University Graphic Standards-For the University logo" brochure. The URL is

<http://www.temple.edu/news/TUGSbrochure.pdf>

All other department web pages must include at least a textual hyperlink to the Temple University home page (i.e. [Temple University](#)).

3. The department home page must include a prominently displayed School of Communications and Theater logo. The logo must always be the same as the logo

used on the SCT home page. The logo must hyperlink to the School of Communications and Theater home page (<http://www.temple.edu/sct>). Appropriate logo usage and approval is administered by the SCT Office of Information Technology.

All other department web pages must include at least a textual hyperlink to the School of Communications and Theater home page (i.e. [School of Communications and Theater](#)).

4. Navigational structure will be consistent among all departments through use of a uniform ‘vocabulary’ for buttons. A department site may not include all hyperlinks listed below, but the hyperlinks that are used must be named according to the conventions below and must link to the level one pages that include the content described here.
 - a. **Welcome:** Links to a page that contains a message from the department chair. (Mandatory)
 - b. **Contact Us:** Links to a page that contains the appropriate department contact information and may also include a link to the department directory described in 4d below. (Mandatory)
 - c. **Programs and Curricula:** Links to a page that contains descriptions of the various programs and courses offered by the department. (Mandatory)
 - d. **Faculty and Staff:** Links to a page that contains the department directory. The department directory will contain links to the faculty and staff bios pages. Both the directory and the bios pages are created and populated actively by the school’s Information Systems. (Mandatory)
 - e. **Alumni and Friends:** Links to Temple’s Alumni Community web site. (Optional, but recommended)
 - f. **Student Work:** Links to a page that contains examples of student work and achievements. (Optional, but recommended)
 - g. **Careers:** Links to a page that contains examples of the careers that graduating students may pursue. (Optional, but recommended)
 - h. **Admissions:** Links to the university’s Admissions page at <http://www.temple.edu/admissions.html>. (Optional, but recommended)
 - i. **Internships, Awards and Scholarships:** Links to a page that contains descriptions of any departmental internships, awards and scholarships that may be available. (Optional, but recommended)
 - j. **Site Index:** Links to a page that contains an index with links to all of the site’s prominent pages and information. (Mandatory)

5. All departmental sites must be published to a development site location and reviewed and approved by the SCT Office of Information Technology prior to being published at the department’s public web address (URL).