



Hiram College Web Standards Manual

Guidelines for Organization Web Pages

Hiram College is excited to offer student clubs and organizations the opportunity to develop Web sites that will help publicize, explain, and portray the activities and beliefs of each organization. Student club and organization homepages are defined as those locally created World Wide Web (WWW) pages built by and/or for any Hiram College organization. In order to provide a consistent and professional Hiram College Website, the college has adopted the following Web Standards Manual.

Getting Access to Sites

Recognized student organizations will be provided space for Web pages about their organization on the Hiram College Web server. Space on the College server for is free of charge for clubs and organizations recognized by the Office of Campus Involvement.

Developing an Organization Website

The first step is to complete and submit a Website Request Form to the Office of Campus Involvement, which includes the advisor's signature. This form is located in the Campus Involvement office or can be downloaded from the Office of Campus Involvement Web page under the Forms & Policies section (<http://home.hiram.edu/campusinvolvement/forms.htm>).

Upon approval by the Director of Campus Involvement, an account will be assigned for creating the Web pages through the Dray Computer Center. When the Web pages are finished, please contact the Office of Campus Involvement and a link to the club or organization's entry page will be placed in the organization's information box located off of the online listing of student clubs and organizations.

Each organization is eligible for one account and is responsible for ensuring that the password is protected and not used by any unauthorized person. To help with security, a new password will be issued when the club or organization's Web manager changes.

How does Hiram's Web Site Work?

Hiram College currently has two main/home pages. The first, <http://www.hiram.edu>, is for external, off-campus users (internet or extranet). This page is a listing of areas based on user interest and is mainly for prospective students, alumnae, families of current and prospective students, professional educators/academic communities, friends, and other users of the Internet.

The second, <http://home.hiram.edu>, is for on-campus (intranet) users. This is primarily for current students, faculty, and staff. Any page that a student club or organization creates and maintains will be hosted on this server but accessible from both of these home pages.

General Website Guidelines

Entry/Index Page

All club and organization pages should include a disclaimer, timestamp, and a method of contact on the entry and/or index page(s).

In order to allow each club and organization the ability to express its own views and beliefs, it is important to inform the reader that Hiram College doesn't necessarily adopt the views and beliefs presented in the Website. Therefore, the following statement should be included in a location that can be easily read by the viewer:

“Hiram College Organization Websites reflect only the views and opinions of the organization. Information on these Websites does not necessarily represent the views of Hiram College; nor does the College accept responsibility for their content.”

Secondly, please include a “last updated” timestamp somewhere on this page. This informs viewers that the Website is current and applicable for the club. Each time that any of the pages are updated, please make sure to change this date on your index and/or entry page. Examples include “Last Modified: <date of your last modification>,” or “Last Updated on <date of your last update>.”

Finally, club and organization pages should include a way to contact the web manager. While the Office of Campus Involvement will periodically look through club and organization pages, the World Wide Web is constantly changing and links can become outdated quickly. Providing a contact method allows individuals the opportunity to inform you if there are any broken links as well as give you feedback on your page(s).

Editorial & Content Guidelines

All Websites should present material and links to other Websites that are consistent with the mission and values of Hiram College, provide current information, and should be free of spelling and grammatical errors. If you have any specific questions about content for your Web pages, please contact Amy Wilson (extension 5181) in the Office of Campus Involvement.

Web pages must also comply with the Hiram College Acceptable Use guidelines regarding computing facilities. Web pages are expected to respect copyright laws and intellectual property policies. This is summarized in a statement from the Academic Technology & Computing Services account application:

Whenever you use [Dray Computer Center's] resources you implicitly agree to abide by the highest standards of responsibility to your colleagues - the faculty, staff, students, and external users who share this environment. Users are required to comply with all College guidelines and state and federal laws concerning appropriate use of information technology. Noncompliance is considered a serious breach of community standards and may result in disciplinary or legal action.

A Web page is a published document. Therefore, please make sure that you follow all copyright, state, and federal laws. Furthermore, because this is a form of publicity for your organization, we encourage designers to construct pages that are easily readable, organized, consistent, informative, and enjoyable to visit.

Maintenance

It is important that the Hiram College Website is a reliable source of information. Therefore, information posted on Web pages must be accurate and up-to-date. All clubs and organizations that have Web pages need to update the page(s) as soon as information posted on the site changes or once at the beginning of each semester, whichever is necessary to make sure that all information is pertinent. Please also remember to update your "last updated" timestamp on your page when you do this.

Furthermore, to help make maintenance of your Website easier, instead of including information that already exists in official sites maintained by Hiram College, please provide a link to that information. This will avoid repetition and could drastically decrease the frequency you need to update your page(s). For example, instead of posting class schedules provide a link to <http://home.hiram.edu/ClassSchedules/>.

HTML Suggestion: Meta Tags

Meta tags are important for Hiram College's internal search engine (powered by Google) as well as for many exterior engines. These tags are indexed by search engines and provide "hits" when returning a search. Therefore, they are useful to include and are not seen on the Web page.

Many resources exist for learning about Meta tags, but we recommend that club and organization Websites include the following Meta tags in the <head> tag of your HTML document before the <title>. When developing your keywords for the tags, it is helpful to think of words that would be used when searching for your page and to be concise and accurate.

The general format for a meta tag is:

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<meta name ="[meta_name]"content="[meta_content]">
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<META NAME="title" CONTENT="[The same as the TITLE of your HTML document – it is probably your club or organization name]">
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<META NAME="description" CONTENT="[A description of the page in sentence form. (This description appears on the search results page when returning a hit so it should be grammatically correct and informative.)]">

<META NAME="keywords" CONTENT="[A list of keywords for this document separated by a comma and a space. Omit short articles such as "the," "of," "a," etc. Avoid repeating words. These are words you might enter when searching for your page]">

<META NAME="keywords" CONTENT="Hiram College">

<META NAME="author" CONTENT="[The author of the HTML page with e-mail, if preferred.]">

<META NAME="copyright" CONTENT="[club or organization name. While it is not necessary to copyright your page, it is recommended]">

If you prefer that exterior search engines do not index your page, use the following meta tag:

<META NAME="robots"CONTENT="noindex">

Technical Support for Organization Websites

Hiram College does not have an official or software package for the development of its Websites. Therefore, a club or organization may use any Website development software that it chooses. The Office of Campus Involvement and the Dray Computer Center will try to offer as much help as possible with the understanding that technical assistance may be limited.

For any questions or comments, please contact the Office of Campus Involvement at extension 5181. Congratulations on building your Web page and we look forward to seeing it soon!

Website Request Form

Web Manager:

By filling out this form, I am acknowledging that I have read, understood, and will comply with the Hiram College Web Standards Manual. I understand that I am responsible for sharing this policy and its guidelines within my organization and making sure that all members comply with them.

Club Name _____

Web Manager Name _____

Web Manager Phone _____ email _____

Desired Web Directory Name _____

Signature _____ Date _____

Advisor:

As an Advisor to this organization, I authorize the individual mentioned above to act as a Web Coordinator for the campus organization listed above.

Name _____

Signature _____ Date _____

*Student Organizations require authorization from their faculty/staff advisor to be issued a college Website.

Please return this form to the Office of Campus Involvement on the first floor of the Kennedy Center. We will contact you by e-mail once your club's web account has been approved and activated.

Internal Use:

Approved _____ Date _____

Contacted _____ Date _____