

USCL Web Site

Guidelines for Office or Departmental Web Pages

by Antonio Mackey, USCL Web Master

All USC Lancaster offices should have and maintain a webpage on the USCL web site.

Offices and departments that need a new web page or substantial revisions to a current web page should meet with and submit the desired information electronically to Antonio Mackey at mackeym@mailbox.sc.edu. The Web master will create appropriate links on other USCL web pages to access your page(s).

The Web master reserves the right to edit pages when appropriate.

AUTHORITY

The Web master is pleased to work with any employee from any Office or Department on their web presence. However, for entire pages, documents, major updates, and major changes to an office or department site, I must know that the Department Head has approved them. If the web request does not originate with the Department Head, please work with me to insure that it is clear to me that the Department Head has seen and approved the requested updates. I recommend that any requests be sent to the Department Head, who may approve and forward the request to me.

STYLE

Office or Departmental web pages should adhere to the USCL format as seen on the opening homepage.

Employees with access to and knowledge to use web authoring software are welcomed to craft webpages for their office or department, with the approval of the department head, provided that the standard format established by the USCL homepage and overall best practices in web page functionality are followed. Such pages must still be forwarded to the Web master for approval and uploading to the web site. The Web master has responsibility for the style and functionality of the USCL web site and therefore reserves the right to edit pages when appropriate.

Offices and departments that prefer the Web master create a web page for them should meet with and submit the desired information electronically to Antonio Mackey, at mackeym@mailbox.sc.edu.

FILE FORMAT

Primary office or departmental home pages should be in HTML format.

Other information linked from that homepage can be in either the standard web HTML (.htm) format, Adobe Acrobat (.pdf) format, or Microsoft Word (.doc) format. The Web master will upload these auxiliary files in whatever format I receive them; at the Web master's discretion, I may convert them to the preferable HTML or PDF format. Offices with a format preference should notify the Web master.

Note that extensive conversion by the Web master could require extra lead-time.

MAKING UPDATES OR CHANGES

The USCL Web master has sole rights for uploading content to the USCL Web site. However, since the Web master is not familiar with the operations of each office or department, each of those entities is responsible for monitoring the accuracy and currency of their webpages and the links contained therein and forwarding updates to the Web master.

As Web master, I welcome anyone who finds any typos, dead links, or out of date information on any page of our website to let me know immediately. Thank you.

PHOTOS

If the office or department desires to include photos of their personnel on the page(s), Shana Dry is available to take individual headshots or group photos; she will then send them to me.

If there are photos on the shared S: drive that you want me to include on the website, you have to let me know and provide me the folder name where I will find the images.

If there are a great many photos, such as from an event or activity, I usually cannot use more than a handful. Please cull through them first and select the best ones before you ask me to post them. Copy the best ones to a subfolder on the shared S: drive, or send a select few as attachments to an email to me.

LEAD-TIME REQUIRED

Action on any requests to upload or update web information for existing pages is likely to be much more prompt the earlier the information is submitted in relation to the date needed.

Ordinarily, allow *at least 48 hours* (Monday – Friday) between the submission of simple, ready-to-upload HTML, Adobe PDF, or WORD (not to be converted) files to the Web master and the time when you require that they be available on the web.

For documents that the Web master must re-format, or convert to HTML or Adobe PDF format for upload to the web site, please allow *at least one week* between the submission of raw web page information and the time when you require that it be available on the web.

Lead-time can be negatively impacted by any of the following factors:

- Volume and technical difficulty and/or number of pages affected.
Extensive revisions or creation of new pages takes longer. Intensive projects such as that will likely be delayed in favor of quick, small changes. Changes to navigation bars on the left or top or bottom of the page take longer because they affect more than a single page; although I utilize global change processes, those often require substantial cleanup.
- Volume and technical difficulty of changes/updates already in the queue from other departments/offices/faculty.
- Urgency and impact.
Some requests are urgent or more impactful than others, and I will do my best to accommodate those. Urgency and impact are also influenced by who originates the change requests, as I receive them from both Deans and from the Palmetto College offices, which most often take precedence.
- Timing of your requests.
The week before classes begin in fall or spring, the first two weeks of each term, and April and November are always extremely busy for web updating. Edits during these times take longer simply due to volume.
- Web master's schedule.
Other non-web site responsibilities of my campus position, meetings, appointments, annual leave, and sick leave all play a part in my availability.

Factors that will make your website updates happen in a timelier manner:

- If changes have equal urgency, combine them into a single email request to me.
- Be very clear and specific in what you desire. For example, provide me with the URL of the page that has the broken link you are reporting; or, if you require an additional link or option added to a page, WHERE do you want it placed?
- Make sure the URL's you provide are correct the first time. Test them before you send them to me.
- Be satisfied with your images, PDF's, and text before you send them to me. Updating the same files repeatedly is unnecessarily overburdening and add to the request volume that can delay other updates needed.

UPCOMING WEBSITE REDESIGN

As we continue to expect the implementation of USCL's new (slimmed-down) website design, patterned after Palmetto College's new design, the work entailed for the Web master therein is yet unknown.

Further, drastic revisions/overhauls of the existing pages on the USCL site will be discouraged for the time being, as those existing pages will no longer exist in their current form in as little as six months.

ABOUT THE WEB SERVER

The USCL Web site is physically housed on a Web server belonging to USC's Palmetto College in Columbia, SC.

Knowing that may help one understand that the operational status of the USCL Web site does not necessarily coincide with the operational status of the USCL local network. For example, our local network could be down but the USCL Web site may be fully operational for others accessing it from off-campus; similarly, the USCL Web site may go down because of technical issues with the server site in Columbia, while the USCL network may be fully operational.

ABOUT THE USCL WEB MASTER

Your USCL Web Master is Antonio Mackey. In my web master duties, I report directly to the USCL Dean, while coordinating with all offices, faculty, and staff.

While USCL's IT Department provides important technical support, that department does not provide backup or trouble-shooting for the web. Therefore, in the case of my absence, the USCL IT Department is not equipped to handle requests about web site changes or maintenance. In that case, contact me, Antonio Mackey, at mackeym@mailbox.sc.edu (I do try to check e-mail regularly while off-campus).

Only in an emergency, contact Bob Dyer, Assistant Director, Information Technology, Palmetto College (dyerr@mailbox.sc.edu or 803-777-8294) for **urgent** website updates.

The Web master has responsibility for the content and functionality of the USCL web site and therefore reserves the right to edit pages when appropriate.

Web Master's Contact Information:
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