

# Clark Website Policy

## Section 1. PURPOSE AND SCOPE

Clark's website is the University's face to the world. It is one of the first places prospective students visit when exploring colleges and universities. Thousands of alumni and friends use the website to learn about campus news and events. The site is also an excellent resource for current students, faculty and staff, as well as the press. Here are some tips for creating and maintaining departmental Web pages that put Clark's best face forward.

## Section 2. CONVERT TO THE UNIVERSITY TEMPLATE

Like publications, consistency is the key to creating a high-quality website that is easy to navigate and will help recruit great students. Clark has an official University template for its Web pages, and all departments and offices should convert their pages to this easy-to-maintain template. Contact the [Web Operations in Marketing Communications](#) for help in converting your pages.

## Section 3. UPDATING WEB PAGES

Updating text in a Web page can be as easy as updating a word-processing document. To edit your department's Web pages, you will need Web editing software, which allows you to edit a page without learning complex code. PC users most often choose FrontPage; Mac users tend to choose Adobe GoLive or sometimes DreamWeaver or BBEdit. Adobe GoLive is inexpensive and very easy to use. For more information on or to purchase one of these software programs, please contact the [Information Technology Services \(ITS\) Help Desk](#).

## Section 4. TRAINING

Marketing and Communications offers introductory training for new content managers who are responsible for editing and maintaining their department's Web pages. This initial training will introduce content managers to the University Web template and the basic dos and don'ts of editing their pages. For further training on using HTML editing software programs, content managers should contact the [Web Operations in Marketing Communications](#).

## Section 5. MAINTAINING WEB PAGES

Once introductory training is complete, each office and department is responsible for maintaining their own Web content. However, Marketing and Communications is here to help with the more complex aspects of Web page management. If you need to make

changes to the structure of your website or changes to the menu items or if you need to create entirely new content for your website, contact the [Web Operations in Marketing Communications](#).

<b>Related Policies and Regulations</b>
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<b>History/Revision Information</b>
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**Effective Date:**

**Last Amended Date:**

**Next Review Date: August 2, 2024**