

# Maintaining Clark Web Sites Policy

## Section 1. CHOOSE A WEB CONTENT MANAGER

Each academic department and administrative office at Clark must select an individual who is responsible for maintaining the content on their official website. Generally, the Web Content Manager or WebCM should be a staff member within the department. New Web Content Managers must undergo a short introduction to the Clark's Web policies and template. [Contact Marketing and Communications](#) to schedule a session.

## Section 2. EXISTING CONTENT/NEW CONTENT

- Web Content Managers are *only* responsible for editing existing content and keeping it up-to-date.
- The creation of new content should be discussed with Marketing and Communications. Templates can be created for you prior to beginning any new content project.

## Section 3. SOFTWARE

- Most web content managers use Contribute.
- Some advanced content managers choose to purchase Dreamweaver as they are able to write HTML code. If you are interested in purchasing Dreamweaver, contact the ITS Help Desk at [helpdesk@clarku.edu](mailto:helpdesk@clarku.edu) or 508-793-7745.

Keep in mind though that no software is actually required to edit Clark Web pages. If you know HTML and would like to just use a secure-FTP (SFTP) program like Fetch or Filezilla, those tools are already on all Clark computers managed by ITS.

## Section 4. DRUPAL CONTENT MANAGEMENT SYSTEM

If you need assistance updating your clarku.edu websites that have been developed in the new Drupal system, please feel free to contact the CMS Help Desk.

### CMS Help Desk

Feel free to contact our CMS Help Desk at 508-793-7474 or 508-793-7176.

If you need assistance with content changes for your site, please feel free to enter a CMS Help Desk ticket at: <http://www.clarku.edu/web-request>

## History/Revision Information

**Responsible Office/ Division:** ITS

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**Last Amended Date:**

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