Clark Website Policy

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.

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 Manager, and Marketing and Communications will work with you to convert your pages.

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 these software programs, please contact the Information Technology Services (ITS) Help Desk.

Training

Marketing and Communications offers introductory training for new content managers who are responsible for editing and maintaining their department's Web pages. This innitial 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 ITS Help Desk.

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 Manager.

Photography on the Web

Each office and department is responsible for scanning photographs for their Web pages. Scanners are available in the computer lab in Room 101 of Jonas Clark Hall. The computer lab is staffed at all times by an ITS student employee who can teach you how to use the equipment and software.

Don't forget to optimize!

Photos should be optimized for the Web. This means the images should be no larger than 400 pixels wide and smaller than 35K in file size. To optimize images, use a software program such as PhotoShop or PhotoShop Elements. For guidance in choosing a piece of software, contact the ITS Help Desk, x7745.