

Academic Division/Department Website Proposal

In the past year, several different college service areas (Marketing, Instructional Development Information Technology, etc.) have had requests to develop or help develop websites for academic departments. Some departments have developed their own sites, while others do not have the background or training to develop and maintain their own sites. Because of this, academic departments have developed sites that have different looks, often replicate, rewrite, and revise standard college information, and sometimes fail to update this information.

An ad-hoc group of representatives from these above-mentioned service areas met recently to discuss these issues and generate a proposal to support future development of these sites. A consistent effort and some standardization of sites is not only beneficial to end users who need to find consistent information easily and quickly; it also helps ensure divisions and departments maintain up-to-date critical college information.

The SACS Self-Study new technologies report emphasizes that emerging technologies will transform ACC into a “webcentric” college, and with this change more and more information will be shared through the web. This is an opportune time to address these issues and help faculty, students, and staff communicate consistently and effectively while accessing the information they need.

The proposed content of the division and department sites includes some standard college information and additional customizable components that give departments/divisions flexibility on their sites.

Division Website

Content	Category	Responsible Office
General Marketing / Promotional Information	standardized text	Marketing office & Dean
Why Study at ACC/Community College? (Benefits, Cost, Financial Aid)	standardized text	Marketing office & Dean
List of Division’s Departments	Links to dept websites	Division
ACC Home	Link	Marketing
Contact Us	Customized	Division

Department Website

Content	Category	Responsible Office
Introduction - General Marketing / Promotional Information	standardized text	Marketing office & Dept
Why this program?		

Special Requirements for Admission	customized	Dept.
Enrollment/Registration Information	standardized text	Marketing office & Dept
Degree Programs and Courses	Standardized link to college info	IT
Advising/Faculty Advising	Customized text	Dept.
ACC Home	Link	Marketing
Faculty	Customized	Dept.
Contact Us	Customized	Dept.

Optional Information –

Announcements	customized	Dept.
Services to Community	Customized	Dept.
Certification Boards	Customized	Dept.
Advisory Board	Customized	Dept.
Q&A	Customized	Dept.
Resources	Customized	Dept.
Campus Location	Standardized / Link	Marketing
Distance Learning	Standardized / Link	Distance Learning

Other Recommendations

- Establish a process for review and approval of sites before they go live
- Establish a process for maintenance and update of sites
- Comply with accessibility guidelines
- Provide some elements of standardization for the “look” of sites
- Revise Student Services website to provide more explanation of services.