



## UNH Cooperative Extension Web Site Guide

The UNH Cooperative Extension (UNHCE) Web Site Guide provides support and guidance for those responsible for providing content and updated information on the UNHCE Web site. It is also designed to clarify the roles of various individuals as they pertain to UNHCE's online presence.

The adoption and use of Adobe Contribute provides designated staff the ability to update sections of the Web site quickly and easily, facilitating the organizational goal of providing timely, accurate, and pertinent educational information to our stakeholders. With greater than 75% of New Hampshire homes having Internet access in 2007, the Web has become an important delivery method for UNHCE.

Program leaders and the Associate Director will delegate responsibility for particular content areas to the person(s) best able to assess the accuracy and relevance of content within that particular domain.

The task of managing Web content, which includes teamwork, shared responsibility, and entrepreneurship, is critical to ensuring that the UNHCE Web (1) presence responds to emerging issues, (2) meets the educational needs of our audiences, (4) is grounded in research, and (5) communicates effectively.

The guide that follows is meant to help those responsible for content and updates to various sections of the Web prepare text, images and other graphic information in a consistent and appropriate manner. The guide is meant to be dynamic so it can change as we incorporate lessons learned along the way.

### Responsibility

The UNH Cooperative Extension Web site is the responsibility of the Associate Director. Maintaining and expanding the Web site involves (broadly) the creation and review of content for (1) audience-appropriateness, (2) technical accuracy as well as the creation and refinement of overall site design and technology to deliver the content (presentation). Responsibility for content is generally delegated to program leaders. Responsibility for presentation is generally delegated to the Information Technology and Distance Education (ITDE) Team.

Given the nature of the Web as a communications medium, separation of content and presentation is not possible. The ITDE team will work collaboratively with content producers, UNHCE Communications Team and the UNHCE Web Subcommittee (a standing committee of the *overall* ITDE Advisory Committee) to ensure the UNHCE Web site supports the UNHCE mission while maintaining the usability, consistency, and accessibility of the site. The UNHCE Communication Team will provide leadership for front page and news content for the UNHCE Web page. Communication staff will seek input from program staff in the development of front page material.

### Content Responsibility

Information available on various sections of the Web site should reflect the needs and interests of specific target audiences. Content should be "fresh," easy-to-understand, well-written/designed, and technically accurate. It should support the UNH Cooperative Extension mission.

1. Day-to-day responsibility for Web site content is delegated to the Program Leaders and/or their designees. County Web sites are the responsibility of the current COA for that county. Internal (Intranet) Web site content responsibility is delegated to the appropriate staff member by the Associate Director.
2. Each county office, program area, and internal support unit (i.e. BSC, Communication Team, Staff Development, etc.) should have no less than one copy of Adobe Contribute for use in updating content and information for their designated Web site responsibility. Those using Adobe Contribute are responsible for following UNHCE Web Guidelines for content, design, organization, and navigation of the UNHCE Web site.
3. As new areas of subject matter content for the Web are identified, individuals responsible for that content will be identified and designated by Program Leaders. Additional licenses for Adobe Contribute are available for purchase by program areas, departments, or other administrative units.
4. The content and associated files for designated areas of the Web site will be maintained in separate folders based on who is responsible for maintaining and updating the content. Permission to edit Web site content through the use of Adobe Contribute is granted based on folders. For example, Cheshire County Web site content is all saved to a folder on the server specific to Cheshire County and permission to edit this folder is given only to the person designated by Cheshire County using Adobe Contribute. Some program areas or counties may decide to divide content responsibility between more than one staff member. Some staff members may receive permission to edit content in two or more folders.

Individuals responsible for editing/updating specific areas of the Web site using Adobe Contribute will:

1. Ensure that out-of-date information is identified for removal or updates in a timely manner. The content provider is responsible for making sure old documents are removed and time-sensitive documents are updated.
2. Ensure that links are established to appropriate internal and external resources, and that they are current.
3. Ensure that data, information, and documents are reviewed by subject matter experts for timeliness and factual accuracy.
4. Follow UNHCE Web site guidelines for design, organization, and navigation.

Individuals responsible for creating and supplying content-based information (may or may not be the individual posting the information using Adobe Contribute) are considered to be the subject matter experts and are designated by Program Leaders or the Associate Director.

1. Individuals responsible for particular content will check information to ensure its accuracy, timeliness and original authorship. They also will ensure that it's appropriately credited for text and graphics, including getting third party reviewers when necessary. Factual information should be unbiased and, if not original, should be from a credible source.
2. Appropriate citation should be made for information taken from another source. Copyright law has changed recently, so please take a minute to review this information: <http://www.orpc.unh.edu/Presentations.htm> -- Responsible Conduct of Research October 2006 – from slide 8 to the end of the presentation.
3. Content developers should avoid the use of jargon, acronyms, or other text their target audience may find difficult to understand. All staff posting articles to the Web site should understand the key rules of writing for the Web.

4. Content developers are strongly encouraged to work collaboratively with the Communications Team staff to improve the communication value of the content, with particular emphasis on Web-specific writing and linking to other internal and external resources. Communications staff will send material to which they have suggested major revisions back to the author prior to posting content to the Web.
5. Content providers should make it their priority to review information for the front page provided by the Communications Team in a timely manner.

The Communication Team is responsible for maintaining the front page, news and “Hot Topic” stories by:

1. Working with subject matter experts and program leaders;
2. Developing content addressing broad concerns (“Hot Topics”);
3. Working with subject matter experts who will review text-based materials to ensure the most up-to-date information and factual accuracy;
4. Ensuring the information developed for the front page, news and “Hot Topics” is developed based on current issues, news topics, or major upcoming Extension events. Topics should typically be of broad concern or interest and always in keeping with the overall UNHCE mission and relate to the subject matter resources available through UNHCE;
  - <http://extension.unh.edu/blogs/peg/archives/001796.html>
  - <http://extension.unh.edu/blogs/peg/archives/001797.html>
5. All Extension staff members are encouraged to propose issues for the front page, news, or “Hot Topics” sections of the Web site;
6. Articles for the front page of the web will not automatically be added to other parts of the Web site. If you would like to post a front page article in another section of the Web, it must be sent to the person responsible (or program leader) for that portion of the Web site.

## Design/Organization/Navigation

1. Day to day responsibility for Web site design is delegated to the Manager, Information Technology and Distance Education and his/her designees (primarily, the World Wide Web Specialist). Style sheets and templates will be developed for Adobe Contribute users.
2. Design/presentation of content will be guided by three core principles: usability, accessibility and consistency.

**Usability** refers to allowing the intended user to accomplish their tasks in the best way possible.

- Usability protocols will be developed by the IDTE Team, in collaboration with the Communication Team and the UNHCE Web Subcommittee.
- Principles of usability (short download time, effective searchability, effective navigation clues, etc.) will be incorporated into the Web presentation.
- Considerations for how various users (target audiences) enter and use the site should be incorporated into documents, tags, placement, etc. Items may be placed in more than one location to ensure users ability to find the information they are looking for easily.
- The Web site presentation will be modified as indicated by periodic usability testing and user feedback.

**Accessibility** - The UNH Cooperative Extension Web site is required, by law, to comply with Section 508 of the Rehabilitation Act of 1998 (see <http://www.section508.gov/>).

- All sections of the Web site will be designed to meet the Priority 1 checkpoints of the W3C Web Content Accessibility Guidelines 1.0 (<http://www.w3.org/TR/WCAG10/>), and where feasible to comply with Priority 2 and 3 checkpoints. (see checklist: <http://www.w3.org/TR/WCAG10/full-checklist.html>).

**Consistency** - The look and feel and navigation of the Web site will be maintained in a consistent fashion across all pages, while allowing for variation and flexibility where dictated by target audience, nature of material being presented, and educational objectives.

## Design Elements

A consistent, professional look to UNHCE's Web site will be accomplished by using one of several designs that incorporate our logo and overall look. Working with the WWW Specialist, designs for new banners will be developed. For example, a banner with images of maps and technology, along with the UNHCE logo may be used on GIS/GPS pages and a banner that contains images pertinent to agriculture may be used on pages maintained by that program area. The navigation links at the top of the page should remain constant though.



Navigation buttons on the left side of the screen are to be used by all areas of the Web site, however, content developers have flexibility in the number of, color, and text for each button. (See design elements below)

The “What’s New” box is optional for each page, but when used, should appear on the right side of the screen in a consistent width. The title for the box and content contained within the box (text, graphic, etc.) is up to the discretion of the content developer.

The footer for all pages will remain consistent:

[Home](#) | [UNHCE Intranet](#) | [About Us](#) | [Counties](#) | [News](#) | [Events](#) | [Site Map](#) | [Contact Us](#)

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### Design Elements

Fonts, sizes and colors are chosen to increase readability. Each page should use fonts, bullets, colors, and associated components consistently, using one of the style sheets provided by ITDE with the following possible choices:

General Use	Font	Size	Color
Left Buttons	Verdana Font Family (includes Arial, Helvetica)	12 point	Black, Navy Blue
What’s New Box	Verdana Font Family	10 point	Black, Navy Blue
Body text	Verdana Font Family	12 or 10 point	Black, Navy Blue
Body links	Verdana Font Family	10 point	Blue

## ***Document/File Preparation***

Publications intended to be printed should be prepared and posted to the Web site in a PDF (portable document format). This format is best for maintaining consistency in how a document will print. The addition of key words, subject words and the author in “Document Properties” for PDF files will increase the likelihood of the document showing up in a search and should be completed before posting to the Web site. For tips on adding key words to PDF documents, see <http://extension.unh.edu/blogs/itde/archives/001659.html>.

The use of PDF’s should be limited to those publications writers know most users will want to print and read or distribute in hard copy. When appropriate, html format should be used for program advertisements, fact sheets, or other content not intended to be printed. Large PDF’s (greater than 500 kb) should be identified so users know they are clicking on a file that may take a few minutes to load.

Documents and files to be posted on the Web should follow a 12-character naming convention with the appropriate file extension so users are able to open files up easily: Tomatoe.pdf, mastergardn.doc, hsjudging.xls. **DON’T use characters, punctuation, or underscores in the names!**

Graphics on Web pages should typically be in either .jpg, .gif, or .png formats. Other graphic formats may be used, but check with the ITDE Manager or WWW Specialist before posting other formats. Videos and interactive web pages can also be developed and are becoming increasingly useful. Guidelines for the development and publishing of interactive media are considered on a case-by-case basis at this time. Consult with the ITDE Manager if you are planning this type of web addition.

If documents are provided in any format other than a PDF, or if they are provided in more than one format, this should be indicated next to the title of the document and linked such that the user is able to click on the desired format.

Examples:

- Animal Approval Form ([PDF](#) or [Word](#))
- [Promotion Evaluation by Program Leader Form](#) (Word)
- [Colorado 4-H Horse Project Manual](#) (1.3 MB)

## ***Organization***

Items listed on a Web page or on the navigation (left) buttons should be placed in a manner and order that is easy to follow and that makes sense to the intended audience. The use of headings and table of contents (or text anchors) to assist in organization will help keep a Web page neat and organized. For example:

4-H Youth Forms
<a href="#">4-H Member Resources</a>
<a href="#">Event Forms</a>
<a href="#">Record Keeping Forms</a>
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<b>4-H Member Resources</b>
• <a href="#">4-H Member Enrollment Form</a>
• <a href="#">4-H Project Page</a>
<b>Event Forms</b>
• <a href="#">NH 4-H Youth Medical Care Treatment</a>
• <a href="#">NH 4-H Camps Forms</a>
<b>Record Keeping Forms</b>
• <a href="#">4-H Project Page</a>
• <a href="#">Checklist for County Records</a>

Lists of documents, links, etc. should appear in a logical order: typically alphabetical or chronological. However the order may be other than alphabetical or chronological if there is an alternative, logical basis for the order.

## **Procedures**

Content will be provided electronically to the designated person for each section of the Web for publishing using Adobe Contribute.

When replacing or updating current content, name the document exactly the same as the document being replaced, so that links to it from other portions of the Web will be maintained.

Dates to update or expire content will be provided by the content developer and should be appropriately documented in Contribute. Using an automated feature to either remove or remind you to update the document will ensure things are updated in a timely fashion.

Design modifications to style sheets and templates will be done by the WWW Specialist, consistent with the presentation guidelines above.

The WWW Specialist will work collaboratively with the content producers and the Web Subcommittee to ensure that the design achieves educational objectives. New design patterns will be developed, as needed, for specific topics or initiatives that cannot achieve their educational objectives with existing templates.

## **UNHCE Alternative Domain name use**

For marketing and promotion purposes, it is sometimes valuable to purchase and maintain a domain name that is easy to remember like nhcoverts.org.

All alternative domain names must have Program Leader approval prior to purchase and the following information must be submitted to the BSC:

Date initiated	Domain name purchased	Program Area	Staff person responsible	Date domain name expires	Source of domain purchase	Account paying for URL
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Program leaders should submit this information to the BSC when payment is requested and ask their BSC representative to add this information to the domain name spreadsheet. (This document then serves as the organization's list of all purchased outside domain names). There are unscrupulous organizations that will purchase and take over expired domain names the minute they expire and we have no control over the content they replace our page with if this happens.