

SCHULTZ CENTER

WEB GUIDELINES

The following guidelines are intended to support the goals of the Schultz Center website and may be revised as those goals evolve.

Goals

The primary goals of the Schultz Center public website are to:

- Introduce prospective customers to our core competencies and organizational identity
- Provide current and historical in-depth information about the Schultz Center, its programs, trainings, and services in an attractive, organized manner, in order to reinforce the Schultz Center brand

Administration and Site Management

The development, design, and maintenance of the Schultz Center public website shall be the responsibility of the Webmaster. The Website Team shall guide the Webmaster in the development of the website, the review of content for the website, and the monitoring of Internet technology and trends.

It is the responsibility of each Department Director to ensure that the content for which their department is responsible is both current and accurate. Department Director's are responsible for establishing and communicating procedures within their department to ensure that all content submitted to the Webmaster has been properly coordinated and approved.

Content of Website

Content should be reviewed and updated at least three times a year (fall, spring, and summer). Each Department Director must submit certification, in writing, that the content of Schultz Center's public website for which his/her department is responsible is current and accurate. Complete the [Web Request Form](#) located on the Schultz Center website.

Department Directors desiring to post information about a new program or service on the Schultz Center's website must provide that information to the Webmaster using the [Web Request Form](#). The Webmaster will verify the functionality and appearance of all submissions using common browsers, and will suggest modifications as appropriate. The Webmaster will determine the most appropriate location for linking new web pages. Departments may also promote new programs, events, deadlines, services, etc. on the home page under "What's New."

How to Submit Graphics for Web Publication

Graphics may include photos, charts, drawings, etc. You may provide graphics to us electronically via email or removable drive. You may also supply us with photos or artwork to be scanned (items must be 8 ½" by 11" or smaller). We can crop and compress graphics as needed to fit within the site format and to allow for fast download times over the web. Photos taken at a training or event require the written permission of the individuals in the photos, before publication. If you are in need of a release form, please contact the Webmaster.

How to Submit Documents for Web Publication

Documents will be presented on the web either as HTML web pages, as Adobe .pdf (portable document format), or Microsoft Word (only if the document is a form) files. Please provide content for your pages in electronic format, either by emailing them by removable drive.

For documents that will become html pages: Documents may be provided as Microsoft Word, RTF, or any other text-based file. Highly formatted Microsoft Word document files (i.e. with tabs, columns or tables) are not easily converted to html. Documents that need to maintain very specific formatting, that does not translate easily to web presentation formatting, may be saved and presented as Adobe .pdf documents.

For documents to be presented as Adobe .pdf downloads: Send the document to us either as a Microsoft Word, PowerPoint, or Excel file, text-based file, or as a Adobe .pdf file. If you want to present a Adobe .pdf but are unable to convert it yourself, please send the file to the Webmaster and the Webmaster will convert it for you.

Questions

Questions about the Schultz Center web policies and procedures should be directed to the Webmaster at (904) 348-5748 or pickettg@schultzcenter.org.