


Components of a University Website

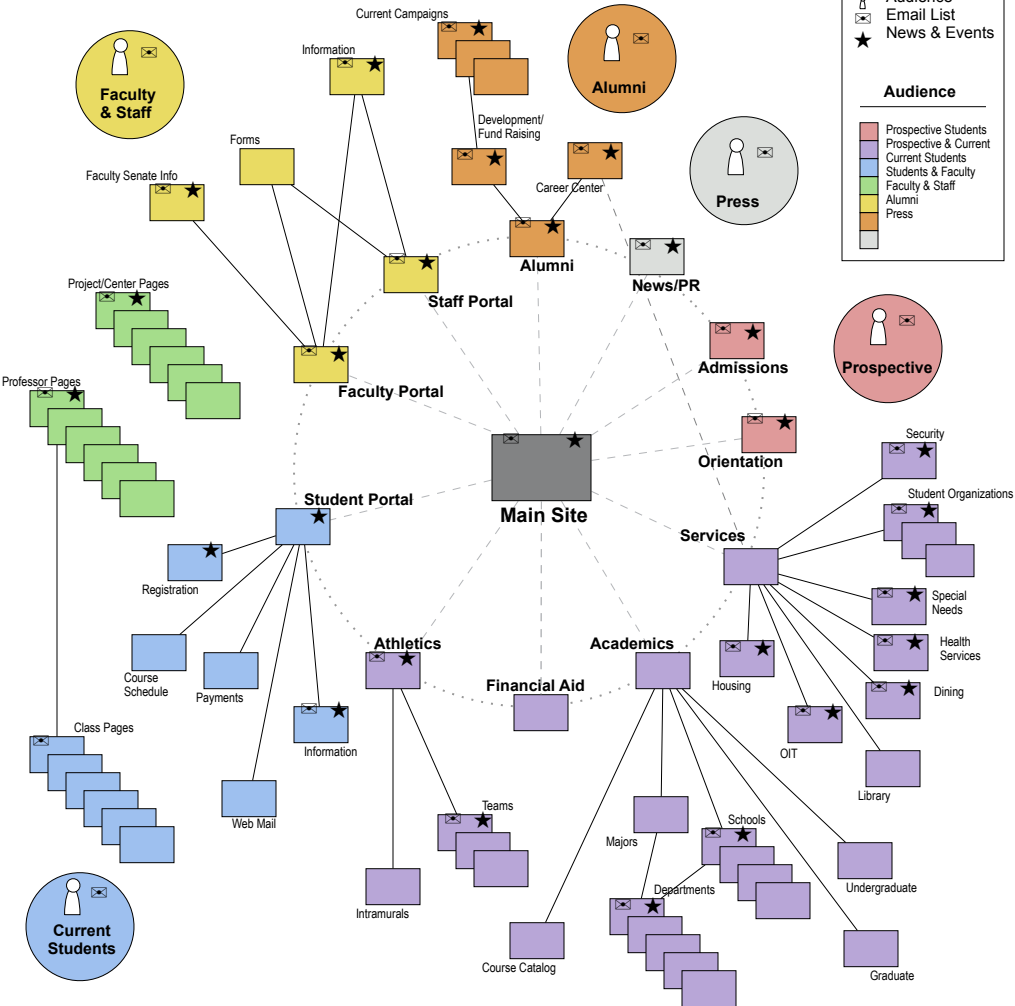
Plotting the Universe
Created by: Gravity Switch

Key to Symbols

-  Website
-  Audience
-  Email List
-  News & Events

Audience

-  Prospective Students
-  Prospective & Current
-  Current Students
-  Students & Faculty
-  Faculty & Staff
-  Alumni
-  Press



★ News & Events

Many units on campus have a need for News, Events or Announcements. These news items and events should be stored in a central database, so that information can be shared without needing to be re-entered in multiple locations. For instance, if the swim team has a superstar swimmer, the news release about him should show up on the Swim site, the athletics site, the main home page, the alumni site.

✉ Mailing Lists

There are many mailing lists on campus. Some are for a user group (i.e. Prospective Student) but many are associated with special interests (i.e. Team specific mailing list, or class specific mailing lists). The systems for creating and maintaining a mailing list should be standardized as part of your digital communication standards.

* For clarity not all relationships and sites are shown here. Specifically many campus offices such as Procurement, HR, etc. are not shown.