

## Web Content Guidelines for Academic Departments

### Required:

1. This is critical : outdated information must be removed from site.
2. The following four elements are from the Web Guidelines at <http://www.unco.edu/webguidelines/>:
  - UNC logo at the top of the page linked to [www.unco.edu](http://www.unco.edu)
  - Footer information listing date last updated and contact email
  - UNC search bar on home page
  - Location and phone number of office
3. Faculty names and email addresses
4. Description of program
5. Highlights or unique points of program
6. Link to catalog program requirements  
Link to catalogs page
7. Advising policy or link to advising center
8. Four year plans
9. No reproduction of catalog information, link to catalog page instead
10. No reproduction of schedule of classes; link to [www.unco.edu/sched](http://www.unco.edu/sched) page instead
11. Links to Career Services
12. Link to Admissions and/or Graduate School

### Required if information exists:

1. Links to faculty and/or class pages
2. Clubs and organizations, both student and professional
3. Special scholarship information
4. Resource links such as labs, clinics, handbooks, departmental libraries, handbooks, etc.
5. Internship opportunities and information
6. Faculty accomplishments and specialties

### Optional but helpful:

1. Alumni accomplishments
2. Student testimonials
3. Chair's message
4. News and announcements
5. Helpful links related to academic mission

Note: due to FERPA restrictions, current student names or pictures should not be published on the Web site without permission. Publishing alumni names and accomplishments is allowable.