

# CSUCI Web Site Planning Guide

Web Services Office

Rev: November 11, 2005; December 2, 2004; July 13, 2004

Created: June 2, 2004

By: Peter Mosinskis, Web Services Supervisor

[webmaster@csuci.edu](mailto:webmaster@csuci.edu)

## ***Introduction***

The following Web Site planning guide is intended to assist CSUCI faculty, staff, students, and organizations in the step-by-step creation of the design and structure of a new web site. It will also provide the Web Services Office with the necessary documentation to plan and schedule the creation and publication of a new CSUCI web site.

Please follow the steps outlined below, and complete each of the six (6) worksheets. Once complete, please submit the completed worksheets as specified in Step 8.

## ***1. Your Information***

Please fill in the following information to help us contact you.

<b>Date:</b>	
<b>Name:</b>	
<b>Phone:</b>	
<b>Email:</b>	
<b>Department/Organization: (if applicable)</b>	
<b>Name of the Web Site:</b>	

## **2. Choose the Type of Site**

Your choice of site will help you determine what resources you will need to complete your web site

### **Worksheet 1. Site Type**

From the following table, please choose the type of site that you would like to create.

- Personal Web Site**  
CSUCI faculty members can build personal web sites in support of their instruction and academic research. (Personal web sites for University Staff are not currently available).
- Department/Program Web Site**  
All officially recognized University organizations, including departments, programs, units, and committees, can create web sites at CSUCI.
- Course Web Site**  
Faculty can create web sites wish to assemble course materials to support their instruction.
- Student (individual) Web Site**  
Student web sites may only be created in conjunction with an existing CSUCI course for academic use. Further, support of individual student web sites is by Web Services is limited. Instructors may contact Web Services for further information. Web Services contact information is located at the end of this Planning Guide.
- Student Organization Web Site**  
All officially recognized student University organizations, including departments, programs, units, and committees, can create web sites at CSUCI. Written approval from the Office of Student Development is required before web sites can be created.

### **3. Choose your audience(s).**

Determine what kind of people will be visiting your web site. Create a “profile” of a typical visitor, their preferences, and how they will use your web site.

#### **Worksheet 2: Intended Audience**

From the following table, please choose the audience(s) that the web site should address. Check all that apply.

<input type="checkbox"/> <b>Students</b>	<input type="checkbox"/> <b>Local Businesses</b>
<input type="checkbox"/> <b>Faculty</b>	<input type="checkbox"/> <b>Local Government</b>
<input type="checkbox"/> <b>Staff</b>	<input type="checkbox"/> <b>Media</b>
<input type="checkbox"/> <b>Alumni</b>	<input type="checkbox"/> <b>Local Community and Citizens</b>
<input type="checkbox"/> <b>Parents</b>	<input type="checkbox"/> <b>Prospective Employees</b>
<input type="checkbox"/> <b>Donors</b>	<input type="checkbox"/> <b>Mini Corps/EOP</b>
<input type="checkbox"/> <b>Foundation Board</b>	<input type="checkbox"/> <b>Others (list):</b>

#### 4. Choose your topic(s).

Based on the needs of your chosen audience(s), determine what kind of information you need to provide.

#### Worksheet 3: Required Topics

The following web content is required for each of the following types of web sites. Before you continue, please review the worksheet, and check each item for your selected Web Site Type to ensure that the content is ready for publication.

<b>Faculty Personal Web Site Required Topics</b>
<input type="checkbox"/> Contact Information <input type="checkbox"/> Main Contact Name <input type="checkbox"/> Main Contact Email address link <input type="checkbox"/> Main Contact phone number <input type="checkbox"/> Link to CSUCI Home Page
<b>Department/Program Web Site Required Topics</b>
<input type="checkbox"/> General Information/Introduction <input type="checkbox"/> Program Description <input type="checkbox"/> Office/Staff Information <input type="checkbox"/> Contact Information <input type="checkbox"/> Main Contact Name <input type="checkbox"/> Main Contact Email address link <input type="checkbox"/> Main Contact phone number <input type="checkbox"/> Link to CSUCI Home Page
<b>Course Web Site Required Topics</b>
<input type="checkbox"/> Course Number (from CSUCI catalog) <input type="checkbox"/> Course Title <input type="checkbox"/> Instructor Contact Information <input type="checkbox"/> Instructor Contact Name <input type="checkbox"/> Instructor Contact Email address link <input type="checkbox"/> Instructor Contact phone number <input type="checkbox"/> Link to CSUCI Home Page
<b>Student Web Site Required Topics</b>
<input type="checkbox"/> Course Name <input type="checkbox"/> Course Number <input type="checkbox"/> Contact Name <input type="checkbox"/> Contact Email address link
<b>Student Organization Web Site Required Topics</b>
<input type="checkbox"/> Student Organization Name <input type="checkbox"/> Student Organization Advisor Name <input type="checkbox"/> Contact Name <input type="checkbox"/> Contact Email address link <input type="checkbox"/> Link to CSUCI Home Page

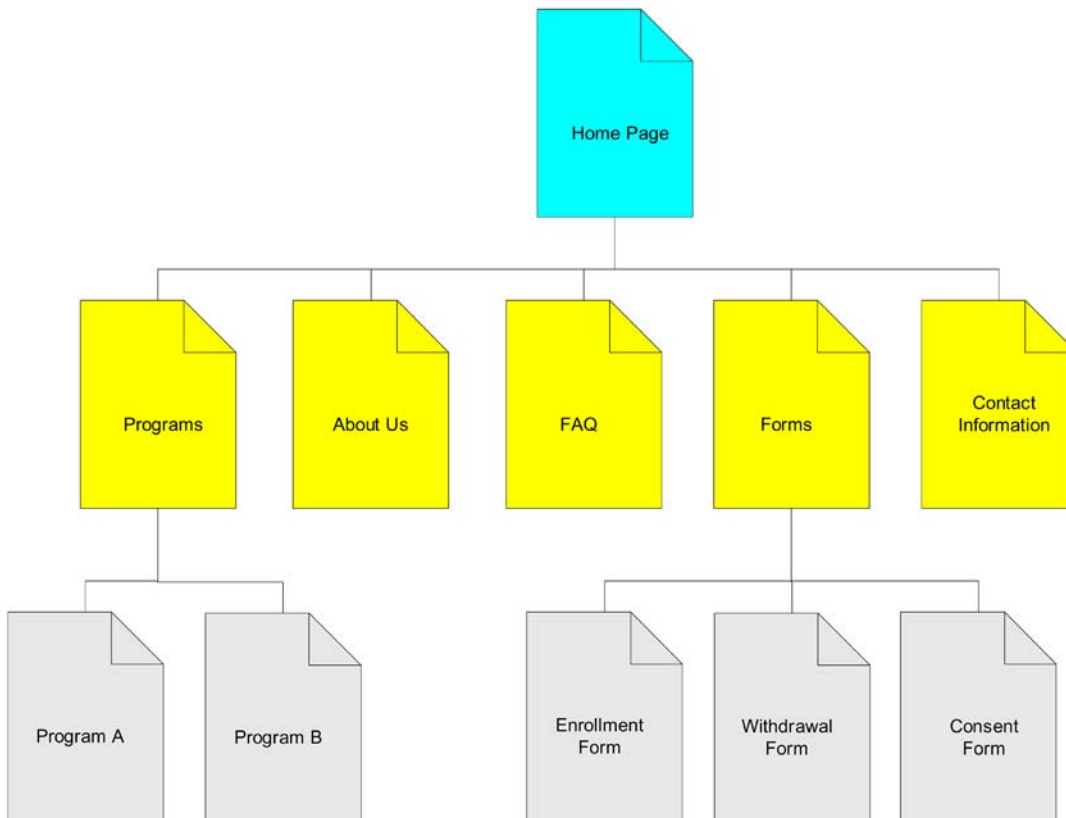


## 5. Create an Outline

Organize your topics and content into a written outline based on your audience's needs. This will enable Web Services to build a structure for your web site.

### Example Version 1

One convenient way to outline your web site is to create a chart which outlines the relationships between all of your web site pages:



## Example Version 2

Alternately, you could write the same information in a standard written outline format:

- Home Page
  - Programs
    - Program A
    - Program B
  - About Us
  - FAQ
  - Forms
    - Enrollment Form
    - Withdrawal Form
    - Consent Form
  - Contact Information

## **Worksheet 5: Web Site Outline**

In the space provided below, please draw or type the site outline proposed for your new web site. You may also attach a document with the site outline.

## 6. Gather your Content

For each topic or area in your outline, gather the content you wish to post on your web site. Include documents, photos, charts, tables, forms, and more. Web Services can even digitize the materials that you wish to place online. Assemble a table which describes the associated page names, whether the content is ready for publication, and the format of the content

### Example of Content Gathering

Web Page Name	Content is Ready for publication?	Content Format
Home Page	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Word document, also digital photos
Programs	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Program A	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	PDF file
Program B	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	PDF file
About Us	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
FAQ	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Word document
Forms	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Enrollment Form	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Excel spreadsheet
Withdrawal Form	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Word document
Consent Form	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	PDF file
Contact Information	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Word document



## 7. Checklist for Worksheets

Please check to ensure that you have completed all of the worksheets in the Web Site Planning Guide. You may use the checklist provided below to ensure that you have completed each worksheet before continuing.

<i>Worksheet Completed?</i>	
Worksheet 1: Site Type	<input type="checkbox"/> Yes
Worksheet 2: Intended Audience	<input type="checkbox"/> Yes
Worksheet 3: Required Topics	<input type="checkbox"/> Yes
Worksheet 4: Optional Topics	<input type="checkbox"/> Yes
Worksheet 5: Web Site Outline	<input type="checkbox"/> Yes
Worksheet 6: Gathering Content	<input type="checkbox"/> Yes

## 8. Contact Web Services

Congratulations! You have finished the initial site plan for your new CSUCI web site.

Please call 437-8587 or email [webmaster@csuci.edu](mailto:webmaster@csuci.edu) to set up an appointment to meet with a Web Services representative to discuss your proposed site. Web Services will develop a plan and timeline to help you meet your web site goals, and provide you with resources for creating and maintaining your web site.

## Questions / Comments / Contact Information

Please direct questions and feedback to:

CSUCI Web Services

Location: Admin Building 1644 (next to HR Training Room)

Hours: 9:00a – 5:00pm

Phone: 437-8587

Email: [webmaster@csuci.edu](mailto:webmaster@csuci.edu)

Web: <http://www.csuci.edu/it/web/>

*Office Use Only*

Received by Web Services on:

## **Table of Contents**

CSUCI Web Site Planning Guide .....	1
Introduction.....	1
1. Your Information .....	1
2. Choose the Type of Site.....	2
Worksheet 1: Site Type.....	2
3. Choose your audience(s).....	3
Worksheet 2: Intended Audience.....	3
4. Choose your topic(s).....	4
Worksheet 3: Required Topics.....	4
Worksheet 4: Optional Topics .....	5
5. Create an Outline .....	6
Example Version 1.....	6
Example Version 2.....	7
Worksheet 5: Web Site Outline .....	8
6. Gather your Content.....	9
Example of Content Gathering .....	9
Worksheet 6: Gathering Content .....	10
7. Checklist for Worksheets.....	11
8. Contact Web Services.....	11
Questions / Comments / Contact Information .....	11