

# Content Policies and Guidelines for

Metropolitan State College of Denver

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## **INTRODUCTION**

The Metro State portal, a.k.a. MetroConnect, provides a personalized intranet for students, faculty, and staff. This document contains guidelines for utilizing the three different methods of targeting content to specific Metro State audiences. These methods include groups, targeted announcements and channels.

For question concerning this document, contact the IT Help Desk at 303-556-8325.

**Note:** Electronic communication is an official means of communication at Metro State. The College's e-communication policy is located here: <http://www.mscd.edu/~infotech/policies/>.

## CONTENT GUIDELINES OVERVIEW

- Anyone with the authority to post content in MetroConnect is a “Content Manager” (CM). Content Managers will be representative of all three campus constituencies: students, faculty and staff.
- Three methods are available to deliver content via MetroConnect; Groups, Targeted Announcements and Channels.

### Content Managers

- Utilize one or more of the three methods of targeting content to specific MetroConnect audiences.
- Must attend training. Sessions include a basic introduction to MetroConnect and a session specific to the method(s) used for content delivery
- Must be familiar with and adhere to these guidelines.

### General Guidelines

Please observe these guidelines when using any content method within MetroConnect.

1. Submitted material must be professionally presented and thoroughly proofread.
2. Submitted material must be verified for accuracy by a knowledgeable party and/or by someone in an appropriate College office.
3. All submitted material should include the name of the originating office and contact information, including a phone number.
4. If you link to a URL, be as specific as possible. Example: If you are linking to an online article, do not go to the main page of the Web site that links to that article, but link to the article itself.
5. Avoid controversial topics.
6. No personal advertising of products or services.
7. Abide by the standards of the College’s *Responsible Use of Information Technology Resources Policy* (<http://www.mscd.edu/~infotech/policies/manual/itpolicy2.htm>) especially as they deal with security, legal responsibility, confidentiality, and standards of behavior.
8. Abide by the Metro State Guidelines for Accessible Websites (<http://www.mscd.edu/~infotech/services/webdev/docs/ada/>) to ensure all users, including those with disabilities, have equal access to your content.
9. Whenever possible, avoid sending paper copy after distributing in MetroConnect.
10. DON’T USE ALL CAPS as this is difficult to read and is often construed as ‘yelling’ in an electronic format.
11. Be considerate of your readers. Choose the correct distribution lists. To learn more about how to target specific audiences, refer to the “Targeted Announcements Overview” section of this document.
12. Content Managers should not modify content or messages sent by others, unless given permission by the original sender.

13. Always review your posted materials before logging out of the MetroConnect system to verify your submission is displayed correctly to your viewers.
14. MetroConnect administration reserves the right to make minor modifications to message placement and presentation, in order to ensure quality.

## **TARGETED ANNOUNCEMENTS OVERVIEW**

There are two types of targeted announcements:

1. Campus Announcements which are targeted to the entire campus community
2. Personal Announcements which are targeted to specific audiences

### **Campus Announcements Policy**

Campus Announcements appear as a channel within the MetroConnect home page and are intended for the entire College community. The Campus Announcements channel cannot be deleted from the home page.

### **Authorized to Send Campus Announcements**

This section is reserved for the President's Office, VP's, College Communications and MetroConnect System Administration messages. All MetroConnect users see these messages.

### **Guidelines**

1. This channel is intended for quick messages that affect the entire College community. To correct a message, edit the sent message, then resend. After that, delete the first message.
2. First in-first-out: When someone posts a message after your message, your message moves down in the list.
3. Campus Announcements cannot be sent as e-mails.

### **Appropriate Use**

- Designed for use only by certain offices.
- Messages should be appropriate for all MetroConnect users: students, faculty and staff.

## **Personal Announcements Policy**

Personal Announcements appear as a channel within MetroConnect home page and can be sent as e-mail. These are text-only messages with space formatting and should not sit on the system for more than seven (7) days. The Personal Announcements channel cannot be deleted from the home page.

Personal Announcements are messages targeted to specific audiences like “faculty” or “students”, or even “Students in XX Major” or “XX Class”. Additionally, this section is where students automatically receive messages from the Banner system about holds, registration, etc.

Currently, you may target your Personal Announcement in the following ways:

### **By Role:**

- All students
- All staff
- All faculty

### **By Major:**

- Students with certain majors

### **By Class:**

- Students in individual disciplines
- Students in individual classes

### **By Imported Group:**

In addition to groupings identified above, MetroConnect includes the capability to send messages to additional groups, called “Imported Groups”, from data captured by Banner. Requests for Imported Groups are handled by MetroConnect system administration on a case-by-case basis. Contact the IT Help Desk at 303-556-8325 for more information.

Two examples of Imported Groups are:

- All current employees who have been employed for 15 years or more by the college
- All current students who have submitted an application for financial aid and who have not completed a scholarship application

## **Authorized to Send Personal Announcements**

Access to and responsibility for the coordination, approval and dissemination of Personal Announcements resides at the Division, School or specific academic and business service area level, as designated by the Vice President or Dean of those units.

These include:

- Office of the President
- Office of the Vice President for Academic Affairs
- Office of the Vice President for Student Services
- Office of the Vice President for Administration and Finance
- Office of the Vice President for Institutional Advancement
- Office of the Dean of School of Letters Arts and Sciences
- Office of the Dean of School of Professional Studies
- Office of the Dean of School of Business
- Division of Information Technology
- Office of the Registrar
- Office of Financial Aid
- Office College Communications
- Faculty Senate
- Classified Staff Council
- Council of Administrators

## **Guidelines**

1. This channel is meant for targeting certain populations within the college. Therefore, college-wide announcements should not go here. (See Campus Announcements above)
2. Personal Announcements can be sent to the Personal Announcements channel, as e-mail, or both.
3. The default expiration for a message is seven (7) days. You may place a message for fewer than 7 days, but please do not place for more than 7. Message on the system for more than 7 days will be subject to removal.
4. Scheduling: it is possible to schedule the delivery and expiration dates of Personal Announcements well in advance. To alert people to an upcoming event, consider placing your message 1-2 weeks in advance, then re-placing your message closer to the event. Again, please limit that message to 7 days.
5. Headlines should be no more than 8 words. Users will click on the headline, and then be taken to the message down below (in the same page). You will be vying for attention among several headlines.
6. Body text should not be too long, as only 16% of users typically read long messages online, word for word. Consider placing a link to more information within your Personal Announcement.
7. To correct a message, edit the sent message, then resend. After that, delete the first message.
8. First in-first-out: When someone posts a message after your message, your message moves down in the list. Do not modify the order of messages in the system.
9. Ignore messages that have the headline "Personal Message". These are system messages sent automatically to specific users when certain events appear in Banner. Do not delete or manage these in any way, or users may not get their vital information.

## **Appropriate Use**

Following are examples of appropriate and timely targeted messages:

- Upcoming College events and activities sent to certain people.
- Class cancellations sent by someone within the School.
- Messages to students in a specific major.
- Changes to College policies and procedures.
- Upcoming professional development and training announcements.
- System messages. (These are sent automatically from Banner)

## **CHANNEL DEVELOPMENT OVERVIEW**

Channels constitute chunks of primary content below each tab of the portal. Channels are designed to present stable, high-demand content, and interactive applications to a significant user base.

In MetroConnect, channels usually share space on a page. This structure creates interdependence beyond the traditional department Web site. Channels must present a cohesive look and feel.

It is important to remember that with a few exceptions there is no captive audience at MetroConnect; the user is in control of the content placed into his or her pages. So developing a channel for MetroConnect is no guarantee that your content will reach your intended audience. Success here will depend on matching your content with what a user needs and wants, and then getting the word out.

Because it is personalized, MetroConnect is perfect for targeted content. Do not try to be all things to all people. You will have much better success if you focus on providing just what is needed, without an irrelevant link or word in your block of space.

### **Process for development**

1. Submit a request to develop a channel ([www.mscd.edu/metroconnect/cmrequest.htm](http://www.mscd.edu/metroconnect/cmrequest.htm))
2. Submit produced channel for content/design review prior to publishing (<mailto:webmgr@mscd.edu>.)
3. MetroConnect administrators publish the approved channel;
4. All channel content will be reviewed for relevancy and maintenance every six months. Outdated channels will be removed.

### **Eligible to develop portal content**

1. Official departments and units of the Metro State College;
2. Registered student organizations;
3. Educational and research consortia headquartered at Metro State but not solely College entities.

### **Not eligible to contribute content to the Metro State College portal**

1. Commercial ventures affiliated with Metro State College, unless sponsored by an official Metro State College department or unit;
2. Any organization not directly affiliated with a Metro State College department or unit;
3. Student groups not registered with Metro State College Student Activities;
4. Individuals, whether affiliated with Metro State College or not.

### **Criteria for approval of channel request**

1. Content should appeal to an audience larger than 100. A Group (see Groups below) can be created to deliver targeted content for smaller audiences;
2. Content must not duplicate already available channels;
3. Content should sensibly require creation of a new channel, rather than inclusion in an existing channel;
4. Ability to maintain the channel over time (minimum of one year) should be apparent or a plan for handing off the maintenance should be included with the request;
5. Web development capabilities must be assured by the requester (support for channel development is limited).
6. Channel development specifications must be met (See below)

### **Channel development specifications:**

The following guidelines must be followed when developing Web-based content to be delivered via MetroConnect:

- Metro State Web Style Guide  
(<http://www.mscd.edu/~infotech/services/webdev/docs/styleguide/>)
- Metro State Guidelines for Accessible Websites  
(<http://www.mscd.edu/~infotech/services/webdev/docs/ada/>)

The IT Policy Manual is the governing document for computing resources and services within the Metropolitan State College of Denver, and therefore should be adhered to. They include:

- [Responsible Use of Information Technology Resources](#)
- [Electronic Mail Policy & Procedures](#)

- [Web and Internet Technology Policy](#)

Channel development training sessions will cover specific methods and development specifications. To register for a training session, visit the Metro State Training Reservation System at <https://www.mscd.edu:9091/trainreg/> or call the IT Help Desk at 303-556-8325.

## GROUP DEVELOPMENT OVERVIEW

The Groups application gives students, faculty, and staff at Metro State the ability to create and manage group homepages for clubs, workgroups, committees or other affiliations and interests. These homepages include chat, threaded discussions, photo archives, news and more.

- Groups must be authorized and may be established in MetroConnect only if they meet the general criteria below.
- Groups can be Public (open to any subscriber) or Restricted (open to subscribers who meet unique criteria defined by the Group owner)

### General Criteria

1. The Group should be of interest to an audience of fewer than 100. For content of interest to an audience of more than 100 a Channel may be more appropriate (see Channel Development Overview above).
2. The Group must be composed of students ("Student Groups"), or faculty and staff of the College ("College Groups") and must be used for activities related to College functions.
3. Groups must not promote or support activities that are illegal, commercial in nature (unless associated with the College), or that violate the rights of others.
4. **Student Groups** may be created by official student organizations registered with the Office of Student Activities. For more information about how to register a student organization contact the Office of Student Activities at 303-556-2595 or visit <http://studentactivities.mscd.edu/>.

When operating a Student Group, including the use of the group e-mail, message board and chat functions, a registered student organization is responsible for conducting its affairs in a responsible manner consistent with the policies and procedures of the college, including the Student Code of Conduct at [http://handbook.mscd.edu/text\\_only/standards/index.htm](http://handbook.mscd.edu/text_only/standards/index.htm), the College's Responsible Use of Information Technology Resources Policy, at <http://www.mscd.edu/~infotech/policies/>, and all student organization policies set forth by the Office of Student Activities.

**Note:**

An option is available for individuals or groups of students not affiliated with an official student organization who desire to participate in an online venue outside of MetroConnect. Contact the Office of Student Activities at 303-556-2595 or on the web at <http://studentactivities.mscd.edu/> for more information.

5. **College Groups** may be created for recognized groups at the college, such as Faculty Senate, Council of Administrators and Classified Staff Council, recognized clubs and organizations, as well as work groups and committees, for the purpose of facilitating official college information and /or work on specific projects defined by the College. College Groups must govern themselves in accordance with the current College's Responsible Use of Information Technology Resources Policy, located here: <http://www.mscd.edu/~infotech/policies/>. The IT Policy Manual is the governing document for computing resources and services within the College.

**Requesting a Group**

**Students:** The club or organization sponsor registered with the Office of Student Activities can submit a request for creation of a group. The Create New Group request form can be accessed from within MetroConnect by clicking on the 'Groups' application icon, then click on the 'Create Group' button to access the Create New Group online form. Once submitted, you will be notified within three business days of the status of your request.

**Faculty/Staff:** To submit a request for creation of a group, log in to MetroConnect and click on the 'Groups' application icon, then click on the 'Create Group' button to access the Create New Group online form. Once submitted, you will be notified within three business days of the status of your request.

**Lack of Activity**

Any Group may be deleted from MetroConnect due to a lack of maintenance, content that is out-of-date by 90 days or more, or if there is no activity (defined as no usage in a 90 day time frame) in the Group's area or account.