CSM Web Content Criteria for Instructional Programs

Below is a set of questions that we ask you to review when drafting your web content. In addition directly following this page is a reference section with detailed information pertaining to the CSM website and your specific site. Please take time to consider this information in your compilation of content. Thank you.

1. Who is your primary target audience?
2. What is the most important message you need to convey via your site?
   (i.e. prioritize your content; lead your audience to the specifics)
   a. Reduce density of text as possible
3. Do you have alumni, staff and/or faculty pictures associated with this program?
   a. Do you have signed release forms from students, staff or faculty?
4. Do you have student success stories (with or without pictures)?
   Please provide student contact information.
5. Does your unit/program need links and/or reside within another component of Instruction?
6. Visual Communication: images, pictures, slide show (reference page 2 for details).
7. Do you have FAQs?
8. Have you compared your web content to CSM print materials for consistency? Is your web content consistent with related district-wide programs and services (if applicable)?
9. Include current contact information: office hours, location, etc.
10. Include relevant degrees and certificate.

Submit all content to: Community Relations & Marketing and VP of Instruction
Due by: *we'll assign a date here*

Community Relations & Marketing will work with you to edit and refine content messages;
final approval (prior to uploading) will be authorized by the VP of Instruction.

Community Relations & Marketing will work with the VPI to obtain approval of final content for upload to the CSM website.

APPROVAL

Content approved:	VP of Instruction	Date:

Please note: Once your site is 'live' we ask that you make a commitment to update your site at the end of each semester before leaving for break/vacation, therefore ensuring the site is current for the new semester. Please contact the CSM Webmaster for assistance as needed. Thank you!!

Visual Communications Criteria

When deciding what type of imagery to use in representing your department or program, it is always ideal to identify your customer's needs first. Do your customers need in-depth, hands-on assistance or are they just looking for quick advice? Are you assisting them with their physical, mental, or intellectual development? Ask yourself these and other questions to determine their top needs. Don't overanalyze your thoughts; usually the first few words that surface are correct.

My department satisfies a student's need for (please list the top 1-3 common student needs):
_____
_____
_____

We find common college student needs include, but are not limited to, belonging, satisfying curiosity, financial, self-identity, understanding their surroundings, and being challenged.

Next, identify how you go about satisfying those needs through your department's common values. Values found throughout CSM as a whole include but are not limited to, courage, collaboration, compassion, commitment, creativity, and/or integrity.

My department satisfies student needs through our commonly held values of (please list 1-3):
_____
_____
_____

We will use these needs and values to determine what type of imagery best represents your program and how to proceed obtaining it.