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Layout of Website

The Rider University website is laid out in two main sections: the ‘extranet’ and the ‘intranet’. The ‘extranet’, as the name suggests, is mainly for the external audience (such as prospective students), though not exclusively. Examples of departments in this section are all academic departments, athletics, public relations, student life, and admissions. Westminster also maintains an extranet with campus-specific information on academics, admission, news, and events.

The other portion of the Rider website is the Intranet. These pages, accessed by clicking on ‘Current Students’ and ‘Faculty & Staff’ on the header of the main page, serve mainly for an internal audience. Examples of departments in this area are human resources, career services, technology, financial services, and academic services.

Many departments have pages on both the extranet and intranet. It is important to correctly identify which audience you are addressing and to customize content appropriately.
Responsibilities of Web Publishers

Content Validity
As a web publisher at Rider University, you are responsible for the content of your pages. You must ensure that your content is up to date and does not violate University policies and codes or federal, state, and local laws.

Creators of web pages at Rider are also expected to follow the University’s principles of academic integrity which can be found at www.rider.edu/2557_3032.htm.

Content Maintenance
Pages must be accurate and up-to-date. Establish an updating system and identify specific individuals to help maintain content validity.

All departments must commit to at least an annual review of all web content to maintain the currency and further reviews as needed.

The Office of Enrollment Management has the authority to review websites and make critical updates.

Image and Identity
All official Rider University web pages are maintained in RedDot, with limited exception. Exceptions are:
  o Web-based Applications
    o Campus Directory
    o Admission Applications
    o EasyPass
    o Work Order systems
    o Blackboard
    o Calendar
    o Webmail
    o Web Advisor
  o Forms

Rider is committed to maintaining a high level of consistency across web pages in different areas of the University’s web site. Consistency simplifies navigation of pages for end-users of Rider’s web pages.
To accomplish this task, Rider has adopted the RedDot content management solution to create the image and identity of the University website and provides design templates.

Where possible, all pages that are not within RedDot have consistent colors, headers, and images with all official pages. Official pages are those which are owned by Rider University. Websites for student organizations, Rider News, Aramark, and personal faculty and staff pages (tilde sites), for example, are not official University pages but are owned by the individual or organization.
Writing for the Web

Users want to find what they are looking for as quickly and easily as possible. Web-savvy writing and editing are essential for optimal content delivery.

Key Concepts
1. Omit non-essential words. Users don’t read – they scan.
2. Use “inverted pyramid” writing style: start with the point, then support it, using right navigation sub-content and/or links for more in-depth details.
3. One idea per paragraph is ideal. On pages that contain a large amount of content, it is good practice to hold the main idea of each paragraph.
4. Keep the most important elements “above the fold”, that is, visible upon initial page view without scrolling.
5. Categorize according to users’ needs, not by the organizations’ needs. Group broad categories of information on a site according to the users’ needs.
6. When creating a link, the best practice highlights no more than three words to create the link.

Do
1. Facilitate scanning with subheadings, bullets, lists, and captions.
2. Provide links to related and additional detail.
3. Use and active voice: “The student wrote the article.”
4. Use lists or tables when possible.

Do Not
1. Expect your visitors to read everything.
2. Put all of your content on one page.
3. Use a passive voice: “The article was written by the student.”
4. List items in a paragraph.

Organization: User Focus vs. Internal Focus
Try to organize sections and content according to the users’ needs, not necessarily by departmental organization or hierarchy. Try to identify what items a user would logically want, even if it means grouping functions from different areas together.
Training

All users must be trained in order to obtain access to the RedDot content management system. **No access will be granted to a user without proper training offered by the Office of Enrollment Management.**

Training dates are offered monthly on each campus and individual training appointments may be arranged by contacting the Office of Enrollment Management directly.

Full documentation is provided at the time of training and is available on the Office of Enrollment Management intranet site at http://www.rider.edu/2564_3454.htm. Addendums to the manual are also posted as they are released.
Technical Overview

**Browsers Supported by RedDot**
RedDot is only supported with Microsoft Internet Explorer. The website, however, can be viewed using any modern browser.

**Operating Systems Supported by RedDot**
RedDot’s administrative interface can only be used on a PC operating system. Apple Macintosh operating systems are not supported unless the editor is using Virtual PC software. The website, however, can be viewed using any operating system with a browser properly installed.

**Browsers and Operating Systems for End Users**
All end-users can view the website on a variety of platforms and internet software. However, once pages are published, editors should test their pages in Internet Explorer, Netscape, and Firefox to ensure that the loading time and layout are as they should be.
Design Limitations

In an effort to maintain consistency in the image and identity of the Rider University website, certain design aspects within the text editor are limited. Fonts, for example, are predetermined in RedDot. Colors are also predetermined in RedDot.
Required Features

Homepage Student Profiles
Homepage student profiles are scheduled for update quarterly. The “special edition” for homepage photography will occur near the May commencement and a seasonal photograph will be posted for the month of December.

Individual student profiles will be archived.

Site Photography
High level site photography will be changed seasonally beginning in Spring 2006.

Official Banners
The creation of departmental banners must be requested in writing to the Office of Enrollment Management. If approved, departments must supply the photography and direct the placement of the banners.

Page Titles
All pages are titled. Titles should be unique, clear, and concise, with an indication of the page’s contents. Titles should be broad categories and consist of more specific sub-pages, if necessary. Font style and size is consistent and automatically maintained by RedDot.

Page titles are maintained by the Office of Enrollment Management due to their nature and relationship to the page headline, breadcrumb, taskbar title, and any navigational links to the page.

Logo and Link to the Rider University Homepage
All pages, as defined within the RedDot content management system template, consist of a Rider University logo in the upper left corner. This logo is also a link and allows the user to click back to the University homepage. See Figures 1a & 1b.

All pages that are not maintained on the RedDot server, but are official University sites (i.e. Webmail and EasyPass), also offer this functionality.
All extranet sites representing the Lawrenceville campus have, by design, a graphical link to Westminster Choir College homepage. Requests for changes to or removal of this icon will not be considered unless it is a scheduled modification or replacement site-wide. See Figures 2a & 2b

All extranet sites representing Westminster Choir College have, by design, a graphical link to the Rider University (Lawrenceville) homepage. Requests for changes to or removal of this icon will not be considered unless it is a scheduled modification or replacement site-wide.
Search Functionality
The ability to search for specific content is available, by design, on every RedDot maintained page in the left navigation. See Figure 3.

The search functionality is maintained by Google and cannot be customized.

Page Footers
All pages maintained within RedDot have a footer, by design, that contains links to:
   o Contact Us
   o Rider Jobs
   o Privacy Policy

Additionally, the footer contains the location of both campuses, the main telephone number, and the toll-free Admissions telephone. See Figure 4.
Quotes
All extranet pages contain a quote footer. Quotes may be obtained from a variety of community members (students, faculty, staff, alumni, friends of the University, parents, etc.).

Individual quotes may be rotated throughout the website or anchored to one or more individual pages. All quotes are rotating unless specifically requested by a department or at the discretion of the Office of Enrollment Management.

Rotating quotes are scheduled for change-out quarterly. Submissions of new quotes are accepted year-round by all constituents and archived by the Office of Enrollment Management for future use. When possible, all quotes should contain the name, hometown, and the person’s association with Rider. Students and alumni should submit their major and graduation year.

Students will not be identified by class standing so that the graphical image can easily be recycled year after year and used from an Alumni perspective.

The design of the quote box cannot be altered. See Figure 5.

“Rider’s College of Business Administration has truly caring faculty, who go above and beyond to ensure that their students are well prepared for life in corporate America.”

Navigation Elements

“Web pages need to give the user explicit cues to the context and organization of information, because only a small portion of your site (less than a page) is visible at one time” (Lynch and Horton).

Breadcrumb Navigation

Breadcrumb navigation shows the user their exact location within the site by identifying the hierarchy of pages and allowing users to see how they reached a particular section of the site. This allows users to understand the site’s architecture and, if necessary, get back to where they came from if they make a “wrong turn”. See Figure 6.

![Figure 6](image-url)
“Where am I?”
Visitors many come directly to a page that is deep within the site. Ensure that all pages pass author Steve Krug’s “blindfolded in the trunk test” (Krug) by consistently using (and consistently positioning) navigation elements.

Since Rider uses the RedDot tool, these consistencies are already provided in the webpage templates. See Figure 8. These include:

<table>
<thead>
<tr>
<th>1. What site is this?</th>
<th>Site ID – Rider University logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. What page am I on?</td>
<td>Page Header</td>
</tr>
<tr>
<td>3. What are the major sections of this site?</td>
<td>Using sub-headers or Right Navigation sections</td>
</tr>
<tr>
<td>4. What are my options at this level?</td>
<td>Right Navigation sections</td>
</tr>
<tr>
<td>5. Where am I in the scheme of things?</td>
<td>Breadcrumb Navigation</td>
</tr>
<tr>
<td>6. How can I search?</td>
<td>Search bar</td>
</tr>
<tr>
<td>7. How do I get home?</td>
<td>Link to the main Rider site (click on the logo)</td>
</tr>
</tbody>
</table>
SCHOOL OF LIBERAL ARTS & SCIENCES

The Dream begins here
For those overflowing with creativity or wanting to tap that creative source, choose a program from Liberal Arts and Sciences. Put your imagination to work. Soil the Pequot and fight the mythical Grendel in literature; prepare for that trip to Paris, Barcelona, and the Oktoberfest by learning the lingua francas; see the universe through the eyes of Galileo, Darwin, Curies, and Locke by studying science and philosophy. Or perhaps pen, paint, or film your own dream through the fine arts.

An education in the Liberal Arts and Sciences is about conditioning the mind to be fit, agile, and lucid - to be able to cut through the noise and chaos in our current world environment and glean truth, relativity, and insight. It’s about nurturing and cultivating the soul, heart and character of the student and preparing and challenging that student to go out into the world not merely as an observer, but as an active participant - a truly global citizen.

The College of Liberal Arts and Science welcomes the starry-eyed dreamers, daunters, and day-dreamers of yesterday and offers the intellectual experience, challenge, and skills to become inspired and motivated leaders of tomorrow whether as teachers, doctors, chemists, or copy writers.

If you share this vision, then the Rider University School of Liberal Arts and Sciences is where you belong. Accept the challenge.

Choices

That’s what Liberal Arts and Sciences is all about. Whatever future occupation a student may envision, there is a program to fit the need. The School of Liberal Arts and Sciences (SLAS) allows students an opportunity to explore different arenas before settling on a major. And the graduates prove just how diverse the liberal arts program is. Bankers, journalists, lawyers and authors have all received degrees in liberal arts and sciences.

Liberal arts majors benefit from a flexible program that allows students to concentrate within their field of study. Communication students, for example, can opt for a news-editorial, public relations, multimedia communication, business and professional communication, interpersonal communication, or radio and television track.
Site Navigation

Menus
All sites maintained in RedDot have links, per the confines of the content management system template, to each of the following areas of the website. See Figures 9a & 9b:

- Directions to campus
- Campus calendars
- Campus directory
- University libraries
- Webmail
- Quick Links

All Westminster pages have a link to Rider Home.
Additionally, the template for all extranet sites allow for upper menu access to all portals:
  o Prospective Students
  o Alumni & Friends
  o Parents & Family
  o Community Partners
  o Current Students
  o Faculty & Staff

**Quick Links**
Any additions to the Quick Links drop down menu must be approved by the Office of Enrollment Management under the consultation of the Website Steering Committee. See Figure 10.

**Left Navigation**
The left navigation consists of the broad categories that comprise the extranet site and the intranet portals. These categories are distinct to the audience for which they were designed and will not be altered unless it is a mission critical request that is approved by the Website Steering Committee. See Figures 11a & 11b.

For example, the highest level left navigation categories on the extranet site are:
  o About Rider
  o Academics
  o Our Faculty
  o Admissions
  o Athletics
  o Student Life
Additions to the sub-categories of the left navigation may be granted depending on the location of the individual site within the site architecture.
Right Navigation
Right navigation consists of the More Information boxes that consist of internal subsections of a department or page. These right navigations tend to be specific and help define sub-relationships. See Figure 12.

Figure 12
Departmental Site Structure

Awareness of conventions in web design will help you plan your site’s structure, navigational elements, and page design so that your site visitors can quickly and accurately find what they are looking for.

Make the site’s structure obvious on the departmental homepage with a visual hierarchy to “clearly and accurately portray the relationships between the things on the page: which things are related, and which things are part of other things” (Krug).

Breadth Leads to Depth
Page levels are organized to provide increasing degrees of detail for those who require more information.

Department Homepages
Department homepages contain broad information about a department including general contact information and location, mission, and responsibilities within Rider University.

All pages, including department homepages, have a heading at the top of the page.

Detailed information is contained in sub-content areas in the right navigation (“More Information” box), which should be displayed so that logical items are grouped together or listed alphabetically.

Figure 13
All departments that list Faculty and/or Staff Members should have these listings accompanied by a photo of the person.

Professional headshots can be obtained by scheduling an appointment with the Rider University photographer. In some instances, the Office of Enrollment Management may grant permission to use other photography.
Links and Redirects

Links
Links allow the user to click on a hyperlink and jump to another section of the Rider website or leave the Rider website to visit an external site.

Rather than denoting a link with the words “Click Here” or similar phrase, content editors should be descriptive when providing links. Furthermore, it is best practice that a link contains no more than three words.

No more than 20 links are placed on an individual webpage to minimize any difficulties experienced by the user in loading the page and minimize the amount of publishing time. Requests for exceptions must be done through the Office of Enrollment Management.

All links to sites external to www.rider.edu must open in a new window to maintain the users’ connection with Rider University and adhere to basic marketing principles.

Links to the campus bookstores should be directed to the Bookstore page (http://www.rider.edu/2530_3203.htm), which houses information for both locations, rather than the individual bookstore website, and allows users to choose the location they desire to view.

Redirects
Redirects allow the University to advertise specific websites within the Rider domain easily and also allow for end-users to easily remember the address of certain areas of the site.

An example of a redirect is www.rider.edu/admissions.

The number of redirects that are granted is extremely limited to minimize strain on the web server. All redirects must be requested, in writing, to the Office of Enrollment Management.

Any authorized redirect will only be issued in lowercase letters, which is industry best practice. Requests for capitalization in the web address will not be granted.
**File and Image Policies**

RedDot has the ability to store thousands of documents and images on its server and each file must have a unique file name.

**File and Image Storage**

In an effort to maximize the availability of document names, departments must use a department prefix to identify documents and images. For example, a search for a file named Faculty.doc does not allow any editors to easily identify whose faculty file it is. However, a file name of Bio_Faculty.doc allows editors to identify that the file relates to Biology faculty members.

The use of prefixes also allows editors to search for files on the departmental prefix, allowing the system to return only those matches during a search.

All documents and images must be stored in the appropriate folder. All documents (i.e. Excel, Word, PDF documents, etc.) are stored in the **FILES** folder.

All images and photographs (i.e. JPEG, GIF) are stored in the **IMAGES** folder.

**Files**

When linking to official University documents (Academic Catalogs, The Source, and the Academic Policy Manual), users will link to the content page that houses these documents, **not to the individual file itself**. This eliminates the need to locate potentially hundreds of expired links when these documents are updated or replaced. This assists in maintaining the most updated and current official documents with ease. It also allows the University to maintain an archive of these publications online, allowing students to choose the document that applies to their point of entry, if applicable.

When other documents are in need of update or a new version is released, the former document will be replaced; the new version of the document will **not be uploaded in addition to** the original (or former) version without written request to and permission of the Office of Enrollment Management.

Where possible, all documents should be PDF documents. Although it is becoming a standard installation on most new computers, the Adobe software
required to open and view PDF files is free and downloadable by any user, thus creating a more user-friendly website environment which is consistent for printing across all web browsers.

The use of PDF documents also safeguards, to varying degrees, official documents that should not be altered by the end-user upon download. You can use CutePDF, available from OIT, to make PDFs.

**Graphics (Images and Photography)**
Photography helps to support the distinctive qualities of Rider University and provides for more interesting content for the user.

GIF and JPEG are the most common formats for web graphics. Their size should be small enough to load quickly. The limit on all images sizes is 600 pixels wide, and 96 DPI.

GIF files:
1. are better for solid colors;

JPEG files:
1. are better for images with subtle variations of color or continuous tones (i.e. photography);
2. are degraded in quality by higher compressions; compressions should be adjusted to avoid large file size and poor image quality.

Files should be sized using graphics software using gif or jpg export functions. If you cannot successfully size the image, or do not have the appropriate software, please contact the Office of Enrollment Management for assistance.
Forms

Creation of all forms must be requested in writing to the Office of Enrollment Management using the Form Request on the Enrollment Management intranet site at http://www.rider.edu/2564_3242.htm.
Calendar

All departments that maintain official calendar sites on www.rider.edu/calendar will regularly maintain all event entries in an effort to convey the most accurate and timely information available.

Requests for new calendars must be requested in writing to the Office of Enrollment Management and will be approved by the Website Steering Committee if it is supportive of the University mission.
Logging Off of RedDot

Since the University owns a limited number of concurrent licenses, and due to server strain and traffic, all RedDot users **must** log off from an editing session at the end of each session.
Relationships with Outside Vendors

Any division, department, or office that initiates an agreement with an outside vendor for any web-based project agrees to consult and include the Office of Enrollment Management for any web-based decision making. The Office of Enrollment Management will consult the Website Steering Committee prior to any formal decision-making.

Outside vendors must comply with the image and identity design of the Rider University site, the extent of which will be discussed and determined in collaboration with the Office of Enrollment Management, the department, and the individual vendor prior to the authorization of the contract.
**System Downtime**

System and server maintenance is periodically required and require system downtime. During system downtime, the website remains “live” to both the internal and external communities; however, RedDot access and editing functionality is unavailable.

The Office of Enrollment Management, in conjunction with the Office of Information Technology, will schedule all downtime for hardware and software upgrades according to OIT policy. OIT policy is the second and fourth Thursdays of every month. Any scheduled downtime will be announced with at least one week’s notice to the RedDot user community, via the listserv. Downtime will be scheduled during times that we anticipate the least amount of service disruption.

In emergency instances where downtime cannot be announced in advance, the RedDot user community will be notified as soon as the downtime is deemed necessary.

Please contact the Office of Enrollment Management should you have the need to add or remove users from the RedDot listserv.
Copyright Issues

Copyright protects expression – your expression and that of others. All original expression is eligible for copyright as soon as it is fixed in a tangible form. In fact, almost all original expression is protected as soon as it is expressed. Virtually everything you can upload and download on the Internet is protected by copyright.

Items not eligible for copyright include:
- ideas
- facts
- titles
- names
- short phrases
- blank forms

While it is easy to download and copy files (text, photographs, graphics, sounds, movies, etc.) from the web, you must have permission from the copyright holder to use them on the Rider website (or anywhere else). Under the terms of the Digital Media Copyright Act, the University is obligated to take appropriate action if it receives a complaint that copyrighted material is published over the network without written permission form the copyright holder.