

my.newpaltz.edu Channel Content Policy & Request/Approval Procedures

Introduction

The SUNY New Paltz portal, my.newpaltz.edu, provides personalized content for students, faculty and staff of the university. This document contains guidelines for developing Channels in the portal.

Content in the portal is organized by a set of Tabs and Channels. Tabs are the basic organizational unit of the portal. Channels constitute pieces of primary content below each tab of the portal. Channels are intended to deliver dynamic, high-demand content and interactive applications to a significant user base. To be "channel worthy," content should be more than just static information or links, and should appeal to wide audience.

The following requirements and guidelines acknowledge the importance of an open channel development structure, while recognizing the individual developer's responsibilities. Requests for creation of new channels are encouraged in order to offer users more choices and to facilitate information to interested parties. Channel developers create and maintain the components of a university-wide, shared project whose audience consists of all students, faculty and staff members. It is for this reason that each channel should undergo appropriate preparation, careful development and extensive testing. Content may be provided from individuals outside of the Office of Public Affairs Web Management Office, Computer Services and the student records system. The college is not responsible for the content contained within these third-party channels and reserves the right to remove them from the portal at any time.

The portal is designed to support Channels hosted on another university Web server (matrix or engr). Channels typically will not be placed on the portal server, but will be referenced by the URL. Channels may be developed using HTML, PHP, RSS (version 0.9 without HTML) or XML. There may be circumstances where Java servlets need to reside on the portal server to support a special function. Those are expected to be rare and must be discussed and approved in advance by the my.newpaltz.edu Team.

Channel Requirements & Guidelines

1. To create a consistent look and feel, channels will use the portal default style sheet. The default style sheet sets font colors and sizes, margins, borders, and more for almost all HTML tags. Portal channels must follow the SUNY New Paltz graphic standards and will undergo the same professional review and careful preparation that is given to any other official university publication in any other medium, as these channels will present an image of the university to the portal users.
 - a. If the page channel reference outputs HTML, it should only include what would go between the <body> tags (no doctype, html, head, meta tags, etc.)
2. Portal channels must facilitate the official business of the university; support the vision, mission, goals and academic values of the university; and comply with university policies, rules, regulations, and local, state and federal laws.
3. All portal channels must make use of the techniques and standards in the Web Accessibility Standards and Guidelines (www.newpaltz.edu/accessibility) and the World Wide Web Consortium Web Content Accessibility Guidelines (www.w3.org/tr/wai-webcontent).
4. Written permission must be obtained for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used in a channel within the university's portal on the Web. This applies to the use of text, logos, photographs, drawings, video clips, sound clips and other copyrighted material.
5. Portal channels may not contain advertising, which means the promoting of a commercial product or service, whether or not compensation is exchanged or anticipated.
6. Channels should never automatically "popup" a new window. New windows should only open upon a user's action. In addition, new windows should not open larger than the current portal window.

7. The channel should fit nicely in a three-column layout, which will be about 312 pixels wide for a resolution set to 1024x768.
8. The use of images must be limited. To keep a consistent look throughout the portal, one image may be shown in the channel, and should be sized no larger than 50x50 pixels. Photos of people, including SUNY New Paltz faculty, staff and students, should not be used without the expressed written permission from the subject or a parent or guardian.
9. Channel developers should develop their own mechanism for tracking the usage of their channel(s), as the statistics available within the portal are very limited.
10. Content should be carefully checked for proper grammar and spelling.
11. Content should be updated and maintained in a timely manner.
12. Content should be developed with regard for the generally observed principles of electronic etiquette ("netiquette"). For more information, visit www.albion.com/netiquette.

Channel Approval Procedures

1. **Eligibility to Request a Channel** – Individuals affiliated with SUNY New Paltz, including faculty, staff, and recognized clubs/organizations/committees.
2. **Method of Requesting a Channel** – Channel requests can be made by subscribing to the "Request New Channel" channel and submitting the requested information as indicated.
3. **Request Information** – Certain information will be collected from the requestor to facilitate the application process, including:
 - a. Identification of the owner to ensure there is a plan to maintain the content, designation of a primary contact to facilitate reported problems with the content (dated, expired or incorrect), and overall responsibility for the content.
 - b. Provide roles that should be associated with the channel.
 - c. Assessing channel request for duplication of existing content.
4. **Channel Approval Criteria** – The items below are the minimum criteria to be used to approve creation of a channel. Channels will be considered by SUNY New Paltz authorities by adhering to the criteria as indicated.
 - a. Content should not duplicate existing channels.
 - b. The nature of the content suggests creation of a new channel, rather than inclusion in an existing channel.
 - c. The content should appeal to a significant user audience; small audiences should consider utilizing the Group Studio ("groups") function. User may be asked to provide written justification to create channels with a narrow or limited audience.
 - i. Include a plan to maintain the channel content.
 - ii. No commercial activity is allowed.
 - iii. Channels with targeted content must contain content for the roles associated with the channel, as per the Channel Manager. *(my.newpaltz.edu users are assigned one or more roles based on information extracted from our database (Banner). A user will have the role of 'student' or 'faculty' or a combination of both if they hold multiple roles. The portal software uses roles to personalize content presented to users.)*
 - iv. Content must also adhere to the SUNY New Paltz Acceptable Use Policy. (<http://acs.newpaltz.edu/policies>)
5. **Summary of Process for Channel Request, Approval, Publication, and Maintenance**
 - a. Complete the channel request form and submit.
 - b. Initial approval is granted by the Channel Administration Manager. Channels are granted if the channel approval criteria outlined above are met.
 - c. Channel Administration Manager creates channel in the my.newpaltz.edu test environment.
 - d. my.newpaltz.edu team will review channel and content to validate functionality and appearance requirements.
 - e. Upon committee approval, the Channel Administration Manager will move the channel to the production environment where it is considered 'published'.

f. Content owner is responsible for maintaining channel content.

Related Policies and Guidelines

1. SUNY New Paltz Acceptable Use Policy (<http://acs.newpaltz.edu/policies>)
2. SUNY New Paltz Web Guidelines (www.newpaltz.edu/styleguide/web)
3. SUNY New Paltz Student Handbook (www.newpaltz.edu/studentaffairs/regulations.html)
4. SUNY New Paltz Faculty Handbook (www.newpaltz.edu/acadaff/facultyhandbook.html)
5. my.newpaltz.edu Groups Policy (www.newpaltz.edu/policies/GroupsPolicy.pdf)

Revision History

1. Effective January 29, 2007
2. No revisions at this time.