

Valdosta State University

News Web site Plan

Purpose

The Valdosta State University News Web site is an interactive tool designed to give visitors the most current information available. It offers multiple options for providing news tips, event dates and general feedback, in order to give the VSU community an easy method of communication, both internally and externally.

What it offers:

News

The news release section will hold the most recent or important news releases; yet link to the archive of press releases. Topics considered for news releases should be unique, timely and of university-wide importance.

Features

This section will offer soft news and human-interest stories. These topics may include articles on faculty and staff, students, VSU supporters or anyone else in the VSU community with a unique, interesting story or project.

Campus Notices

The section for campus notices will include any internal message that affects internal audiences, yet is not important enough to merit a news release. Potential items may include departmental name changes, office relocations, new faculty additions, new or updated policies, information on deadlines, construction updates and more.

Achievement Notes

The Achievement Notes section will display briefs about faculty and staff accomplishments that do not merit a news release. These may include grant awards, best paper awards, minor accomplishments and more.

Event Calendar

The event calendar will display a list of events from which a number of people in the VSU and local communities may benefit. The list may include paperwork or submission deadlines, important holidays and dates on the academic calendar, lectures and or events that are open to the public and other important university dates.

USG News

This section will display links to news releases and electronic publications from the University System of Georgia.

Visionaries

This section will feature a photo and Q&A section from exceptional students, faculty, staff and supporters. Visionaries will be people that show vision for improving themselves and the university.

Alert Box

The alert box will hold special messages regarding weather, health or other issues of importance. When no alerts exist, this box will hold links to the VSU Connection, Campus Alert and photo galleries.

Forms

Each section will feature electronic forms to allow members of the VSU Community to submit ideas, fostering two-way interaction. Each form will send directly to the content manager.

Content Manager

The content manager is responsible for finding and directing topics to each of the News Web site sections. The manager also receives and responds to submissions from all electronic forms. In addition to providing content, with help from other communication specialists, the manager may provide input to the designer on appearance, structure and navigation.

** Assistant to the President for Communication must approve questionable topics and additions.*

Web Designer

It is the responsibility of the Web designer to make all manual updates to the VSU News site. The content manager will provide the designer with necessary content to keep the site up-to-date. The designer is responsible for the appearance, design and navigation of the site, with input from the content manager. The Director of Publication and Design Services will oversee the Web designer's work and have final authority over appearance, design and navigation, with input from the content manager and president's assistant.

Updating procedures

Once the Assistant to the President for Communication has approved the assignment or story, all communication specialists and the president's assistant may submit content to the designer for posting on the VSU News Site via email. The designer must place submitted content in a timely manner. The content manager (with approval from the Asst. to Pres.) has final authority and responsibility over all content on the site.

The VSU News Site is a constantly changing, improving terminal for news and information. An electronic form will give users the opportunity to provide the designer and content manager with valuable feedback, which may be used to update, change and improve the appearance, navigation and overall effectiveness of the Web site.

Content

All content must remain timely and of use to university constituencies. Content must support the mission and goals of Valdosta State University.