WHERE WE STARTED
WHERE WE ARE NOW
A Long Road

Pre-2018 Website

- Not mobile friendly
- Cluttered
- Difficult to navigate
- Content buried in difficult to find places
- Stored on text pages on shared drive
2018-2022 Website

- Mobile friendly
- Navigational structure was confusing due to compromise/hybrid audiences
- Modularized in T4
- Underlying foundation was built on top of various frameworks
- Few sitewide tools for advanced needs
2022-Present Website

- Mobile friendly
- Improved accessibility
- Effective dual channel navigation
- More intuitive site structure
- Robust tagging system and flexible content building tools
- Clean build from the ground up
- Databases now in PHP (course catalog, bios, news)
- Prospective student focus
Permissions and Publishing

**Contributor**
Can add and edit inside content modules
Cannot publish

**Moderator**
Can publish and create site sections in addition to adding and editing content

**Administrator**
Can do all of the above and has access to all administrative tools as well as ALL UMB sites

The approval process serves to help maintain standards, protect critical digital infrastructure from accidents, and offers a final review before anything is pushed live to the school community and broader public view.

Slides Available at:
https://law.umaryland.edu/communications
Web Manager offers training and ongoing advanced support to comms staff to assist distributed contributor network as necessary.

Web Manager oversees the website improvement pipeline and identifies, defines, and project manages requests.

Web Manager works with PHP on fixes/errors as well as developing new content requiring PHP coding.

Ongoing and Refresher training available to contributors in addition to troubleshooting support.
APPROVAL PROCESS THROUGH LAW-WEB
law-web@law.umaryland.edu
Law-Web Website Update Approval Process

Pre-Request
Prepare copy and collect media
Secure any necessary approvals
Send request to law-web

Request Submission
Evaluate Request Type (General, Emergency, Database, Structural)

Law-Web
Law-Web
Database updates and PHP needs/issues
Emergency updates (Same day response)

Follow-up Communication
Receive response, complete and notify client
Request remains incomplete, resubmission required

Evaluate Request
Publish changes and notify client or request more information

Follow-up Communication
Client does not respond

Structural Request
Client initiates project with proposal
Follow-up Communication
Work with client to identify content, purpose, goals, stakeholders, next steps, & timeline
Ongoing Communication
Collect additional content and information during project
Project Completion
Notify client for review
Final Review
Final publish is made with client approval

General Request
Update or Publish Request
Client provides content or has already updated content

Comms
Receive response, complete and notify client
Client does not respond
Request remains incomplete, resubmission required

Ongoing Communication
Collect additional content and information during project

Varies on Scope
Emergency Requests

Often time-sensitive pages or content that either have a deadline or require a last-minute update due to an unforeseen change.
Structural Requests

Typically made up of a long page with many widgets or a collection of pages with their own subpages and navigational logic.
Some pages of the site are large, complex, templated pages. They are more rigid in terms of content, they were built to house specific types of content in a consistent manner. They do require additional thought when deciding which content takes priority in the space available.
CONTENT MANAGEMENT
<table>
<thead>
<tr>
<th><strong>Dimensions</strong></th>
<th><strong>UNACCEPTABLE</strong></th>
<th><strong>ACCEPTABLE</strong></th>
<th><strong>SUPERIOR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approval</strong></td>
<td>Does not have approval from necessary stakeholders</td>
<td>All interested parties have been notified and have expressed approval of the pending content to be released into a live environment on appropriate channels</td>
<td></td>
</tr>
<tr>
<td><strong>Grammar &amp; Spelling</strong></td>
<td>Ungrammatical / Misspelled</td>
<td>Grammar and Spelling are correct and follow guidelines in brand and Maryland Carey Law internal style guides</td>
<td></td>
</tr>
<tr>
<td><strong>Visual/Brand Audience</strong></td>
<td>Does not follow the brand guide or internal brand direction</td>
<td>Demonstrates a good faith effort to meet the overarching brand guide and internal brand direction</td>
<td>Completely adheres to the UMB brand guide and internal brand direction</td>
</tr>
<tr>
<td><strong>Utility</strong></td>
<td>Content that meets one or more of the following criteria: 1) duplicative 2) misuses medium/channel 3) self-promotional/personal use beyond institutional use 4) confidential</td>
<td>Useful to limited audience(s) and does not meet any of the “unacceptable” criteria</td>
<td>Useful to a wide audience and/or high-value target audience, and published to the appropriate channel</td>
</tr>
<tr>
<td><strong>Relevance</strong></td>
<td>Not applicable to audience(s) intentionally viewing content. Content is mis-labeled, out of date or otherwise no longer relevant</td>
<td>Majority of content is applicable to the audience(s) intentionally viewing content</td>
<td>All content is entirely applicable to audience(s) intentionally viewing content</td>
</tr>
<tr>
<td><strong>Readability</strong></td>
<td>Language used is inappropriate for intended audience</td>
<td>Comprehensible by most members of the intended audience(s) but not necessarily all audiences</td>
<td>Comprehensible by all members of the intended audience</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>Content either too short to properly convey sufficient information or too long resulting in obscuring intended communication</td>
<td>Content provides sufficient information and context to meet the needs of audience(s) intentionally viewing that content</td>
<td></td>
</tr>
<tr>
<td><strong>Tone</strong></td>
<td>Does not meet the internal style guide/appropriate voice</td>
<td>Meets the internal style guide and uses the appropriate voice</td>
<td></td>
</tr>
</tbody>
</table>
Managing updates and being mindful of the lifecycle of website content to maintain an appropriate level of thoughtfulness and consideration in how we present and comport ourselves to the outside world.
Seasonal Updates Schedule

**Academic**

**Summer/Fall**
- Review program based past event offerings
- Programs should review their pages for accuracy and relevance of content, prep content updates for upcoming Fall semester
- Update course information
- Develop content and begin discussions about special projects/structural additions

- Populate upcoming program events
- Programs submit updates to their respective microsites
- Request landing page creation for custom event/conference pages
- Populate articles and update program news pages

**Winter/Spring**
- Review past events for archiving and update upcoming program events
- Request landing page creation for custom event/conference pages
- Populate articles and update program news pages

**Administrative**

**Summer**
- Review tuition and fees for coming academic year
- Review clinic list for current offerings
- Review Areas of Study and other prospective student pages
- Archive annual magazine, prep and launch new Summer Magazine

- Update orientation details
- Review visits and webinars
- Review and update ABA Required Disclosures
- Update calendars and classroom grids

- Updates to bio pages
- Update upcoming Alumni events and content

**Fall**
- Review clinic list for current offerings
- Review Areas of Study and other prospective student pages
- Archive annual magazine, prep and launch new Summer Magazine

- Update orientation details
- Review visits and webinars
- Review and update ABA Required Disclosures
- Update calendars and classroom grids

- Updates to bio pages
- Update upcoming Alumni events and content
Content older than 5 years that has not been identified as legacy content should be culled. If there is a question about creating a legacy space for certain content, interested parties should discuss with Marketing & Communications, and should provide who might view the content, why they would seek it out, and what goal/purpose the content serves.
Next steps: We will reach out to programs and offices that have sections on the website to discuss what content schedules and lifecycles look like for them.

We want to know what works within your annual cycle and how we can maintain that digital infrastructure together.
A COUPLE ASKS ON BEHALF OF MARKETING & COMMUNICATIONS

We would love to have some extra opportunities to take photos and video of students - in particular in class. The school needs updated imagery on a regular basis for ODAR, Admissions, and general web use.

If you have any big projects coming up, do let us know with as much lead time as possible.

Web requests: law-web@law.umaryland.edu

General requests: comms@law.umaryland.edu
THANK YOU

Slides Available at:
https://law.umaryland.edu/communications