

Valparaiso University
Website Approval Submission
(Website Manager)



Purpose of the University Website and Other New Media: Valparaiso’s official website is the primary multiple audience communication tool. The website provides many doors to Valparaiso University and serves as a vehicle for ongoing conversation and engagement with constituents. The primary audiences of the website are prospective students and parents. Secondary audiences include current students and parents, faculty and staff, alumni and friends, congregations, prospective faculty and staff, media, funding agencies, and the general public searching for information about Valparaiso University.

Approval Process: Prior to the launch of a website on the Valparaiso University domain, approval from University Marketing must be obtained. In order for websites to be considered for approval, the *Website Approval Submission* form must be completed and submitted to Heather Taylor, Director of Communications, Kretzmann Hall, Heather.Taylor@valpo.edu. Please allow two weeks for website evaluation.

The following information must be provided before website approval will be considered. Page two of this document, *Website Approval Evaluation*, to be completed by University Marketing, provides the criteria upon which all websites are evaluated.

Name of College, Office, Department or Student Organization: _____

Name of employee or student managing the project: _____

Website address to be approved: _____

Fax, phone and e-mail of project manager: _____

Primary audience of the website: _____

Primary purpose of the website: _____

Secondary purpose of the website: _____

Metadata (keywords, descriptors) used on the website: _____

Plan for updating the site to keep the content and graphics current (timing and personnel):

Other information which will be helpful in evaluating the website: _____

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Name of College, Office, Department or Student Organization: _____

Website address: _____

Approval requested: _____

Date

Approved Requires Revision

1. Approved template including global header/footer, _____
standard font size and brand colors
2. Website visually captures the essence of the brand _____
through engaging photography/graphics & bold headers
3. Content is relevant to current offerings _____
4. Appropriate metadata (keywords and descriptors) _____
5. Appropriate and “simple” navigation _____

Recommendation(s): _____

_____ This website has been reviewed and approved

_____ This website has been reviewed and requires revision and resubmission prior to approval*

* Upon resubmission, provide the original submission and evaluation, along with a new evaluation form.

Director of Communications Date _____

Notification to Website Manager and Web Services _____

Date

U. Mktg. 1 May 2008