Message from the CIO

In 2009, TTU began a strategic initiative to enhance our institutional web presence. The Web Executive Committee, chaired by Provost Smith, has been working to raise awareness about the importance of web communications to our strategic enrollment, research, and outreach goals. In October 2010, we provided the campus with an initial update of our activities and progress as we “refreshed” the TTU website. Since that time, working with the Office of Communications & Marketing and in consult with STAMATS consulting group, we have made a number of substantial improvements, including a number of web design resources for TTU webmasters. Note that many of the new features create a better online experience for prospective students, research partners, and other visitors. In this bulletin, we outline some of the website enhancements and tools created since our last update. We appreciate your on-going partnership as we work to continuously improve our web presence.

Last year, the TTU IT Division conducted an evaluation of web content management solutions and representatives from each TTU area participated in the review. This assessment group included 104 faculty and staff members, making it the largest campus product assessment we have done! OU Campus, a product of OmniUpdate, an industry leader, was the chosen vendor. (Please note: No affiliation with the Sooners 😊)

This spring we begin our implementation of OU Campus, a friendly and powerful web content management system. We will be working with the TTU community as we transition to the new system, and a more strategic process for managing institutional web content.

TTU Images Online for Web Designers – FREE!

You asked for it and now you have it! Web designers have been asking for TTU campus photographs and images to include in their pages. We have created a friendly web application to view and download a wide variety of official campus images. This application provides TTU images in a ready-to-use format for the web. Communications & Marketing has included dozens of images – be sure to check it out!

The new site has convenient features, such as:

- Images grouped by category;
- Image preview; and
- The ability to look at the technical information about the image (meta data).

The best part is that the images are already optimized for the web! Adding an eye-catching addition to your web site is just a click away. Log on to http://photos.ttu.edu and get started.
Web Policies 101

A common question often arises concerning what must be included on an official TTU website or what is allowed to be included on an official TTU website. TTU OP 52.07 Website Operations has been developed and published to provide guidance for the campus community regarding website operations. This operating policy clearly defines the key components and requirements for TTU websites, including:

- Definitions of those items governed by the policy;
- Web publishing;
- Visual elements;
- Web resource components; and,
- Regulations on advertising and endorsement.

The Website Operations operating policy can be reviewed, along with the other Information Technology OPs, at http://www.depts.ttu.edu/opmanual/contents.php#52.

Additionally, the TTU IT Division and the Office of Communications & Marketing have published a set of web guidelines to assist web content owners with developing their pages. These TTU Web Guidelines are adopted by reference in OP 52.07 and can be viewed at http://www.ttu.edu/webguidelines/. The guidelines provide information on standards, design requirements, accessibility, and other important topics. Our goal is to provide these detailed resources to assist campus web content owners as we work in partnership to enhance our web presence.

But wait... there’s more!

We have enhanced the TTU Campus Map by adding building descriptions (just click the building) and “official building codes” (like those listed on student schedules). Visit http://www.ttu.edu/map to check out the new and improved TTU Campus Map today!

Contributions by: Katherine Austin Beltz, Ph.D., Jeff Barrington, Carlene Kelly, Jeff Luman, Britta Tye, Laura Webb and Allen Young.

Safe Computing Practices Committee: Sam Segran, Katherine Austin Beltz, Ph.D., Jeff Barrington, Darrell Bateman, Shannon Cepica, Scott Hall, Danny Mar, Ron Nail, Yung Ng, Randall Osborne, Mike Simmons, Phil Smith, Ph.D., J Stalcup, Britta Tye, John Vandygriff, Allen Young, and assistance from IT Division staff.