1. Overview

The University is transitioning to use a new, common web content management system for all administrative sites. This unified approach, branded as WebOne, is designed to meet the goals of improved website content maintenance, increased consistency in overall institutional branding, and improved accessibility and navigation across the campus administrative websites.

The WebOne initiative includes the setup of a technical environment using the Drupal open source web content management system, with a proof of concept using the Information Technology division website, followed by a phased rollout to WebOne for all campus administrative web pages.

An ad hoc working group, the Web Coordination Group (WCG), was formed by the Executive Technology Steering Committee (ETSC) to coordinate the web content management system for University administrative web pages, to review University web projects (including ongoing and future division web projects), and make recommendations and identify issues to ETSC as appropriate.

This document outlines the recommended WebOne Guidelines to be followed by campus web designers and campus web content managers as a means to achieve the WebOne goals. These guidelines were developed by WCG, including in consultation with several WCG sub-groups of cross-divisional experts, listed in Appendix A. The guidelines are expected to evolve over time as we move forward with WebOne and gain experience using it at CSUN.

2. History

During the past few years, many administrative websites at Cal State Northridge were converted to a template-based approach with the goal of improved graphic consistency and accessibility. However, the tools typically used to update content (e.g. Dreamweaver, Contribute) required considerable training and support, were difficult to integrate with commonly used features (e.g. calendars, blogs), and also limited the ability to distribute website updates to content owners for review and approval.

To address these gaps, a review of web content management system options identified the Drupal open source product as a potential solution. After discussion and review of Drupal implementations at sister CSU campuses, other universities, and completing some Drupal campus pilot projects, Drupal was approved by the ETSC for use as the new CSUN web content management system.

WebOne will provide the opportunity to standardize content and key page components (e.g. typography, global navigation), and utilize workflow for publishing content on the administrative web pages. In addition, WebOne will also address accessibility and usability compliance, branding, site taxonomy, and page owner identification.

3. WebOne Taxonomy and Content Organization Guidelines

Content organization, which determines the “findability” of content, will be reflected in the site navigation, URL naming, and the vocabulary used to label content.
3.1 WebOne Site Navigation

Global site navigation provides user access to the main sections of a site from a consistent and logical structure, providing users with “one-click” access to the main categories of information on a unit or department web site.

- All WebOne unit or department home pages should include a Global Navigation Bar as a horizontal bar immediately below the header.
- The global navigation bar should include menu options to directly access the main sections of the unit or department web site.
- The global navigation bar should include no more than seven (7) concise menu options. This is to avoid overwhelming the users with too many options for global navigation. This change necessitates that departments developing web pages in WebOne consider the content of their pages using principles of usability and hierarchical structure to support consistent meaningful navigation for users.
- “Home” is an optional link on the Global Navigation Bar because the home web page for the unit will also be reached through clicking the unit’s wordmark in the header.

Constituency-based navigation provides easy navigation to content that targets an audience, such as students, faculty, staff, alumni, or guests.

- An optional constituency-based navigation bar is available in WebOne as a horizontal navigation bar immediately under the banner.

3.2 WebOne URL Naming

Each CSUN division, college and department will have its own website hosted within CSUN’s Drupal environment. This means that each college and division sits at a top-level path (e.g. www.csun.edu/amc or www.csun.edu/student-affairs) and each department sits at a sub-path (e.g. www.csun.edu/amc/theater).

- An example of a WebOne URL for a CSUN unit is http://www.csun.edu/unit/
- Departments within division and college units should follow a structured URL format. An example of a WebOne URL for a CSUN department is http://www.csun.edu/unit/department/
- URL links should be readily identifiable, using natural language terms that clearly describe the content, can be easily remembered, and follow predictable URL structures.
- URL links should use dashes to separate multiple words (e.g. http://www.csun.edu/student-affairs).
- URL links should not include underscores, dots, ampersands, or spaces as these can be imperceptible when styled as underlined.
- Vanity URL links are typically used for promotional purposes. They are shorter than the lengthy string of names that sometimes exists in a website URL.
- An example of a vanity URL is http://summer.csun.edu which could be used as part of an ad in a print publication in place of http://tsengcollege.csun.edu/programs/summersession
- Requests for vanity URL links must be approved by University Advancement, Marketing and Communications to ensure that we use them appropriately across the divisions and colleges. The process for such requests is under development.

3.3 WebOne Vocabulary

Regarding vocabulary, as administrative websites come into WebOne, the WCG will coordinate the development of a controlled vocabulary for referring to common resources and navigation elements.

4. WebOne Design Guidelines

The WebOne design guidelines address fonts, banner styles, colors, headers, and footers to be used by all CSUN administrative web pages. These are outlined below and also in the WebOne Style Guide, which was
developed by a cross-campus working group under leadership from University Advancement, Marketing and Communications.

4.1 WebOne Colors
The University online colors are Red (#990000), Black (#000000) and White (#fbfbfb). These primary colors should always carry the main visual weight of the design. Secondary colors may be used where appropriate based on site goals (i.e. sustainability) or audience profiles (i.e. incoming freshman). When used, secondary colors should be complementary to the primary brand colors and not used to modify the design of major interface components such as the header area, primary navigation, and footer.

4.2 WebOne Fonts
The font options are Museo and Droid, sans serif contemporary typefaces selected to complement the more traditional Garamond typeface used in the university wordmark. They were selected for their flexibility (i.e. a range of weights is offered) and legibility in a web environment.

4.3 WebOne Header and Footer Guidelines
- The use of standard headers and footers across the enterprise web presence ensures consistency and improves the user experience.
- Local web content owners do not need to maintain header components, compliance markers can be integrated into all administrative web pages, and site updating of changes to headers is global and instantaneous.
- The header content will be managed centrally by University Advancement, Marketing and Communications.
- The header populates the top of all WebOne pages.
- The footer content serves as an area for displaying a broad range of links covering legal requirements (e.g. emergency information), contact information, group affiliations, community outreach, and accessibility compliance (e.g. document readers).
- Standardized use of the University seal is included in the footer to emphasize the academic and institutional focus of the WebOne web pages.
- There are optional fields in the footer for administrative web content owners’ unique content, such as social media links and local identification requirements.
- The footer populates the bottom of all WebOne pages.

4.4 WebOne Banner Image Guidelines
- Where banner image carousels or sliders are used, they should include clear and accessible navigation elements inclusive of forward, back, and pause.
- Banners are fixed width but optional height.
- Banners are optional.
- Banners can be single static image or a multi-image carousel.

5. WebOne Drupal Web Content Type and Theme Guidelines
Drupal uses the terminology of web content types and themes to represent most closely the CSUN templates that we have been using in recent years.
- Web content types are standard displays of content, used to gain consistency across CSUN web pages, and to also allow reusable content on multiple websites across campus.
- The initial CSUN web content types will include News, Events, and People, to allow lists of faculty and lists of staff within units and departments.
- All web content (e.g News or Events) is assigned to a CSUN department; however, identified web content owners may assign a piece of content to multiple departments. This is an example of the efficiency of using a Drupal database to manage content.
To develop web pages with a standard look-and-feel for the university, the web style guidelines described above are applied as a “presentation layer” to the program coding associated with the web content types, and together, these components comprise a WebOne theme.

- Themes include specific design elements, including the selection of a primary banner color, one font pairing, and a layout for the web page content, including the number of columns and placement of particular content (such as News or Events) in the columns.
- An initial theme has been created by University Advancement, Marketing and Communications and will be used for the IT proof of concept site in WebOne. As more sites migrate to WebOne, additional themes may be created.
- WebOne content owners also have the option to build a custom WebOne theme, provided the owner of the administrative website has a web developer sufficiently skilled with Drupal, meets University guidelines and standards, and the theme is approved by University Advancement, Marketing and Communications.

6. WebOne or myNorthridge Portal Guidelines
The transition and migration to WebOne affords an opportunity to review the content of the current web pages prior to moving into the WebOne environment. Some CSUN unit/departments are considering moving some of their web content into the campus myNorthridge portal, specifically content that is intended only for members of the CSUN community. Guidelines for content that could be moved into the portal are:

- all targeted, sensitive or private content directed toward students, faculty, staff, and applicants or groups composed of those constituencies.
- public content (e.g. forms, procedure manuals) which is used only by CSUN campus constituencies and is not of interest to or needed by the general public.

Some CSUN visitors need secure or temporary access to web content or a subset of campus services for a finite amount of time, but do not have established myNorthridge portal accounts. In the future, CSUN could develop an Intranet web environment to serve these constituents, but this is not currently planned. In the meantime, CSUN will continue to provide guest accounts as we do today.

7. WebOne Analytics Guidelines
WebOne will continue to use Google Analytics tools to measure and analyze metrics on all WebOne administrative web pages.

- The Google Analytic tools will also be used to monitor the aging of content because each web page will include a content owner and a “last revised” date.
- Google Analytics will be set up with one master account and sub-accounts for each unit/department, as designated by VPs and Deans, to capture the “hits” for their unit/department web pages to inform ongoing improvements to WebOne administrative web pages. Google Analytics read-only access and super user/administrator login access will be provided to users designated by VPs and Deans.
- Site owners will be able to view the data pertinent to their division/college.
- These analytics will also roll up to one master account in University Advancement, Marketing and Communications for analysis at the university level.

8. WebOne Accessibility Guidelines
WebOne themes, inclusive of navigation and URL conventions, will meet Section 508 and WCAG 2 accessibility standards. This functionality will be tested by the Universal Design Center before deployment.

9. WebOne Keyword Search Optimization Guidelines
Search engine optimization using keywords makes it easier for CSUN’s target audiences to find content.

The Chancellor’s Office supports Google Search for use by CSU campus website searches. To ensure
consistent and optimal searching across all CSUN administrative web pages, WebOne unit and department content owners should submit search terms to University Advancement, Marketing and Communications to be entered into the Google Search engine. This type of key word search instantly provides search users with specific content. For example, a search for the word “map” in the Google Search on CSUN’s web page will yield the CSUN campus map as the first search result.

10. **WebOne Mobile Responsiveness Guidelines**
CSUN users (especially students) increasingly access the CSUN web from mobile devices. Therefore it is important that WebOne renders well on different sized devices, ranging from a large desk monitor to a tablet or a smartphone device.

“Responsive” designs automatically change the way a website displays by re-sequencing and/or reformatting structural elements depending on the size of the device or the size of a browser window as it gets larger or smaller. For example, a responsive design that displays a large navigation bar when viewed on a desktop computer might convert that navigation bar into a small drop-down slider when viewed on a smartphone.

The initial WebOne Theme will not include responsive design.

11. **Mobile Application Guidelines (coming in fall 2012)**
Mobile applications (also known as a mobile apps) are programs developed to conduct a set of functions. Unlike the ephemeral experience of visiting a website or web application with a web browser, a mobile app takes up semi-permanent real estate on mobile devices and provides a more constrained set of functions. The mobile application currently in use at CSUN is the Daily Sundial app. CSUN mobile apps under development include the Internship app (developed by COBAE but expected to be used by all colleges) and an Interactive Campus Map app.

CSUN is currently in the early stages of developing a CSUN mobile framework strategy, which will address web development standards, mobile app design standards, governance, and also address the criteria for development of CSUN web applications.

10. **Appendix A: Web Coordination Group and Sub-Groups**

**Web Coordination Group**
Co-leads: Hilary Baker and Stacy Lieberman
Members: Elizabeth Altman, Heather Cairns, Sue Cullen, Stephanie Nguyen, Kimon Rethis, Paul Schantz, Chris Xanthos

**WebOne Design Themes Working Group**
Lead: Stacy Lieberman
Members: Joe Bautista, Tyler Blake, Sandra Caesar, Nicole Celentano, Kevin Lizarraga, David Mascarina, Dave Moon, David Morck, Vergil Pascual, Kimon Rethis, Joseph O'Connor, Peter Medina

**WebOne Mobile Responsiveness Working Group**
Lead: Paul Schantz
Members: Kimon Rethis, Patrick Roberts, Elizabeth Altman, Karl Rink, Treavor Greenleaf, Michael Lazar, Shan Barkataki

**Information Architecture Strategy Working Group**
Lead: Chris Xanthos
Members: Marieanne Quiroz, Georg Jahn, Gratia Bone, Karl Rink, Elizabeth Adams
Website Taxonomy Working Group
Lead: Elizabeth Altman
Members: Stephanie Nguyen, Sue Cullen, Kimon Rethis, Kelly Smith, Brian Foley, Greg Mena, Tyler Blake

Web Analytics Working Group
Members: Joseph O’Connor, Kate Sharron, Stephanie Nguyen, Jerry Shutte, Ian Carroll

Content Search Engine Optimization Working Group
Members: Joseph O’Connor, Gratia Bone, Kate Sharron, Julie Sinclair, David Mascarina, Kristen Walker, Elizabeth Whirledge, and Jean O’Sullivan