UF/IFAS DEPARTMENT
WEB Maintainers Meetup
● Web Branding Committee
● Introduction and TERMINALFOUR (T4) recap
● Preparation
● Page layouts
● Questions
WEB BRANDING COMMITTEE

what we heard
Some Key Feedback

- Greater consistency in wording
- Greater consistency in look (cousins/not twins)
- Greater connection to UF in look and links
- **Greater emphasis on recruitment**
- Greater emphasis on attracting multiple audiences
INTRODUCTION

and TERMINALFOUR (T4) recap
What is TERMINALFOUR (T4)?

TERMINALFOUR (T4) is the new UF Web Content Management System (WCMS) chosen for the next five years. T4 allows non-technical web users to easily update content on web pages.
Training: TERMINALFOUR

Enroll here and indicate “IFAS” as your unit:
http://webservices.it.ufl.edu/contact/terminalfour-enrollment/

*Training will not be available until mid-August.

Web Developer  End-user
More Training: INFO

- UNIT = IFAS
- UNIT WEBMASTER = WEBTEAM@IFAS.UFL.EDU
How We Will Communicate

lists: IFASWEB-L, ICC-L, IFAS-ALL-L

e-mail: webteam@ifas.ufl.edu

via our blog feed: http://goo.gl/EDHhjk

via our webpage: http://ics.ifas.ufl.edu/web.php#communication
Go Here For...

● The recorded webinar: http://goo.gl/c4xEgT

● For current updates regarding the UF/IFAS unit status migration to TERMINALFOUR go here: http://goo.gl/EDHhjk

● UF/IFAS FAQs are here: http://goo.gl/R3vM43

● UF T4 FAQs are here: https://webservices.it.ufl.edu/faqs/
# UF/IFAS Migration To T4 Timeline

## (Tentative)

<table>
<thead>
<tr>
<th>UNIT/WEBSITE TYPE</th>
<th>IMPLEMENTATION ORDER</th>
<th>WHY?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Critical Path</td>
<td>UF/IFAS Main, Research.ifas, UF/IFAS CALS</td>
<td>UF/IFAS needs to establish proof of concept (workable examples so we can provide unit support)</td>
</tr>
<tr>
<td>2. UF/IFAS Research Centers</td>
<td>Alphabetical Order</td>
<td>Most of the RECs are already migrating to the new UF/IFAS branded template and possess the technical abilities to migrate with minimal training</td>
</tr>
<tr>
<td>3. UF/IFAS Departments</td>
<td>Based on a criteria (e.g., # of broken links, etc.)</td>
<td>UF/IFAS web maintainers represent a mix of technical and non-technical people. Therefore, UF/IFAS departmental websites will require more attention from UF/IFAS Web Services.</td>
</tr>
<tr>
<td>4. UF/IFAS Extension</td>
<td>A committee will be established to assist in creating a new web strategy for Extension</td>
<td></td>
</tr>
<tr>
<td>5. Ad Hoc Other Websites</td>
<td>As solicited</td>
<td></td>
</tr>
</tbody>
</table>

=111 sites approximately
## Third Wave: UF/IFAS Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Plant Pathology/ Michael Morrow</td>
<td></td>
</tr>
<tr>
<td>2. Wildlife Ecology and Conservation/ Tom Barnash</td>
<td></td>
</tr>
<tr>
<td>3. Animal Sciences/ Rebecca Matta</td>
<td></td>
</tr>
<tr>
<td>4. Agronomy/ Jimmy Auszewski</td>
<td></td>
</tr>
<tr>
<td>5. Agricultural Education and Communication/ Andrea Davis</td>
<td></td>
</tr>
<tr>
<td>6. School of Natural Resources and Environment</td>
<td></td>
</tr>
<tr>
<td>7. Food and Resource Economics/ Ed Howard</td>
<td></td>
</tr>
<tr>
<td>8. Food Science and Human Nutrition/ Meri Nantz</td>
<td></td>
</tr>
<tr>
<td>9. Microbiology and Cell Science/ Javier Real</td>
<td></td>
</tr>
<tr>
<td>10. Environmental Horticulture/ Treva Damron, Dee Boyle (assistant)</td>
<td></td>
</tr>
<tr>
<td>11. Soil and Water Science/ Raichel White</td>
<td></td>
</tr>
<tr>
<td>12. Agricultural and Biological Engineering/ Robyn Snyder</td>
<td></td>
</tr>
<tr>
<td>13. Horticultural Sciences / Kamin Miller</td>
<td></td>
</tr>
<tr>
<td>14. Family, Youth and Community Sciences/ Earl Sloan</td>
<td></td>
</tr>
<tr>
<td>15. Entomology and Nematology / We need one</td>
<td></td>
</tr>
<tr>
<td>16. School of Forest Resources and Conservation/ Rhiannon Pollard</td>
<td></td>
</tr>
<tr>
<td>18. Florida Master Gardener / Jennifer Sykes</td>
<td></td>
</tr>
<tr>
<td>19. 4-H / Shammond Scott</td>
<td></td>
</tr>
<tr>
<td>20. Sea Grant / Dorothy Zimmerman</td>
<td></td>
</tr>
</tbody>
</table>
Criteria For Timeline Order

Website Assessment

Entity Name                      Date
                                    10/11/2013

Domain Name

Current Framework
IFAS Template - OLD

1. Overall Appearance
   a. Does the website meet UF Web policy? Yes
   b. Does the website meet UF/IFAS Web policy? Yes
   c. Does the website meet UF/IFAS web branding standards? No, see comments
   d. Comments
      Requires updating to new template. Migration to the new template will fix non-compliance issues.

2. Directory Structure
   a. Do files appear to be in the correct location? No, the directory requires reorganization. Remove ALL unused files.
   b. Are files named according to 508 and Wc3 standards? Yes
   c. Comments
      Moving forward web standards encourage dashes over underscores in the filename of webpages and documents such as pdfs. I am still working on this myself.

3. Link Check
   a. #broken- 14,667

OF NOTE: LINK CHECK
PREPARATION

your part and our part
While You Wait...

Update the content on your website, remove unused content, remove broken links, and develop a clear web communication strategy that appeals to the public.
On WordPress?

If you are on WordPress you will need an aggressive plan to get off by Fall 2015. Websites on WordPress will be migrated manually from WordPress to TERMINALFOUR. Each sub unit is responsible for its manual migration whether in WordPress or not.
After completing these forms and training a website shell in TERMINALFOUR will be issued to the UF/IFAS sub-unit.
Communication Strategy Form

Website Communication Strategy

Websites with university content are considered official communications and as such are covered by UE and UF/IFAS policies and best practices. To maximize the effectiveness of your site it is helpful to develop a simple strategy to direct its operation. The following outline provides areas for consideration when preparing a plan for your site.

Contact Information

Entity Name *
(e.g., Animal Science Department or UF/IFAS Extension Alachua County)

Website Address *
(e.g., http://fas.ufl.edu)

Entity Head Contact *
(e.g., The name of your director, department head, or manager)

OF NOTE: HOW CAN YOUR WEBSITE HELP INCREASE PROGRAM RECRUITMENT?
The below questionnaire will help you organize and populate your NEW HOMEPAGE. An example is here and here and here. When completed we will give your web people access to the NEW Web template. Contact webteam@iffc.ufl.edu with questions.

There are nine questions with 7 sections.

Main Menu

Question 1: List your main menu text and the order beginning with “TRENDING”.

<table>
<thead>
<tr>
<th>HOME</th>
<th>ABOUT US</th>
<th>TRENDING</th>
<th></th>
</tr>
</thead>
</table>

Here is an example dropdown menu. Use the table area below to fill-in your sub-menu items:

| Home | About Us | Directory | Resources | Plant Clinic | Teaching | Search |
Faculty Questionnaire

Hello Faculty,
I am providing a questionnaire regarding what content you will need to supply for faculty pages on your NEW WEBSITE!

* If for some reason the questions do not address your thoughts or intentions please feel free to add other comments, questions, or content in the last section.

There are at least 10 pieces of content needed to complete your faculty page.
* Submit all information to yourname@ufl.edu. Subject line: Your Name-Faculty Page.

Your Personalized Faculty Page Will Look Like This:

Dr. Vance M. Whitaker
Assistant Professor Breeding—Strawberries

Dr. Whitaker develops new strawberry cultivars for Florida. Breeding and selection is enhanced by the genetic characterization of traits and through collaborative research with UF and other researchers in areas including genetics, pathology, production techniques and pest control. Dr. Whitaker works closely with the strawberry industry and oversees the strawberry Cultivar Improvement Program which generates clean-planting cultures of new breeding selections as a source of clean nursery stock.

Programs
- Extensyen
- Research

Contact

OF NOTE: SEND THIS FORM OUT TO FACULTY MEMBERS VIA EMAIL AND REQUEST IT BACK VIA EMAIL. THIS ALLOWS WHOMEVER TO COPY AND PASTE TO POPULATE FACULTY PAGES FROM THE QUESTIONNAIRE.
Do We Need All This Planning? YES!

**Goal:** We need to look like and communicate like we belong to the same family.

**Centralized Consistency**

**Decentralized Custom**

*OF NOTE:* The web is always changing, and there is a current leap to and cry for “responsiveness!”
PAGE LAYOUTS and templating
**Framework + Styling = Template**

- The framework determines the number of page layout options available to users (2 boxes, 3 boxes, 1 column, etc.) Inside the framework are content elements.
- The design will adhere to UF and UF/IFAS branding standards and web policies. Goal: make 3 different color options available for you to choose from via the homepage questionnaire.
- A universal set of content elements and other components that make up a website. The UF/IFAS template has two parts: framework and the styling/design.
Styling COLOR Options

1 TBD

UF/IFAS
(as currently seen on http://ifas.ufl.edu)

2 TBD
General Specs: Homepage

- Responsive/Adaptive: One website to maintain, multiple viewports
- Responsive tables included
- Built With: HTML, CSS, and JS
- Framework Base: Normalizer, Boilerplate, HTML5 and JQuery
- The template should work well with any backend or server technology such as TERMINALFOUR (T4)

Homepage: 10 regions with multiple variants
HOMEPAGE = 10 REGIONS
Region #6 has 5 variants

EXAMPLE
HOMEPAGE = 10 REGIONS
Variant #5 is totally different

Contains only 7 regions:
Region #6 Has Pic+ Text + Links, No #4 region (slider), No #5 region (alert box), No #7 region (program Area section)
PROGRAM AREA PAGES = 10 REGIONS
Region #5 has 7 variants

EXAMPLE PROGRAM AREA PAGES = 10 REGIONS
Region #5 has 7 variants
UF/IFAS TEMPLATE OVERVIEW: INDIVIDUAL FACULTY PAGES

GENERAL SPECS: FACULTY INDIVIDUAL

- Region #4: Bread Crumbs
- Region #5: Title, Name, Specialty, Bio
- Region #6: Picture, Contact Info, Link to lab and personal websites, education, publications, and recent services/honors

Individual faculty pages: 8 regions

EXAMPLE
FACULTY DIRECTORY PAGES = 2 VARIANTS

**Table**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

**Accordion**

- Faculty Name
- Faculty Name
- Faculty Name

- Faculty Name

EXAMPLE
SECONDARY PAGES = 2 VARIANTS

2 column

OFF NOTE:
Other content elements available with these pages: Tables, Lists and Accordions

Full-width
Other Information

- Access to a style guide will be provided
- Template updates will be announced as needed (framework and design)
- When migrating take the root approach
  - Example: Migrate the root folder then subsite folders (see example on next slide)
“Root” first approach THEN subsites until all sites in the directory are migrated.
Who Should You Contact?

For questions about the T4 migration contact:

- **Technical inquiries** during and after migration: webteam@ifas.ufl.edu

- **Non-technical inquiries**: rborger@ufl.edu
QUESTIONS