

November 22, 2005

TO: University Community

FROM: William V. Flores



The new NMSU Web site was launched in October. The purpose of this memo is to outline:

- Background information on the new site.
- Resources available to assist departments in the conversion to the new graphics.
- Timeline for the conversion.
- Procedure for submitting content for two key sections, “Outreach” and “Research.”

BACKGROUND

In 2004, NMSU began a branding initiative to strengthen and standardize the look and feel of all NMSU publications and communications. A unified graphic approach will help NMSU to build its reputation by delivering a consistent message to all constituents. While this initiative covers all media including print and video, perhaps the biggest impact can be seen on the NMSU Web site.

RESOURCES

With many Web servers across campus and tens of thousands of legacy documents, presenting a unified look and feel for the NMSU Web presence is a huge task. Fortunately, the conversion job is easier now than it would have been five years ago because of the use of Web “templates.” Web templates are standard pages that Web developers can use to convert their existing Web pages.

Using the templates increases visual consistency and reduces the cost of deployment across our campuses. Additionally, Web templates allow us to make global changes to the look and feel of the Web site by changing only one or two documents rather than each page individually. These templates are available at <http://brand.nmsu.edu>, and any

department throughout NMSU can use them. This Web site also includes detailed documentation on the guidelines, assumptions, page types, navigational structure and other notes regarding the development and deployment of the templates. In addition, the departments of University Communications and Information and Communication Technologies are available to meet with individual departments to discuss the templates and answer questions.

TIMETABLE FOR CONVERSION

To increase the consistency of the NMSU Web presence as quickly as possible, the Administrative Council set a **deadline of January 1, 2006**, for the conversion of the first levels of Web pages to the new look. In practical terms, this means all of the pages from the main page down to the department-level entry page. Although the goal is to convert all of the NMSU pages over time, we realize that the conversion process must take place incrementally because of finite resources that can be devoted to the process.

We appreciate your help and support in creating a consistent look and feel to the NMSU Web site that represents our commitment to One University. **Please contact Michael Hites at 646-3430 if you need additional information or would like to set up a meeting with your department.**

SUBMISSIONS FOR “OUTREACH” AND “RESEARCH”

We would also like to invite departments to submit material to be included in the Outreach and Research sections which have links off the home page. Our goal is to develop a comprehensive menu of activities in these areas and make this information available to our site visitors. Please contact Rachel Gallagher at 646-1607 or rachelg@nmsu.edu if you have materials to consider including in this section.