



Sitecore Content Management System (CMS) User Guide Recommendation

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Sitecore Content Management System (CMS) User Guide

[Sitecore](#) is the official Content Management System (CMS) for [Columbia College](#). The Columbia College website, and all Sitecore content, targets prospective students and exemplifies the college's brand to a highest standard.

The purpose of Sitecore is to manage the content of the website. However, it does not function as a design tool. If users require special design assistance or need a custom template, style or functionality, please contact the [HelpDesk](#). EIS will be happy to assist with the request.

Since the public-facing website aims to communicate with the prospective students and other secondary audiences, navigation should not contain links to internal communication, such as information and resources, meant for admitted students, current students or faculty and staff. All internal content primarily is linked within CougarTrack.

The college encourages Sitecore users to periodically check the user guide, [video tutorials](#) and the [Web Style Guide](#) for updates and changes. The Solutions Center also schedules periodic training for end-users based on their experience level in Sitecore.

1. Eligibility of users

Sitecore access is designated by office directors or department chairs to full-time faculty and staff in order to create, update, and maintain the content of their website. Those authorized users are granted the access of "content editor."

These are examples of a few areas that can be maintained or updated:

- Programs: Distinction for academic majors and degree programs such as business administration, art and history.
- Departments: Designation for academic departments. Includes Business Administration, Visual Arts and Music, and Humanities.
- Offices: Non-academic support units. Includes Public Relations, Financial Aid and Academic Affairs.
- Organizations: Supplementary student activities or academic affiliations such as Mathematics Club, Alpha Sigma Lambda Nu and The Pride.
- Events: One-time and recurring events including graduation, open houses and Scholarship Day.

User accounts:

The office/department should notify the [HelpDesk](#) in the event of a personnel change:

- Directors who request new employees within their departments be designated as content editors will be given access and permissions to their office or departmental site.
- Employees who assume new positions or new responsibilities will have their permissions created or adjusted for their new role.
- Employees who leave their positions at Columbia College will have their permissions and access removed following the last day of employment or upon immediate request of the department director.

2. Content ownership

- Content editors need to adhere to [Columbia College's policies](#) and are responsible for information accuracy.

- Content editors are not responsible for the page design, image creation, HTML coding, etc. Please contact the [HelpDesk](#) if you need a custom template or image.
- Confidential or restricted information, which includes [Personally Identifiable Information](#) (PII), such as [Social Security number](#) (SSN) or [protected health information](#) (ePHI) under [HIPAA](#), cannot be stored in Sitecore or posted to any Columbia College webpage.

2.1 Content review and approval

- Content approval:** Content editors are required to submit all content for approval to [Public Relations \(PR\)](#). PR monitors content changes and additions to prevent grammatical and style errors, as well as inappropriate content. Content that is not in line with the Columbia College [Style Guide](#) and the [Web Style Guide](#) is subject to alteration or removal by PR.
 - **Approved:** Updates submitted for approval will go live once approved. Content editors do not receive a notice of approval, and will need to review the progress in the Workbox environment to confirm the current status. The approval process typically takes 24-48 hours.
 - **Rejected:** There are two types of rejection: content and design. If PR rejects the new updates, PR will send an email notice to the content editor stating the reasons for rejection.
- Quality assurance:** Sitecore users or someone designated within each department should plan a regular, such as weekly or bi-weekly, website audit to ensure the content quality, fix broken content or image links and spelling errors.
- Style guide:**
 - Content editors should use the [Columbia College Style Guide](#) and [Web Style Guide](#) for all styles, including using tables and images.
 - Content editors have access to pre-approved templates that should be used. However, if a custom template, style or functionality is needed, please contact the [HelpDesk](#). EIS will be happy to assist with this request.
 - The WYSIWYG (“What You See Is What You Get”) Editor is the only tool with pre-approved functions and styles for Sitecore users. To ensure the best quality and security of the website, HTML programming is reserved only for administrators.

2.2 Guidelines for uploading image files and documents

- All spaces need to be removed from file names.
- Avoid the use of specific dates or years in file names.
- Images and documents must be uploaded to different locations:
 - Upload image files (e.g., .JPG, .PNG, .GIF) to the Images folder in the Media Library tab.
 - Upload documents (e.g., .PDF, .DOC, .XLSX) to the Files folder in the Media Library tab.

2.3 ADA compliance principles

“Any new and redesigned pages, web applications, and web content published by any college, department, program, unit, or professor that are available to students, prospective students, or applicants must comply with the Web Content Accessibility Guidelines 2.0 Level AA (“WCAG 2.0 AA”).”

- Enter relevant alternative “alt” text in the required field when you upload an image. This will ensure that screen readers correctly interpret the content of your image.
- Transcript is required if videos are used.

- Wherever possible, convert MS Word/Office documents to a PDF file type. If you must upload an MS Office document, please format it correctly according to these [Section 508 Guidelines](#).

2.4 Copyright

Columbia College must comply with copyright laws that govern website content. Content editors cannot post, copy or modify any content, such as images and photos, which may be deemed an infringement of copyright laws.

3. Training and additional information

In-seat and online training are available for content editors. Once given Sitecore access, content editors should review the video tutorials, or sign up for training from the Solutions Center, before creating new content or making changes to existing content. To learn more about in-seat training, please contact the [Helpdesk](#).