Editing the Website

It's important that the Wright Center website: meets the standards of VCU, reflects the expectations of the CTSA grant and remains a useful, usable external-facing tool.

The current structure of the website, designed in 2019, including the six main menus and their subpages, is set for the near future, until leadership authorizes a holistic restructuring process. Please feel free to continue to send ideas for "big picture" changes to your communications person, however, for collection, preliminary discussions and future planning.

Accepted edits and changes include:

- Visually and thematically appropriate changes and updates to existing pages, like edits to hyperlinks, wording changes, adding or subtracting sections within a page, etc.
- News posts with timely information on topics such as one-time funding opportunities and temporary programs, study and research news, interviews and spotlights
- Finishing subpages under existing dropdown menus: for example, adding "Alumni Profiles" subpages to the degree program pages or creating pages that further explain one of the topics under Informatics, Translational Workforce Development, and others

Tips and requirements for submitting new subpages:

1. Consider talking to your communications person before you draft. They may have questions and ideas that help contextualize the audience and content, or ideas for images.
2. Draft the content in a **Word document** or **Google document**. Hyperlink all text that you want hyperlinked.
3. At the top, propose where the content should go in the existing website architecture – which dropdown menu and under which topic.
4. Include information for the contact box. That person is now the "content owner" and responsible for helping keep that page updated.
5. Provide ideas for a banner image for the page, if desired. (See Pixabay or Unsplash for free stock images. Or talk to your communications person about other options.)
6. Be sure any stakeholders, like your supervisors, who would want to approve this content have seen, edited and approved it.
7. Share the document with your communications person ("Editor" in the flowchart below), who will edit for a broad audience, for style and grammar, and discuss design and format options.

Note on video content: The Wright Center website cannot host videos. It can embed or link to them. Consider creating a Kaltura channel for your educational video content. All videos must have captions. Once the channel is ready for promotion, send it to your communications person for discussion about where it can be linked from the Wright Center website.

Note on Word documents and PDFs: Any documents linked from your page must meet VCU accessibility guidelines. In addition to the resources on that page, the Learning Center at Talent@VCU has accessibility training for PDF accessibility.

Wright Center Website Content Update Process

Creator

START → Drafts content or edits for website → Submit content to supervisor(s) and/or stakeholder(s) for approval → Require Edits or Approved

REQUIRE EDITS (loop back)

PROVIDE REVISIONS (loop back)

— APPROVED → Submits content draft to Editor for Review/Approval

Email in existing thread is sent to content creator with notice that edits are required

Provide Revisions or Cancel Request

— CANCEL → END

Review for design

Editor

Reviews content submitted by Creator → Require Edits or Approved

REQUIRE EDITS

— APPROVED → Make content changes in T4

Publish changes → Send email notifying all parties of the update(s) → END

APPROVED

Admin

Require Edits or Approved

REQUIRE EDITS

APPROVED