

Level 4 Center Website Guidelines

Flexible, mobile ready website frameworks are now available for level 4 centers.

Research, labs, and projects housed in an academic unit, called “level 4 centers” by the University Office of the Vice President for Research, are encouraged to work with their academic unit to determine appropriate web hosting solutions.

The college provides several customizable mobile ready templates to feature research for academic unit. The unit content strategist will help identify audience, message, and set the template up for the level 4 center site.

The templates allow for the use of imagery, wordmarks, and the color scheme can be modified to complement branding requirements.

Prepare

Contact your content strategist to get started. As with all projects, the sooner you involve others the better as a website takes a fair amount of time to develop.

Things to consider when starting the process are:

- What is the goal of the site?
- Who is the audience for the site?
- What information do you want to share?
- How will your materials (documents, images, content) be gathered for the website?
- When will your materials (documents, images, content) be ready for the site?
- When is the site needed?

Remember, it takes 2-3 months to build a center website depending on department workload. Plan to have your materials ready for the website at least a month before the planned launch.

Hosting

The website hosting and URL will be determined by the home academic unit.

Maintain

A website requires routine maintenance to ensure content is accurate and up to date. Consider who on your center’s team will be responsible for reviewing the site and providing updates to the home unit content strategist, or if they will be updating the website on their own.