Web Site Guidelines

University of Texas at El Paso

Prepared by:
The Office of Information Resources and Planning

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## REVISION HISTORY

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<th>Revision Code</th>
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Initial Release of Document
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IMPROVING THE UTEP WEB PRESENCE

Over the past several years, Web sites have become a key element of a university’s marketing plan. Prospective students gain an impression of the university by using its Web site. If a prospective student has a difficult time navigating a Web site, or attempting to apply, they may consider this as a reflection on the friendliness of all the processes of the university. Therefore, it is important that a university Web presence be carefully architected for ease of use, exhibit a level of consistency to avoid confusing the user, and be focused towards the major classes of users.

For UTEP or any university, the key user classes of their Web sites are prospective students, current students, and faculty and staff. There are other roles such as alumni, media, and job seekers. As such, site maintainers must be aware that their aim is not to mechanically produce the specified information, but instead to think about the users and provide the information required to meet their needs.

Furthermore, it is important that all UTEP sites exhibit consistent branding. As users navigate between Web sites at UTEP, they should never have to guess as to whether or not they are still on a UTEP Web site or if they have navigated to another site. However, such branding and consistency requirements must be balanced with the need for sites to have their own personality, and to appeal to different constituencies based upon their mission and goals. Especially on major sites (Academic, Administrative, etc.), the need to visually distinguish these entities and the sites beneath them exists so that it provides the university Web presence with a level of depth, establishing visual cues for users as to where in the university they have navigated.

Part of this personality is the requirement that all sites should be accessible to persons with disability, jargon free, elegant, student focused (highlighting student roles and achievements), regionally relevant, and show the dignity of UTEP as a national research university.

TIMING AND OPPORTUNITY

With the upcoming review of UTEP by the Southern Association of Colleges and Schools (SACS), the university will be required to place a large effort on the content in university Web sites, as this will be the primary venue for the SACS review. In addition, the new Compact planning process will require a newly created process that must integrate into nearly all UTEP Web sites. And finally, other initiatives such as the electronic faculty vitas will eventually require a logical place on the Web.

With all of these items inflicting requirements into the UTEP Web infrastructure, it is important that the designs be established in order to provide the necessary information and services to all who use them. In accomplishing this, the university cannot lose site that SACS is not a “key user class” of the Web site, and therefore the design should not be focused on their requirements, but rather facilitate the easy navigation to information for the reviewers without impacting the key user classes.
DOCUMENT PURPOSE

The purpose of this document is to outline a set of guidelines to be followed by all UTEP Web sites, with exceptions noted below. It is not within the scope of this document to promote or recommend technologies for accomplishing these guidelines or concepts.

Web publishers at the University of Texas at El Paso are responsible for the content of the pages they publish and are expected to abide by the highest standards of quality and responsibility.

In addition to the publishing guidelines included in this document, all publishers should comply with established publishing policies.

- UT System Regents Rules (http://www.utsystem.edu/bor/rules/)
- Handbook of Operating Procedures (http://hoop.utep.edu/)

EXCEPTIONS TO THESE GUIDELINES

These guidelines pertain specifically to UTEP Academic, Administrative, and Faculty Web sites. There are some Web sites that will have difficulty implementing these guidelines, or whose site would suffer by implementing them. These sites include:

- Athletic Web sites (http://www.utepathletics.com/)
- Museum Web sites (ex: http://museum.utep.edu)
- Other specialty sites

SITE GUIDELINES (ALL SITES)

ADA Compliance

All institutions within the University of Texas System are required to comply with the United States Section 508 Accessibility Guidelines from the Americans with Disabilities Act, along with compliance of the Texas Administrative Code Section 206 which defines the standards in which all electronic Web-based resources should be made accessible to those with visual or hearing impairments.

It is very important that all UTEP Web sites present a consistent and unified personality of UTEP. As such, a part of the guidelines for all Web sites at UTEP includes the standards for Web site look and feel.

UTEP Identity

All UTEP Web sites directly associated with UTEP shall present a standard header and footer which tie it to the University of Texas at El Paso. This standard header and footer will be developed and maintained by a committee comprised of University Communications, University Relations, and Information Technology.
The standard header is designed to be of minimum impact to sites, yet provide the necessary branding and regulatory requirements.

**Standard Header**

Each site is to have a standard header that presents the UTEP branding. In addition, the UTEP header provides standard navigation back to the UTEP home page on the main site. All pages within the site should contain the header.

![Standard Header Example](image)

**Figure 1 - Standard Web site header that provides UTEP branding to all sites**

**Standard Footer**

Each site is to have a standard footer that provides information required by state guidelines (ex: Terms of Use, Privacy Statement). In addition, the university name and address should appear in the footer. The department or unit may optionally appear in the footer.

![Standard Footer Example](image)

**Figure 2 – Standard Web site footer showing required information**

**Navigation**

While the standard header provides navigation to the UTEP home page, it is up to each site administrator to provide the following additional navigational elements:

- Home (Leads to the home page of the site)
- Contact Us (contact information for the unit)
- Site Index (categorical index of the site)

![Navigation Example](image)

**Figure 3 - Example of navigation for Home, Contact us, Site index**

**Logos**

UTEP has a series of official logos developed by University Communications that should be used on all sites. Logos must not be modified from the official form. These logos may be found at [http://admin.utep.edu/Default.aspx?tabid=13391](http://admin.utep.edu/Default.aspx?tabid=13391).
Presentation of Data

One of the areas where major inconsistencies exist is data reporting. On many sites, the data presented does not match similar data on other sites. It is important that all reporting data remain consistent, and in particular, not in conflict with any data published by CIERP.

The following two rules should be observed when presenting data on the Web:

1. Data should be extracted directly from an approved data source: either CIERP or Information Technology.
2. Data presented on the Web should provide a reference to the data source. The source may either be displayed with the data as a caption, or a link can be provided that navigates to another Web page or dialog that describes the data source.

There may be data that is not available through Information Technology or CIERP. This data may still be presented on the Web site, however, some statement regarding its source should still be provided.

Security and Login Requirements

In general, there are least three categories of information that exist on all Web sites covered under these guidelines:

1. Information accessible to all users
2. Information restricted to individuals or groups on campus (ex. a particular department)
3. Information accessible only to specific users (ex: SACS)

All protected information shall be guarded using the existing security mechanism provided by IT. This mechanism uses a single credential for authentication and authorization. It is important that a single security mechanism be used, as it:

- Minimizes the number of credentials that users are required to maintain
- Eliminates duplicate development efforts that accomplish the same result
- Allows the main security mechanism to be enhanced and extended by:
  - Providing users with a consistent experience and
  - Ensuring that security levels remain high
ACADEMIC WEB SITES

Conceptual Architecture

The academic areas of campus have an implicit organizational hierarchy that extends downward from the university, to the colleges, to departments, and to the faculty members. It is therefore logical that the Web sites of these entities follow this same hierarchy. This Web site architecture is illustrated in Figure 5 - Conceptual site architecture of academic areas in UTEP below.

![Figure 5 - Conceptual site architecture of academic areas in UTEP](image)

This architecture provides for the following:

- The [www.utep.edu](http://www.utep.edu) site has navigation to each of the college sites
- Each college site has navigation to each of its departments
- Each department site provides navigation to each faculty member site

Conversely:

- Each faculty site provides navigation back to their parent department
- Each department provides navigation back to its respective college
- Each college provides navigation back to the main UTEP site

For a sample illustration this architecture, visit the production sites for the College of Business at [http://academics.utep.edu/coba](http://academics.utep.edu/coba) and follow through the college, to the Department of Accounting, to the faculty sites.

Colleges

Each of the colleges within UTEP will provide a consistent architecture of their site to ensure that users can navigate each site without relearning new navigation schemes.
**Home Page Elements**

Each of the college sites is required to have a certain set of elements and navigational capabilities implemented on its home page.

The following elements are required

<table>
<thead>
<tr>
<th>Role-based links that provide navigation for the key user classes. The example to the right demonstrates the required role-based navigational links.</th>
<th><strong>Information For...</strong></th>
</tr>
</thead>
</table>
| [Prospective Students](#)  
[Current Students](#)  
[Faculty and Staff](#)  
[Alumni](#) | Figure 6 - Sample of role-based navigation on college home page |

<table>
<thead>
<tr>
<th>Message from the dean that highlights the key programs, research, and attributes of the college.</th>
<th><strong>Message from the Dean</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Message from the Dean" /></td>
<td>Figure 7 - Sample of current news on college home page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>An element of current news within the college. This is most likely the only dynamic data that must be maintained on the site home page.</th>
<th><strong>In the News...</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Wicker Receives RTAM SME Anbin Distinguished Paper Award read more</td>
<td></td>
</tr>
<tr>
<td>Dr. Choudhuri Receives 2004 AIAA Best TES Paper read more</td>
<td>Figure 7 - Sample of current news on college home page</td>
</tr>
</tbody>
</table>
In addition to role-based links, each college home page shall provide links to:

- College Vision and Mission
- Faculty and Staff Directory
- Academic Departments
- Research, Scholarship, and Creative Activity (note: these items may exist as one or multiple links)

**Figure 8 - Sample of required navigational links on college home page**

**Table 1 - Required elements for a college Web site**

In addition to the required navigational elements on each site, there are many more items that could be added to improve the navigation and usability of the college sites. The following elements are optional and may be included on the home page of the college site.

- Additional role-based links that might include Pre-college Students, Parents and Teachers
- Links to comprehensive college news and announcements
- Links to College History, Available Faculty and Staff positions, Student Life

Although the above list provides some common links that may be provided on a college site, they are by no means exhaustive, and other links may be appropriate for one or more colleges.

**Content**

In addition to providing the user of a college site a consistent navigational scheme, it is also important that information available on one college site be available on the other college sites. This information will provide the user with a consistent and easy method for finding certain common pieces of information. Although some requirements are discussed later in the section “Content Requirements” on page 17, they are listed below to provide a consolidated list of content for college sites. The required content is:

- Welcome from the Dean
- Department or program vision statement, mission statement and goal(s)
- Complete list of degree programs, departments, centers, and institutes
- Continuing education, outreach and service programs
- Student resources page which includes links to:
  - Facilities
  - Labs
  - Library resources
  - Technology resources, including resources available for checkout (if applicable)
Department Sites

As important as having consistent college sites is the quality of department or program sites. For many users, the key information they are looking for is located in departmental sites. At the department level, a large amount of information must be presented and maintained. Therefore, a usable design is a must.

Home Page Elements

Each of the department sites is required to have a certain set of elements and navigational capabilities implemented on its home page. The following elements are required:

- **Message from the Chair** that highlights the key programs, research, and attributes of the department
- **An element of current news** within the department. This is most likely the only dynamic data that must be maintained on the site home page.

For a sample site that incorporates these guidelines, please visit [http://sacs.utep.edu/democ](http://sacs.utep.edu/democ).
Each department home page shall provide links to:

- Department Vision and Mission
- Programs
- Faculty and Staff Directory
- Research
- Graduate School
- Registrar
- Admissions

Table 2 - Required elements for a department site

In addition to the required navigational elements on each site, there are many more items that could be added to improve the navigation and usability of the department sites. The following elements are optional and may be included on the home page of the department site.

- Links to comprehensive department news and announcements
- Links to available faculty and staff positions, student life

Although the above list provides some common links that may be provided on a department site, they are by no means exhaustive, and other links may be appropriate for one or more departments.

Content

In addition to providing the user of a departmental site a consistent navigational scheme, it is also important that information available on one department’s site be available on the other departmental sites. This information will provide the user with a consistent and easy method for finding certain common pieces of information. Although some requirements are discussed later in the section “Content Requirements” on page 17, they are listed below to provide a consolidated list of content for department sites. The required content is:

- Welcome from the Chair
- Department or program vision statement, mission statement and goal(s)
- Complete list of degree programs (graduate and undergraduate)
- Continuing education, outreach and service programs
- Student resources page which includes links to:
  - Technology resources, including resources available for checkout (if applicable)
  - Labs
  - Library resources
Links to:
- My.utep.edu
- Course catalogue

- Department Directory
- Fact sheet with information on research, graduate and undergraduate programs, faculty and students

For a sample site that incorporates these guidelines, please visit http://sacs.utep.edu/demod.

**Faculty Web Sites**

Many faculty members at UTEP have their own sites, and many have their information listed within their department's Web site. Faculty sites should follow the same visual (i.e. header and footer) guidelines as other UTEP sites. All faculty members should have their own site that is used to present their personal and professional information. This information can be beneficial to most visitors looking for information on the UTEP faculty, including those in evaluation and accreditation roles. All departments should make this capability available to their faculty members with either their own resources or through the Information Technology department.

**Content**

Each faulty member site should contain at minimum the following information:

- Biography
- Courses taught (if applicable) (Note: should contain courses taught in the last 4 years)
- Research activity (if applicable)
- Publications
- Vita (may be in PDF format)
ADMINISTRATIVE WEB SITES

Conceptual Architecture

The academic areas of campus have an implicit organizational hierarchy that extends downward from the university, to the colleges, to departments, and to the faculty members. It is therefore logical that the Web sites of administrative entities follow a similar hierarchy. This Web site architecture is illustrated in Figure 11 - Conceptual site architecture of administrative areas in UTEP below.

![Conceptual site architecture of administrative areas in UTEP](image)

Figure 11 - Conceptual site architecture of administrative areas in UTEP

Major Administrative Area Sites

The major administrative areas at UTEP (Finance and Administration, Institutional Advancement, etc) have a very different set of requirements when it comes to Web sites. While academic sites tend to focus on the user’s academic requirements, the administrative areas need to generally focus on UTEP business processes and administrative support. As such, the content and requirements for administrative area sites is drastically different from those of academic sites. However, it is important that links between administrative and academic sites be complementary.

Content

Usually, content on administrative sites will be geared towards completing business transactions. In addition, definite sets of information cannot be listed for all units as they can for academic units. However, there are a few items that should be included on all administrative sites. These are:

- Vision, Mission and Goals
- Scope of responsibility of the department
• Message from the Vice President
• Brief descriptions of reporting departments
• Key Projects or Initiatives
• Links to other areas:
  o All departmental units within the higher level organization
  o Related department links
  o UT Direct
  o My.Utep.edu

**Administrative Department Sites**

The requirements for each administrative department are very similar to those of the broad administrative areas.

**Content**

As in the major administrative areas, content on administrative department sites is geared towards completing business transactions and providing business-related information. There are a few items that should be included on all administrative department sites. These are:

• Vision, Mission, and Goals
• Scope of responsibility of the department
• Message from the departmental director
• Key Projects or Initiatives
• Links to other areas:
  o The higher level organization
  o Related department links
  o UT Direct
  o My.Utep.edu
OTHER UNIVERSITY SITES

There are other sites that do not fall specifically into one of the previous site categories: Such sites may be institutes or centers, or non-profit sites being hosted by UTEP.

In addition, there are sites such as the UTEP library that may have special requirements on their Web sites. For example, the Library reports as an administrative unit to the Office of Information, Resources, and Planning, yet it provides a significant academic contribution to faculty and students. These sites should try to accommodate the guidelines within this document as close as possible without compromising the usability and value of the site.

INCORPORATING SACS REQUIREMENTS

With the upcoming SAC accreditation review, UTEP will be required to make adjustments to its Web sites to facilitate the accreditation process. In previous years, the SACS process was paper-heavy and required longer on-site visits by the evaluators. Recently, SACS drastically modified their process to depend more heavily on information in Web sites (both public and SACS only content sites) to perform the evaluation. Although SACS does not necessarily look at the quality of the university’s Web presence, the need to address SACS within the current sites fits within UTEP’s need to improve the quality of its Web presence.

As the SACS accreditation process is university-wide, it will require that the information required by SACS evaluators be easily accessible across all Web sites. One of the important elements in the evaluation is that UTEP not present “SACS-only” sites that have no relationship to the information on the public sites.

To fulfill these requirements, it will be necessary for site owners to add the SACS content to their existing Web sites. This would be accomplished through the creation of additional Web pages within the current public-facing Web site of the entity. The approach supports a decentralized method of providing SACS-related content within the overall SACS Web site architecture. Only information related to the university as a whole and links to other SACS content will be presented on the main university SACS site. The university SACS site can be found at http://sacs.utep.edu.
Navigation Requirements

All sites required to display accreditation content should include an “Accreditation” link on their home page. This link is available to all users of the site. Any department or unit with accreditations should use the target of this link to provide accreditation information.

Figure 12 - Preliminary UTEP SACS Web site (screen shot)

Figure 13 – Example accreditation menu item in the Web site navigation

Links within any accreditation page will navigate to accreditation pages of the target links. For example, links on the College of Science accreditation page should link to accreditation content on the Geology Department site, and vice-versa. This enables SACS evaluators to begin their navigation at the UTEP SACS site, and navigate SACS content from site to site.

The accreditation content pages that are secured should each contain a link to the main UTEP SACS Web page.
On the page that contains the accreditation information, a login to protected SACS content should be provided. This login will follow the guidelines under section title “Security and Login Requirements”.

![Login to protected SACS content](image)

**Figure 14 - Sample of an accreditation page with secured login**

Once a user has logged into the site, additional secured accreditation content will become visible to the user. The general public should not see these additional options or content.

**Content Requirements**

For academic departments, student outcomes represent the key topic that will be discussed in the accreditation area. The Student Outcomes Statements include:

- Specific list of program outcomes
- Identification of indicators (measurement locations)
- Description of standards established for outcomes
- Brief description of how program has been modified based on results of outcomes
- Brief description of plans for future modification based on outcomes

For non-academic departments, the content will be varied. For example, Finance and Administration content may focus on budgetary allocations and processes for managing and auditing budgets.

For many sites, there are probably many ways in which these guidelines can be implemented. Each Web site administrator will have to determine the best method for ensuring their site(s) follow these guidelines.
COMPACT INTEGRATION

In addition to SACS and accreditation requirements, the university is also implementing an electronic process to update the Compact plan. This process requires that all departments, colleges, and administrative units create their own compacts, which will roll up to a university-wide compact.

In order to make this process as efficient as possible, each department will be required to create, update, and publish their departmental Compact. The Compact process will be a Web based process that must be followed by all departments and units. All Compact data will be centrally stored in the UTEP data warehouse managed by Information Technology.

Although at this time the electronic process does not integrate directly with departmental Web sites, it is expected that this will happen in the near future. For this reason, the Compact requirements are included in this document.

Entering and Updating the Compact

Each department or unit will be able to enter and update their compact on the Web. This update will take place through the my.utep.edu portal. Users must login to view, update, or comment on Compacts. The Compacts will be located on a special workplace in the portal called “Compacts”, which will be accessible to all faculty and staff. A preliminary rendition of the Compact workplace is depicted below.
Figure 15 - Compact workplace in the my.utep.edu portal

Displaying the Compact

The compacts for all departments will be available to all university faculty and staff. Students will not have access. To view a compact, users will:

1. Go to http://my.utep.edu and login to the portal
2. Select Compacts from the list of workplaces
3. Select a compact to view from the list. The view will be on a Web page, and will provide a link to convert to a printable format (PDF)

Editing the Compact

To edit a compact, users will:

1. Go to http://my.utep.edu and login to the portal
2. Select Compacts from the list of workplaces
3. Select a compact to edit from the list. Users will be provided a list of compacts that are available for them to edit. In addition, administrators of a particular compact can give others editing rights
4. Edit the compact. The editing of the compact will be done on the Web in a user-friendly Web page. This page will allow users to enter / update the compact, assign other users the ability to edit or administer the compact, and set any other basic properties of the compact.

![Figure 16 - Updating the Compact.](Image)

**Interactions with Faculty and Staff (Forums and Blogs)**

It is important that the compacts be created through a process of interaction and collaboration with those affected by it (ie. The faculty and the staff). As such, the compact portal workplace will provide users the ability to comment on the compacts through the use of forums or Weblogs (blogs). These interactions will be restricted to those within the faculty and staff.

To comment on a compact, users will:
1. Go to http://my.utep.edu and login to the portal.
2. Select Compacts from the list of workplaces
3. Select the “Comment” link next to the appropriate compact.
4. Provide comments within the forum or blog.

**Compact Security**

The first level of security for compacts resides in the universal sign-on to the my.utep.edu portal. Only those with valid accounts who are designed as faculty or staff will have access to the Compact workplace in the portal.

Each unit that produces a compact will have an entry into the compact system. The owner/administrator of each compact can designate which individuals have access to edit the compact. In addition, the administrator can choose to open the compact for viewing and comments to all faculty and staff, or provide a list of users who will be granted such access.
SAMPLE SITES AND TEMPLATES

As it may be difficult to envision how Web sites may look once the guidelines have been incorporated, several templates have been developed for reference. Although there are ways other than those shown in the templates to accomplish the guidelines, the templates provide a baseline for site owners to follow.

The site templates can be found at the following locations:

- Academic College Template (http://sacs.utep.edu/democ)
- Academic Department Template (http://sacs.utep.edu/demod)
- Faculty Template (not yet available)
- Administrative Unit Template (not yet available)

Other Resources

The following resources may also but utilized in working with these guidelines:

- UTEP Information Resources and Planning Web site (http://irp.utep.edu)
- UTEP Information Technology Web site (http://admin.utep.edu/it)
- DotNetNuke User Resources (http://dnn.utep.edu)
- DotNetNuke Training (http://dnn.utep.edu/dnnmanual)