

CCAS DRUPAL WEBSITE UPDATE CALENDAR

TOP 5 WEBSITE PRIORITIES

1. Keep articles current (within the last year)
2. Update event posts
3. Make all PDFs accessible
4. Keep requirements updated
5. Update the Contact Us page and faculty titles

SEPTEMBER

Save the date(s). Want a full house at your events? Start the academic year off on the right foot. Use the Drupal Event content type to share upcoming events on your website, and submit any events that are open to the GW community to the University Calendar (calendar.gwu.edu).

OCTOBER

Check for accessibility. Did you know your website content is legally required to meet certain digital accessibility needs? Review the three basic steps you should perform on every web page (go.gwu.edu/3stepsvideo), and start with your homepage and landing pages.

Check your PDFs. The most common accessibility troublemakers are PDFs. Learn how to make an accessible PDF (go.gwu.edu/pdfaccessibility), and remove/repurpose any PDFs that don't meet requirements. Questions about website accessibility? Contact ccasweb@gwu.edu.

Share the latest. Want the GW community to know what your department has accomplished? Use the Drupal Article content type. At a minimum, check your events page and social media feeds, if you have them, to ensure they are being maintained and updated as appropriate.

Columbian College's annual *Arts & Sciences* print magazine comes out this month – look for content to repurpose on your site.

NOVEMBER

Visit Office Hours. The GW Online Strategy team offers walk-in and virtual help every week. They can troubleshoot website issues or help flesh out a new page idea. You can even bring your latest website project and work on it with help nearby.

DECEMBER

Check CCAS and GW monthly publications for department mentions. *CCAS Spotlight*, *GW Today* and *Faculty Getting Press* make great content for articles on your site's news feed. Not sure how to add items to your news feed? Email ccasweb@gwu.edu or visit Office Hours.

JANUARY

Clean up requirements. Make sure your course requirements are updated in CourseLeaf. Departments are required to review and submit bulletin pages into workflow each February, whether or not there are changes. Questions about the GW Bulletin? Contact Gina Harris at gharris@gwu.edu.

FEBRUARY

Find new testimonials. Look for testimonials – brief quotes from students, alumni or faculty highlighting your department – to add to webpages where quotes are old or nonexistent. Testimonials should be evergreen, meaning you won't need to update them more than every year or so.

MARCH

Focus on student material. Undergraduate decision and graduate application deadlines are in April, so students will be visiting your site as they make their choices. Make sure the content for students is updated, accurate and engaging!

APRIL

Brush up on accessibility. Revisit the resources listed in the tool belt on this handout.

MAY

Celebrate Commencement! What did students love about being part of your department? Take some time to gather brief written testimonials and ask students to send in a photo to go along with their quote.

JUNE

Tidy up. Summer is slower for most departments, so take advantage of the time to do a thorough check of your website:

- Contact Us page information
- New faculty headshots and People pages
- Outdated landing page content
- Changes in application requirements or dates
- New chairs and directors on People page

JULY

Freshen up facts and figures. It's annual report time! You're probably already pulling bragging points and data from the past year. Share the outstanding ones on your website; homepages and About pages are good places for these facts. If you want this data to be more eye-catching, contact GW Marketing and Creative Services to inquire about creating graphics (go.gwu.edu/projectrequests).

AUGUST

Get ready for back to school. Do your homepage and News & Events pages look inviting and fresh for students? Check recent CCAS publications for material about your department that could be turned into Article or Event posts.

TOOL BELT

- CCAS Communications and Marketing: go.gwu.edu/ccasmicrosite
- GW Online Strategy – Office Hours/Training: go.gwu.edu/trainingsupport
- Making Accessible PDFs (Webinar): go.gwu.edu/pdfaccessibility
- Accessibility Checklist: go.gwu.edu/accessibilitychecklist
- SiteImprove Training: go.gwu.edu/siteimprove