# Webmaster Role

## Various Tasks

To use the Table of Contents, while holding the CTRL key click your mouse.

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### Accessibility

Departmental personnel represented on this form were sent an email in 2016 asking them to commit to always check to see, when publishing, that their webpage is “accessible”….and to send Web Services an email if it is not.

Agreement Form: <https://tnstateu.az1.qualtrics.com/jfe/form/SV_9T8YPC50L22mtW5>

EXAMPLE OF EMAIL:  
  
From: "Jennette, Tracy" <[tjennette@tnstate.edu](mailto:tjennette@tnstate.edu)>

Date: 12/18/2015 5:44 PM (GMT-06:00)

To: "Wood, Amy" <[awood7@Tnstate.edu](mailto:awood7@Tnstate.edu)>

Subject: RE: Financial Aid Website

Hi Amy,

TBR is mandating that we make our top 20 web pages (top traffic) to be ADA-compliant….so that any persons with disabilities can view our web pages.  Blind persons have screen readers that will read the pages to them if we have the pages set correctly.  And if your pages aren’t ADA-compliant, the university could get sued.

So, what I have to ask you to do is this:

Every time you publish your Financial Aid homepage (b/c it’s in the top 20 webpages):

[www.tnstate.edu/financial\_aid](http://www.tnstate.edu/financial_aid)

….please click the “Accessibility” button to ensure that the pages is still accessible to disabled web users.

It’s very easy.  When you click the big green “Publish” button, a screen pops up.

Click “Accessibility”

         If you ever get **more than 4 errors**, please inform me….so I can resolve the issue.

         If you just get 4 errors, go ahead & publish your page as normal.

We MUST have the pages accessible to avoid lawsuits.

If you agree to do the accessibility check each time you publish, your page won’t need additional approval by Web Services.

Just let me know and I’ll alter that approval piece.  I too recognize it causes delays.

Thanks so much!

### Board of Trustees

For each upcoming board meeting, the webmaster:

* Contacts the production/livestreaming-vendor pre-livestream-day to ensure that:   
  -they have this lead-in slide: [Youtube Slide](https://www.tnstate.edu/pr/images/LivestreamSlide_Commencement.png)   
  -they test the livestream pre-live-event-day  
  -are streaming based on our instructions (see sample-email further below)
* Watches the livestream on the day of the event to ensure that the company is indeed taking over the Youtube channel. If they fail at that, then the webmaster must suddenly alter the links on the BOT page: [www.tnstate.edu/board/livestream.aspx](http://www.tnstate.edu/board/livestream.aspx) .
* Save a backup copy -  
  Once the production firm has the edited copy of the livestream completed and uploaded to YouTube, you need to download it from YouTube and upload it to /board/archives/livestreams/ (in the proper year folder).

The TSU webpages are programmed to automatically display /livestream -- [www.tnstate.edu/livestream](http://www.tnstate.edu/livestream). Therefore, we want the production companies to always stream the event properly in Youtube so that it takes over the live-area of the account. Previously, I had to remind them of this (see email below).

And notice that we provide them the slide for the intro of the event too. It’s a generic one on purpose. The name of the livestream which they type into Youtube will have the date on it. We purposefully keep the date off of the slide....so that it’s perpetual (lives forever). ☺

As of Jan-2021, the following companies/individuals have access to the TSU Youtube channel to livestream events:

* Goodwin Productions (Rick Goodwin; Jacob Jones)  
  [goodwinproductions@charter.net](mailto:goodwinproductions@charter.net); [jacobejones1995@gmail.com](mailto:jacobejones1995@gmail.com)
* Sweeney & Sons (Scott Sweeney; James Williams; Will Duke)  
  [scott@sweeneyandsons.tv](mailto:scott@sweeneyandsons.tv); [james@sweeneyandsons.tv](mailto:james@sweeneyandsons.tv); [Will@sweeneyandsons.tv](mailto:Will@sweeneyandsons.tv)
* Tim Warren   
  [tim.warren@Tnstate.edu](mailto:tim.warren@Tnstate.edu)

EMAIL SENT TO PRODUCTION/LIVESTREAMING VENDOR:

*Hi Rick,*

*Hope you’re well!*

*Just a reminder for next week’s Sept 26 Board of Trustees meeting at TN State…..that you and I did the stream a different way the last few times (and this new way is what we prefer) --*

*Please livestream it as an “Event” on Youtube (#3 below):*

*1.       Press camcorder icon in YouTube (upper right)*

*2.       Choose “Go live”*

*3.       On leftnav, choose “Events”*

*4.       Click “Enable Live streaming”*

*5.       Enter fields*

*6.       etc…*

*This will ensure that it “takes over” our live area on YouTube (it wasn’t doing that before).  And this is what we want because of how we have this programmed.*

*You can use the same slide for the placeholder image, which is located here:*[*http://www.tnstate.edu/pr/images/BOT\_Slide\_Streaming.png*](http://www.tnstate.edu/pr/images/BOT_Slide_Streaming.png)

*When you test, you should see it as this URL:* [*www.tnstate.edu/livestream*](http://www.tnstate.edu/livestream) *.*

*Thanks,*

*Tracy*

### Calendars on web pages

If a department would like a calendar for their department-use on their website. See this example: <https://www.tnstate.edu/graduate/calendar.aspx> . It is the best option because it is tied to the department’s TSU Outlook/Exchange calendar. Therefore, if a change is made to an event on the calendar, it will be reflected on the calendars of those individuals who have previously added that event to their individual calendar as a reminder.

It is better to use the Outlook solution (as mentioned above) rather than the Google calendar solution such as this: <https://www.tnstate.edu/health_sciences/calendar.aspx> because the Google solution will not allow any updates to events to be reflected in individuals’ calendars.

SETUP – Exchange option

To setup the Outlook option, contact the Server Admin (Ben Coleman at time of this writing) and ask them to setup a calendar for the department on Exchange. You’ll then be able to embed it onto one of their webpages.

SETUP – Google option

To setup the Google calendar solution, please inform the department to use their *department’s email address*….not their individual TSU email address. This ensures that the calendar can still be accessed and maintained should the employee leave the university.

### Commencement

For each upcoming commencement, the webmaster:

* Ensures that the Records page is still setup accurately to lead family/friends to the livestream of the upcoming commencement – [www.tnstate.edu/commencement](http://www.tnstate.edu/commencement)
* Once PR has the new commencement booklet published to Issuu, the Issuu link is placed as the HTTP Redirect for /commencementbook. The webmaster must login to the TSU web server and in IIS change the existing HTTP Redirect link for folder “commencementbook” .
* Contacts the production/livestreaming-vendor pre-livestream-day to ensure that:   
  -they have this lead-in slide: [Youtube Slide](https://www.tnstate.edu/pr/images/LivestreamSlide_Commencement.png)   
  -they test the livestream pre-Commencement day  
  -are streaming based on our instructions (see sample-email further below)
* Is watching on livestream day to ensure that the company is indeed taking over the Youtube channel. If they fail at that, then the webmaster must suddenly alter the links on the Commencement page: [www.tnstate.edu/commencement](http://www.tnstate.edu/commencement). On this page, keep in mind, that the Records Office adds data to this page regularly and that it lives on their website. Web Services just handles the livestream part of the page.
* Once the production firm has the edited copy of the livestream completed, get a copy and upload to the TSU Youtube account. Then, delete the initial one (that has the long wait-lead-in time on it).

As of Jan-2021, the following companies/individuals have access to the TSU Youtube channel to livestream events:

* Goodwin Productions (Rick Goodwin; Jacob Jones)  
  [goodwinproductions@charter.net](mailto:goodwinproductions@charter.net); [jacobejones1995@gmail.com](mailto:jacobejones1995@gmail.com)
* Sweeney & Sons (Scott Sweeney; James Williams; Will Duke)  
  [scott@sweeneyandsons.tv](mailto:scott@sweeneyandsons.tv); [james@sweeneyandsons.tv](mailto:james@sweeneyandsons.tv); [Will@sweeneyandsons.tv](mailto:Will@sweeneyandsons.tv)
* Tim Warren   
  [tim.warren@Tnstate.edu](mailto:tim.warren@Tnstate.edu)

EMAIL SENT TO PRODUCTION/LIVESTREAMING VENDOR:

*Hi Rick,*

*Hope you’re well!*

*Just a reminder for next week’s livestream at TN State, please configure the Youtube livestream this way as an “Event” on Youtube (#3 below):*

*1.       Press camcorder icon in YouTube (upper right)*

*2.       Choose “Go live”*

*3.       On leftnav, choose “Events”*

*4.       Click “Enable Live streaming”*

*5.       Enter fields*

*6.       etc…*

*This will ensure that it “takes over” our live area on YouTube (it wasn’t doing that before).  And this is what we want because of how we have this programmed.*

*You can use the same slide for the placeholder image, which is located here:* [Youtube Slide](https://www.tnstate.edu/pr/images/LivestreamSlide_Commencement.png)

*When you test, you should see it as this URL:* [*www.tnstate.edu/livestream*](http://www.tnstate.edu/livestream) *.*

*Thanks,*

*Tracy*

### Content Maintenance – Department Sites

[How to edit sites >>](http://www.tnstate.edu/ouguide/)

### Content Maintenance – Sitewide

The webmaster handles many enterprise-wide web content components.

For instance, if a department gets a new system, it’s the Webmaster’s responsibility to search for every occurrence of the old system on the TSU public-facing website & alter it to be a link to the new system.

### Communicating to Web Editors

MS Word Mail-merge has always been used to send emails to web editors (after pulling a spreadsheet of current web editors from OU Campus).

### Financial Aid – Gainful Employment

I set up a way for Financial Aid to upload annually their Gainful Employment Files (they receive updates of the files from the government).

Financial Aid never would confirmed that they were able to successfully do these instructions.

So if Financial Aid ever asks you to do their Gainful Employment, you can provide them this link:

<https://www.tnstate.edu/pr/portal.aspx#finaid>

### Livestreaming

See specific section/event in this same document:

[Board of Trustees](#board)

[Commencement](#commencement)

## News & Promotions

New pages can be created in this folder (/pr/news5) to house news or promotions that PR does:

EX: <https://www.tnstate.edu/pr/news5/covington.aspx>

### Pay Button

Departments may ask via email about how to get a pay button on their web page.

For online-payment collection, I direct them to /web….in the “I Need” section: [www.tnstate.edu/web](http://www.tnstate.edu/web)

As you can see on that page, the process begins with the department contacting the Bursar’s office (Harriet Callier during this writing). Harriet will create an account in TSU’s system for the department’s specific item that they want to accept online-payment for (ie. a conference fee). She then forwards me via email two accounting codes. In the source code of the department’s web page, I set up a pay button using those two accounting codes. Here are some examples (be sure to look at the source-code of the page at the pay button & just follow its syntax):

<https://www.tnstate.edu/continuinged/payment.aspx>

What’s neat is that….let’s say the department is doing a conference….. if they do their registration form in Qualtrics, in Qualtrics, they can create a customized “Thank you for your submission. Please submit payment [here](https://www.tnstate.edu/continuinged/payment.aspx)” ….which is a link to their webpage with the pay button on it.

**Additional examples of pay buttons:**

<https://www.tnstate.edu/businessadmin/scm.aspx> (at very bottom)

<https://www.tnstate.edu/dentalhygiene/payment.aspx>