

Research Group Website Policy

The Web Development & Communications (WDC) at the Arnold School of Public Health offers two options for faculty who have either a lab or research group that they want to promote with a web presence. The first option utilizes the university's content management system (CMS) and allows for pages to be hosted under the existing Arnold School website structure at <http://sc.edu/publichealth>. It includes a set number of pages using the USC template and comes with no cost. The second option, which includes a customized website hosted on a dedicated web server separate from the School site, is available via fee-for-service development model.

Standard Template (no-cost)

A standardized template has been developed for Arnold School faculty labs and research centers. The template has pages for:

- Landing page (Home page)
- Research/Projects
- People
- Publications
- Contact Us

As part of the services, WDC will take your content and initially populate up to 5 top-level pages at no cost. These represent the pages that will show in the navigation menu on the left-hand side of the site. If non-standard pages are required (i.e. not listed above), those can be created as part of the initial 5 pages and replace one or more of the standard pages. Non-standard pages will not have an additional cost provided the content can be transitioned to a web page without major customization or additional web developer time. If additional web development is required outside of the standard allotted hours, WDC will provide a justification for the additional cost and work with faculty and staff to make the process as cost-effective as possible.

You will receive four hours of web developer time per calendar year to perform content updates at no additional cost. The minimum amount of time for each update request will be one hour and if the work will take longer than that, WDC will notify the requestor in advance. **Any updates in excess of four hours, or which need to be done on a rush basis, will be charged as fee-for service at \$100 per hour with a \$100 minimum.**

Standard template example:

- http://www.sc.edu/study/colleges_schools/public_health/research/research_centers/center_for_environmental_nanoscience_and_risk/

Note that the new CMS allows content managers to modify text and image elements, but modifications to design and layout options are limited; site structure will remain standardized for consistency.

Customized Site Design (fee-for-service)

WDC also offers fully customizable design and development options on a fee-for-service model. We offer a wide range of technical services, including web site design, custom database development, data capture solutions, multimedia production, custom forms, content management system (CMS) development, and logo design. WDC will meet with the lab manager or faculty member interested in the design to assess project requirements and develop a quote.

Customized site design examples:

All sites include web template development and design, responsive web design (automatic content resizing to fit phone/tablet screens), and social media integration as necessary.

- <http://cstar.sc.edu>
 - Internal domain registration (cstar.sc.edu)
- <http://eberth-herlab.org/>
 - External domain registration (eberth-herlab.org)
- <https://web.asph.sc.edu/aphasia>
 - No additional domain registration
- <http://brie.net>
 - Hosted Wordpress.com site with external domain registration (brie.net)

Site updates and maintenance

Lab and research sites using the standard template have the option to designate lab and research staff as content managers to update and maintain page content. Designated staff must attend style and CMS training provided by the USC Digital Strategy (DS) group before they will be granted access to the system. WDC can help coordinate training with DS and answer any questions about the training process.