UNM Gallup Website Standards

To maintain consistency on the UNM-Gallup webpages, UNM-Gallup webpages are designed using the following standards and guidelines:

1- Header and Footer

For UNM-Gallup Website, all webpages will have the same header and footer.

1.1- Desktop Version

Header:

Logo Menu

Main Menu

Title and Breadcrumb navigation

Footer:
1.2 Tablet Version

Header:

Logo Menu

Main Menu

[Menu items]

Title and Breadcrumb navigation

UNM-G News

Footer:

[Footer content]

UNM-G Gallup

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700 Gallup Ave, Gallup, NM 87304, USA
(505) 562-4800

Accessibility Policies | Contact UNM-G
Job Opportunities | Request Information
Notice of Non-Discrimination
UNM Gundam Privacy Notice
1.3 Mobile Version

Header:

Logo Menu and Main Menu

Title and Breadcrumb navigation

Footer:
2- **UNM-Gallup Templates:**
Any new template should have the UNM-Gallup header and footer and follow UNM Brand guidelines: UNM Logos, Colors and Fonts

Here are the current approved templates:
2.1 Main webpage (unique webpage)
https://www.gallup.unm.edu/
2.2 Event webpage

https://www.gallup.unm.edu/news/events.php
2.3 News webpage

https://www.gallup.unm.edu/news/
2.4 Webpages with additional Menu
Automotive webpage: https://www.gallup.unm.edu/autotech
2.5 Webpages without additional menu - hero image on the top

Online Teaching Resources webpage:
https://www.gallup.unm.edu/fs/teaching-resources.php
2.6 Webpages without additional menu - small images within the content

About webpage: https://www.gallup.unm.edu/about/
3- Features on the Webpages

All the features on the UNM-Gallup webpages should be in compliance with UNM Brand guidelines: UNM Logos, Colors and Fonts.

Here are the current features used on the UNM-Gallup website:

3.1 Slideshows

a- Main Page

b- News webpage

c- No text slideshow
3.2 Alphabet links (Cherry brand color)

Find Faculty and Staff for Last Name.
To Find Faculty and Staff information click on the letter of the alphabet below:

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
<th>N</th>
<th>O</th>
</tr>
</thead>
<tbody>
<tr>
<td>P</td>
<td>Q</td>
<td>R</td>
<td>S</td>
<td>T</td>
<td>U</td>
<td>V</td>
<td>W</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.3 Contact Information

Contact Information with photo

Faculty
Contact us. We are here to help.

Our Staff
Lee Lamb
Sr. Public Relations Specialist
(505) 863-7770
lambc@unm.edu

Carmen Wellborn
Sr. Web Designer
(505) 863-7542
cwellbor@unm.edu

Contact Information section without photo

3.4 UNM Brand Texture (Brand colors)

Speaking of the Sky...
It just kind of bigger here. Bluer. It seems to swoop much higher overhead, but also reaches down to kiss the sun-tanned plateau from horizon to horizon. Because that's what the sky does over Gallup, it collaborates with hundreds of wide-open miles of some of the most untamed territory in the Southwest to make an unforgettable impression on you. To inspire you.

3.5 Tables (Turquoise header)
3.6 Buttons
   a- Buttons with shadow (right side links – brand colors)

   b- Buttons without shadow (Bottom of the page – Turquoise brand color)

   These buttons are the same links from the main menu.

3.7 Panels (Brand colors)

Explore more About UNM-G options:

Campus Map Directions Org Chart Snapshot of UNM-G Strategic Plan, Master Plan The Region Vision, Mission

How to get here:

FROM THE NORTH
- Take US 491 South to NM 602
- Stay straight to go onto NM 564
- Turn Right onto College Drive
- Turn Left onto Gurley Avenue

FROM THE SOUTH
- Take NM 602 North to NM 564
- Take 1st right onto College Drive
- Turn Left onto Gurley Avenue

FROM THE EAST
- Take I-40 East to Exit 26
- Turn Left onto E. Historic Hwy 66
- Turn Left onto Boardman Ave.
- Turn Left onto College Drive
- Turn Left onto Gurley Avenue

FROM THE WEST
- Take I-40 East to Exit 20
- Turn Right onto NM 602
- Stay straight to go onto NM 564
- Turn Right onto College Drive
- Turn Left onto Gurley Avenue
3.8 Boxes with icons and bottom button

Organizational Units
The University of New Mexico-Gallup’s administrative units provide critical services that enable the College to accomplish its mission and fulfill its strategic plan. The departments under the wing of Administrative Services include:

- **Business Operations**
  - Business operations personnel are responsible for a variety of tasks involving the administration of the operating UMH-Gallup annual budget.
  - Go to Business Ops.

- **Campus Police**
  - One of the primary objectives of the Campus Police is to make students, faculty and staff feel safe and secure while they are in GALLUP.
  - Go to Campus Police.

- **Information Technology**
  - IT Services Department provides resources to UMH-Gallup related to hardware, software, network and technology issues.

- **Human Resources**
  - UMH-Gallup Human Resources attract, develop and serve high qualified employees. Also, we promote employee success. We invite you to explore our career opportunities, all of which impact the success of our students.
  - Go to HR.

- **Institutional Research**
  - The mission of UMH-Gallup IR is to serve data requests that are internal to UMH-Gallup, primarily for the purpose of reporting to external websites, and to support data-driven decision-making both internally and at the level of state and federal governments.
  - Go to IR.

- **Public Relations**
  - The UMH-Gallup PR Department is responsible for issuing press releases about events occurring on the branch campuses, as well as scheduling advertisements. The department will also suggest speakers from the campus faculty, or staff for special events.

3.9 Boxes with images and bottom button

- **Bookstore**
  - Please visit the College Bookstores for your textbook needs as well as access to a selection of school supplies, textbooks, reading and the latest in Labos fashions.
  - Go to Bookstore.

- **Physical Education Complex**
  - Within the P.E. Complex is a regulation basketball court, a cardio/weight room and full-wood locker rooms. Explore P.E. classes in our Class Schedule.
  - Go to P.E. Complex.

- **Zollinger Library**
  - The Zollinger Library offers a wide variety of resources/materials as well as study areas and a computer lab. Individual study carrels and group study rooms are available.
  - Go to Zollinger Library.

3.10 Dropdown menu

**COVID-19 Updates**

- May 2020 COVID-19 Updates
- April 2020 COVID-19 Updates
- March 2020 COVID-19 Updates

**COVID-19 Updates**

- May 2020 COVID-19 Updates
  - May 6, 2020 COVID-19 Update
  - May 5, 2020 COVID-19 Update
  - May 4, 2020 COVID-19 Update
3.11 Events (Cherry color)

**Advisement Events**

**MAY 15**

**Labo Achieve/Web/Trax Info Session**
2:30 PM - 3:30 PM
SSTC 228

**MAY 20**

**New Student Orientation**
5:30 PM - 7:30 PM
SSTC 200

**JUN 02**

**learn.unm.edu Info Session**
10:30 AM - 11:30 AM
SSTC 228

**JUN 09**

**New Student Orientation**
2:00 PM - 4:00 PM
SSTC 200

3.12- Important messages/announcements (cherry and turquoise brand colors)

Due to health guidelines, the UNM Gallup Bookstore will be closed until further notice. Customer service inquiries can be directed to
rdskah@unm.edu.

**Bookstore Curbside Pickup Information**
May 20 - June 5

3.13- Gallery of Photos

**CCTE Recognition Ceremony**

After click the cherry background:
3.14 Pop up window

4- Checklist for the Creation/Update of webpages

- Use UNM-Gallup templates
- Add Title (40-75 characters)
- Add Meta Description (110-160 characters)
- Add Open Graph Tags
- Add H1 tag.
- Add content to the page using predefined brand compliance features
- Add page to the main menu (optional)
- Add page to the Sitemap.html (A-Z link)
- Add page to sitemap.xml and send to Google using Google Search console
- Validate HTML code using W3C services
5- Siteimprove

Review Siteimprove service for errors and warnings related to Quality Assurance, Accessibly and SEO:

5.1 Quality Assurance

The Quality Assurance tool will verify content quality, content freshness, security, and the user experience.

View complete list of QA issues on this Siteimprove article.

https://support.siteimprove.com/hc/en-gb/articles/11501662911

5.2 Accessibility

The Accessibility tool will verify issues related to Web Content Accessibility Guidelines (WCAG) 2

https://www.w3.org/TR/WCAG21/#background-on-wcag-2

View complete list of accessibility issues here:

https://support.siteimprove.com/hc/en-gb/articles/360000193551-Categorization-of-accessibility-issues

5.3 SEO

SEO stands for Search Engine Optimization. The SEO tool will provide recommendations and issues to help increase the visibility of the website on search engines like Google and Bing.

View complete list of what SEO tool check on websites:

https://support.siteimprove.com/hc/en-gb/articles/114093991971