

## **Student Law Journal Web Site Policy** *(revised July 6, 2011)*

As official Northwestern Law groups, student law journals must comply with the guidelines in this Web Site Policy statement. Law journals are professional publications that are representative of the quality and integrity of the editors and members, in addition to the Law School and the University. This Policy is intended to insure that all journal web sites meet professional standards, and to help journal editors understand which administrative staff members can help with various aspects of journal web publishing.

The Office of Legal Publications is available to help with all aspects of journal web publishing (and any administrative matters related to your journal). The Office of Legal Publications is a cross-departmental unit of the Law School that includes the Associate Dean for Information Services, the Director of the Pritzker Legal Research Center, the Law School Applications Development team, the Law School Marketing and Communications team, and other administrative staff in the Pritzker Legal Research Center.

The official sites of all student law journals will be maintained on the Digital Commons platform. Journals are in the process of being migrated to this platform. The Law School Applications Development team will provide technical support for student law journal sites and Marketing and Communications will provide guidance on branding and design. The Library will provide overall administrative management. Our team is committed to working with Digital Commons to meet your goals; at the same time, technical and financial limitations may require compromise on some aspirations for your journal's web site.

### **Web Site Migration Processes**

The Director of the Pritzker Legal Research Center will contact the student law journal when the Law School is ready to begin the migration process. At this time, a meeting will be set up for the student law journal editors and the Director of the Pritzker Legal Research Center, the Associate Dean for Information Services, the Associate Director for Applications Development, and Director of Marketing and Communications (or designee) to discuss the migration process, changes and ideas for enhancements, design template and branding issues, and other topics. All journals need to fill out the Journal Customization Form from Digital Commons before the design process begins with Digital Commons and return to the office of Legal Publications. There are only three iterations of the design with Digital Commons, therefore, pre-planning is essential.

**Design/Template:** The standard Northwestern Law Journal template is to be used for all journals sites. This template includes a designated area that can be customized with journal branding. Marketing and Communications will work with groups to create and implement a design for this area. (See Appendix A)

**Technical Support:** The Law School Applications Development (LSAD) team in coordination with Digital Commons will help students migrate their new site. The LSAD is the main point of contact to Digital Commons. LSAD will perform the loading of all back issues of the journal.

**Web Site Editors:** At least two journal members must have administrative access to the journal's web site. Access will be granted by LSAD. When journal boards turn over in the spring, the journal must inform LSAD immediately who the new journal web site "admins" will be, and when the new admins should be provided access.

**Training:** Prior to go-live, the Office of Legal Publications will schedule a live training webinar conducted by Digital Commons for all student journal editors.

### **Overall Web Site Standards**

**Domain Names:** All domain names must be established through LSAD. Student law journals may not use or purchase additional aliases or domain names e.g. [www.NorthwesternLawStudentLawJournal.com](http://www.NorthwesternLawStudentLawJournal.com). Journal urls will be issued in a standard format as follows: [www.law.northwestern.edu/journalacronym](http://www.law.northwestern.edu/journalacronym). For domain inquiries, contact [law-website@law.northwestern.edu](mailto:law-website@law.northwestern.edu).

**Financial Transactions:** The student law journal may NOT use their site to process any financial transactions (registration fees, sales, donations, etc).

**Use of External Services or Vendors:** No external service or vendor, e.g. WordPress, Lulu, etc. may be used without authorization by the Office of Legal Publications. The Office should also be notified before setup of social media sites such as Facebook or Twitter. The Law School must approve all agreements with external service vendors (including click-through licenses typical of web-based applications); the Law School must be the licensing party (not individual members of the journal); and the Office of Legal Publications must retain the original agreements. The Office *must be contacted* before the student journal engages in discussions with the vendor or testing of the software platform. If the journal seeks to create a relationship with a third-party vendor, the journal must present a written proposal outlining the journal's requirements for the use of the external services. The Office of Legal Publications and the journals will explore together possible vendor solutions. Journals will be responsible for payment of fees, memberships or licenses for any third-party licenses from their annual budget, so budget planning must also be incorporated into plans for external services.

1. Any agreements or licenses must be approved via standard procedures governing agreements and signed by authorized Northwestern personnel.
2. No external software will be installed on the Law School's servers.
3. All administrative accounts and corresponding passwords will be held by Law IT staff to ensure transition from year to year. Changes to administrative accounts when shared with journals must be communicated to IT.
4. All branding on the vendor site must be consistent with the branding on the main journal site.

**Logos:** Size and placement of the Northwestern Law logo is fixed and may not be modified. Any other use of the Northwestern Law logo by student journals should be run by Marketing and Communications (e.g. for use on t-shirts, printed materials, etc). No part of the logo may be used or manipulated for use as an icon, profile graphic, etc. on social media web sites.

**Media:** The Office of Legal Publications supports the expansion of media projects by journals; however, establishing media products that meet the quality standards that web viewers expect is challenging. If you are planning to create video, you must consult with the Office of Legal Publications, and obtain approval to proceed. Please consult with the Office of Legal Publications 5-6 weeks ahead of time to review your request and discuss guidelines and process in detail. In general, high quality video is difficult to create without substantial costs. For audio podcasts, please reach out 2-3 weeks prior to recording. All media will reside on University media servers. Media can be displayed on the University's YouTube or iTunes site in addition to the journal web site.

Individuals who are photographed or recorded in media being used on the website *must* sign a multimedia release form. Completed forms must be kept on file with the student journal and with the Director of the Pritzker Legal Research Center. During the consultation process for a media project, the Office of Legal Publications can provide the release form and guidance for its use.

### **Web Site Maintenance, Update and Enhancement Processes**

**Technical Support:** The Law School Applications Development (LSAD) team provides technical support to the student law journal web site in coordination with Digital Commons. The LSAD is the main point of contact to Digital Commons. Once your Digital Commons site is designed, the LSAD team will help with setting up training for publishing to Digital Commons; migrating older content to the new site; troubleshooting problems; and providing advice for peripheral parts of your site built in WordPress or other tools.

Technical support includes supporting the publishing of journals and making system changes. The LSAD Team will **NOT** assist in adding or changing current functionality, navigation changes, or layout changes. Please see the sections below dealing with these requests.

**Training:** Web site editors from the prior year must train incoming editors. A live webinar training run by Digital Commons will be offered each academic year for incoming editors.

**Content Management:** The student law school journals are responsible for ongoing management and updating of content on the site. Students must abide by all copyright laws, in addition to standards of quality and taste commensurate with the honor of representing the journal and the Law School. If the web site contains blog features implying regular updates, the journal must provide regular updates to these features.

**Adding/Updating Media:** See media paragraph above.

**Web Design Changes:** Any desired changes to the site must be discussed with the Office of Legal Publications. Based on the volume of projects requested, not all projects can be prioritized

for the current academic year. The best time to determine how you want your site to function is during the design process, not afterward. Similarly, your successors on the journal should not expect to make major changes to the Digital Commons site as each new editorial board is elected. Updates to journal-specific branding area and navigation will be addressed every four years, limited to 2-3 journals per year. There will be a fee incurred by the journal. Consult the Office of Legal Publications for questions about which minor changes can be made to your Digital Commons site outside the four year re-design plan.

**Functionality Changes:** Any functionality changes to the site must be discussed with the Office of Legal Publications as early as possible. There will be limited availability of functionality changes without having Digital Commons make major system changes. These changes will be addressed every four years, limited to 2-3 journals per year, the same time as the web design changes mentioned above. As noted, the cost will be on the Journal to address the new functionality.

### **Policy Violations**

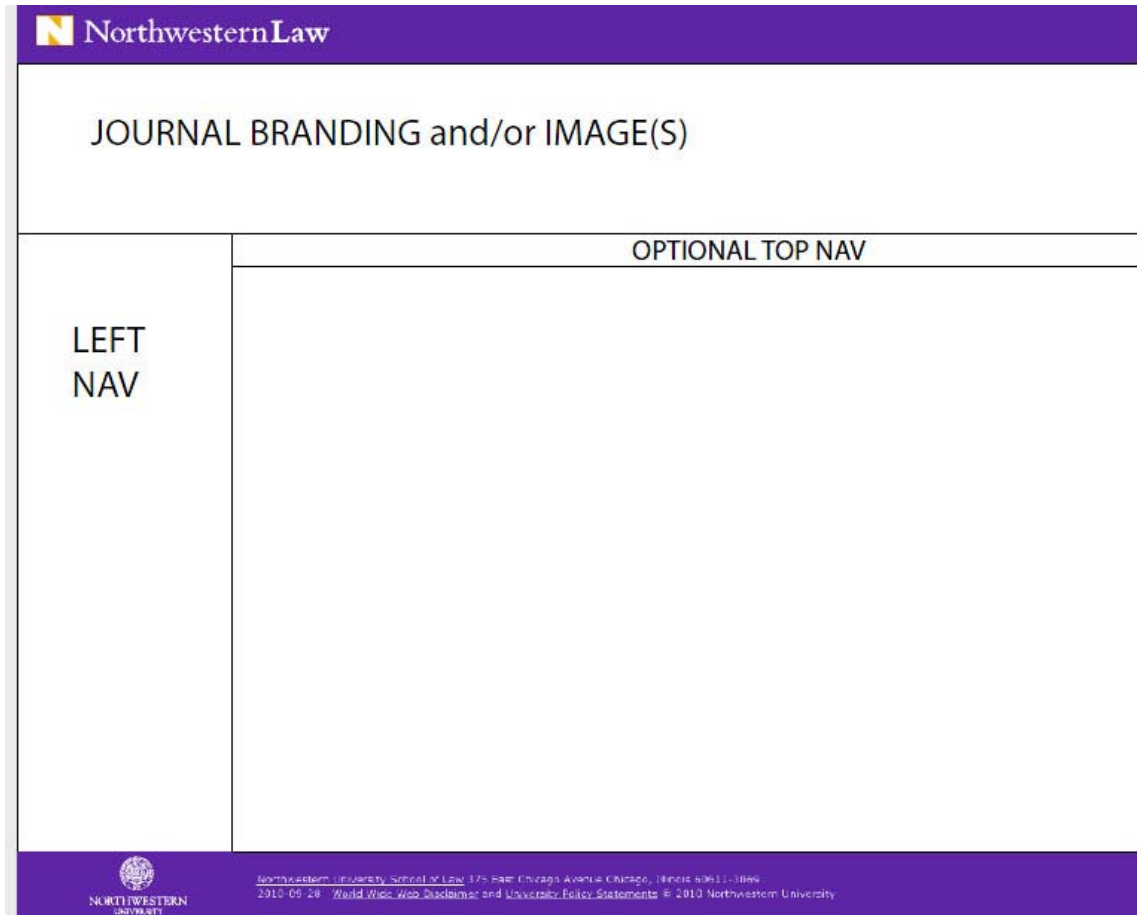
Violations or abuse of student law journal web sites and policies are covered by University and Law School rules and regulations.

Questions on this policy should be directed to the Office of Legal Publications.

## Appendix A

### Design Standards

- Must use Northwestern Law header (logo links to Law School homepage) and footer (with NU seal and Law School address) in the established colors
- Navigation must be on the left side, with optional top navigation
- Journal branding should stay within the grid specified



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