



EAST TENNESSEE STATE
UNIVERSITY

ETSU Website File Management

New Procedures Effective July 1, 2024

New Website File Management Procedures

Current State

- The ETSU website houses **hundreds of thousands** of web pages and files — many of which haven't been updated or reviewed in many years.
- These files historically have been maintained on the web server indefinitely.

New Procedure

- Webpages and attached files housed on the etsu.edu domain and subdomains must be reviewed and updated at least every 5 years.
- Updates must include optimizing old files for accessibility.
- **Files that haven't been updated in the past 5 years will be subject to automatic removal starting July 1, 2024.**

Why?

- **Quality control:** Many of these public-facing files are outdated or inaccurate.
- **Accessibility:** Many of these files fail to meet required accessibility standards, which creates legal risks and is counter to our values.
- **Storage:** Continuing to accumulate files in perpetuity is a waste of digital resources.

Next Steps

- Attend a Content Accessibility Workshop in the Spring.
- Update any important files on your website that were last updated prior to July 1, 2018.



Website File Management: FAQs

What types of files must be updated?

- Web pages
- PDFs
- Any file that is housed on the etsu.edu domain or subdomains for downloading, such as MS Office documents, audio files, or video files

How do I learn to optimize for accessibility?

- Participate in one of the twice-monthly Content Accessibility Workshops that UMC will host this spring. Details will be provided in the Weekly Update and on the University Events Calendar.
- Visit etsu.edu/brand for [accessibility tips and resources](#)

What about files I'm linking to on other sites or embeds?

- If a file is housed on another site and your page is merely linking to it, you are **not** responsible for updating the linked file.
- Embeds such as YouTube videos do not need to be updated. You should, however, strive to optimize all content you produce for accessibility.

What if I can't get my files updated by July 1, 2024?

- If you have several files that need updating and you are worried about the timeline, notify the UMC web team at cms@etsu.edu.



Website File Management: FAQs continued

What if I no longer need my files to be on the website, but I would like to keep copies?

- Log in to your website and save the files somewhere else. If you have trouble doing this, email cms@etsu.edu for help.

What if I no longer need these old files?

- Great! We'll automatically delete them for you sometime after July 1, 2024.

Is this an annual process moving forward?

- Yes. Effective July 1, 2024, files that have not been updated in the most recent five fiscal years are subject to automatic removal.

Will UMC send annual reminders about updating files?

- Yes. UMC will send reminders to ensure old files are reviewed and updated twice per year moving forward. These will be included in the Weekly Update to faculty and staff and via email to all website editors.

If you delete my files, are they gone forever?

- That depends on how quickly you let us know you need them restored. The safest bet is to ensure they are updated if you want to keep them.

What if I have additional questions?

- Email the UMC web team at cms@etsu.edu.



Contact

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