**Background**
In 2012 Dean Smith requested all of websites associated with the College of Agriculture, Food and Environment have a consistent look and functionality. From this request the Marketing Communications Committee was formed to address the concerns of the dean. This committee worked with the Dean to develop a set of minimum requirements that every site should meet. The following is a list of these requirements.

**Requirements**
- Sites should be hosted on servers maintained by the Ag Systems group
- Sites should be responsive
- Sites should have a common header that includes
  - Every element on a blue background
  - Top-level section
    - The left area should contain links for
      - UKY.EDU ([http://www.uky.edu/](http://www.uky.edu/))
      - UKAg ([http://www.ca.uky.edu/](http://www.ca.uky.edu/))
    - Right area should contain
      - Links for University resources
        - myUK ([https://myuk.uky.edu/](https://myuk.uky.edu/))
        - Site Index ([http://www.uky.edu/Index/](http://www.uky.edu/Index/))
      - A search box which searches the college’s custom Google search
  - Secondary-level section
    - The left area should contain
      - A Banner image, which can be chosen by the site owner
      - The site name linked to the site homepage
    - The right area should contain
      - A linked current college logo on a blue background
        - ([http://www.ca.uky.edu/](http://www.ca.uky.edu/))
      - Below the logo links for
        - Academics ([http://academics.ca.uky.edu/](http://academics.ca.uky.edu/))
        - Research ([http://research.ca.uky.edu/](http://research.ca.uky.edu/))
        - Extension ([http://extension.ca.uky.edu/](http://extension.ca.uky.edu/))
  - Sites should have a common footer that includes
    - Top-level section
      - The site name linked to the site homepage
      - Contact information for the site
    - Right Area
      - Links to the college social media
        - Twitter ([https://twitter.com/UKAgriculture](https://twitter.com/UKAgriculture))
        - Facebook ([https://www.facebook.com/UKAg1](https://www.facebook.com/UKAg1))
        - Youtube ([http://www.youtube.com/user/UKAgriculture](http://www.youtube.com/user/UKAgriculture))
      - Links to college organizations *(note links periodically change to meet the needs of the college)*
        - Academics ([http://academics.ca.uky.edu/](http://academics.ca.uky.edu/))
Students (http://academics.ca.uky.edu/)
Advising Center (http://academics.ca.uky.edu/arc)
Parents (http://academics.ca.uky.edu/parents)
Faculty & Staff (http://academics.ca.uky.edu/facstaff)
Career Resources (http://academics.ca.uky.edu/careers)
Scholarships (http://academics.ca.uky.edu/scholarships)
Student Organizations (http://academics.ca.uky.edu/studentorgs)
Study Abroad (http://academics.ca.uky.edu/StudyAbroad)
Accredited Programs (http://administration.ca.uky.edu/sites/administration.ca.uky.edu/files/Accredited%20CAFE%20Programs%20Public.pdf)
Extension (http://extension.ca.uky.edu)
County Offices (http://www2.ca.uky.edu/county/)
Districts (http://districts.ca.uky.edu)
Programs (http://regions.ca.uky.edu)
Advisory Council (http://www2.ca.uky.edu/psd/advisory_councils.php)
Research (http://research.ca.uky.edu/)
Team (http://research.ca.uky.edu/content/staff-contacts)
Graduate Studies (http://research.ca.uky.edu/content/graduate-education)
Funding Resources (http://research.ca.uky.edu/content/funding-resources)
Federal Formula Funds (http://research.ca.uky.edu/federal-formula-funds)
Forms (http://research.ca.uky.edu/forms)
Resources (http://marketing.ca.uky.edu/)
Marketing (http://marketing.ca.uky.edu/)
Alumni (http://alumni.ca.uky.edu/)
Departments & Units (http://www.ca.uky.edu/deptunits)
School of Human Environmental Sciences (http://hes.ca.uky.edu/)
Departments (14) (http://www.ca.uky.edu/deptunits)
Units (8) (http://www.ca.uky.edu/deptunit)
Centers (5) (http://www.ca.uky.edu/deptunits)
The Arboretum (http://arboretum.ca.uky.edu)
UK Veterinary Diagnostic Laboratory (http://vdl.uky.edu/)
Examples
The College of Agriculture, Food and Environment homepage is an example of a site that meets these requirements.

University Web Standards
Any website associated with the College of Agriculture, Food and Environment is subjected to the University of Kentucky Web Standards. These standards can be found at http://www.uky.edu/Home/WebPublishers/web_standards.html.

Questions
Any questions regarding this document, please contact the Web Services section in Ag Communications.