CMS User Agreement

MICA.edu plays an important role in communications with MICA’s many audiences, including prospective students and their parents, current students, alumni, faculty, staff, the press, members of the Board of Trustees, and others. Communicating well, clearly, and effectively, requires MICA’s website to have well-written, relevant content, consistent design and structure, and collaboration between MICA’s Office of Strategic Communications and the rest of campus.

As a content management system (CMS) user, you are part of the communication between MICA and some of its many constituent groups. By being a CMS user, you are responsible for upholding MICA’s brand excellence by contributing high-quality written, visual, and other content that respects audience and purpose.

Content

Content must be correct and free of grammatical errors. It must also be original and not taken from any other institution or person without their expressed, written consent. Content on MICA.edu represents the College and is considered official. Content experts across campus have the final say in their content and you should not contradict or duplicate this content anywhere on MICA.edu or elsewhere without permission. For example: the official curricula and course descriptions for MICA’s programs of study exist on predetermined pages on MICA.edu. You may not duplicate this information elsewhere on MICA.edu or on any other web or print-based publication without permission from the offices of the Registrar and Strategic Communications. If you have any questions regarding your content, please contact the Web Team.

Design and Layout

MICA’s graphic identity was created to give the College professional and consistent branding. Important elements that comprise this identity are MICA’s logo, typography, and color palette. MICA.edu was designed with particular consideration given to these facets, with elements such as headings and paragraph fonts, color applications, and information layout made to align with MICA’s graphic identity and standards.

More Information

To learn more about using the CMS to meet these responsibilities, please review the MICA.edu Style Guide at www.mica.edu/WebStyleGuide. By receiving access to the CMS you agree to partner with the Web Team and the Office of Strategic Communications to use MICA’s website in a manner that respects MICA’s brand and messaging.

By signing below, you agree that you:

• Have read and understand the MICA.edu Style Guide;
• Will not knowingly enter plagiarized or incorrect content into the CMS;
• Consent to allow the Web Team to review, correct, and approve or reject any content you enter into the CMS for publication to MICA.edu;
• Will not take content from MICA.edu to use in any other Web or electronic-based system, including unofficial departmental blogs or websites;
• Respect rules and guidelines related to design, layout, and content quality;
• Agree to cooperate with the Web Team and Office of Strategic Communications in regards to mica.edu content and CMS usage;
• Have completed CMS training conducted by a member of the Web Team.

________________________________________  ______________________________________
Signature                                           Signature of Trainer

________________________________________  ______________________________________
Name (printed)                                       Name (printed)

________________________________________  ______________________________________
Date                                               Date

Web & Electronic Communications  
mica.edu/websupport  
communications@mica.edu  
(410) 225-2300