

## **The University of New England Website vs. Google Sites and Apps**

(12/6/2009)

Google Sites and other Google applications can be useful tools when used appropriately. However, you should not use them as a replacement for the University of New England website at [www.une.edu](http://www.une.edu)

The University of New England website presents a branded image of the University to the general public and to prospective students, as well as to our own students, faculty and staff.

The following guidelines should be used when deciding when a Google Site or application might be appropriate or inappropriate for use.

### **The University of New England website**

1. In general, information that may be of interest to the general public and to prospective students should be posted on the University of New England's website at [www.une.edu](http://www.une.edu)
2. In determining whether something belongs on a Google site or application, ask the questions:
  - a. Is this information that prospective students might be interested in and that might possibly influence their decisions to attend UNE. If so, this should probably be on the UNE website.
  - b. Is this information that enhances the reputation of the University and that might influence the attitude of the general public, funding agencies, job applicants etc. If so, this should probably be on the UNE website.

### **Google Sites and Applications**

1. Google sites are appropriate for personal faculty and staff websites.
2. Google sites are appropriate for information that the general public should not have access to and that needs to be password protected.
3. Google sites would be appropriate for class syllabi, assignments, discussions etc. A Google site might be appropriate as a forum for a student club, etc.
4. When in doubt, check with the Marketing and Communications office.

### **Example:**

1. The Citizenship 400 Seminar is an important part of the Core Curriculum. General information about the course, its goals, the types of community services available etc. are all the types of information that

might influence a decision by a prospective student and that might enhance the image of the University in the eyes of a visitor of the general public visiting the website. This material should obviously be on the UNE website.

2. However, the course syllabus, assignments, due dates, etc, for a particular Citizenship 400 class is the type of information that students enrolled in the course would need, but that might not be appropriate to the general public. This material would be appropriate to a Google site or other application.