Process for Submitting Content for STEP’s Website/LMS

The STEP Website/LMS provides for an online repository of information/articles of interest which organizations or individuals may contribute by submitting content, as well as information provided by STEP.

Types of Content Considered:

1. Content available elsewhere on the internet
   a. Items of interest located on other websites of benefit for the “news” section of the STEP LMS.
2. Content-Rich Video Clips of 3-10 minutes in length.
   a. Either original clips or clips already available on the internet can be submitted for posting through the LMS on STEP’s YouTube channel. How to Upload content: http://www.youtube.com/watch?v=Sz5wnbxb9TY
3. Articles that are not available elsewhere on the internet.
   a. This encompasses articles written to address a specific topic that has not already been posted on the internet. For example, an article written for a print newsletter could be submitted for posting in the “news” section of STEP’s LMS. (Include in content: First printed in X, 2011; permission for use as web content obtained by X)
4. Event announcements

General Guidelines:

- **All** information must be submitted using the form provided.
- Content should be on 3rd–5th-grade reading level. (Some exceptions for “white papers” and other documents)
- Information must follow guidelines in regard to length, reading level, applicability to audience, & timeliness.
- Standard practices for citing information should be used.
  - Credit Where Credit is Due: http://www.usg.edu/galileo/skills/unit08/
- Contact information must be included in the content for person/organization submitting information as this information must be available to the reader so they can ask questions or request follow-up information.
- Any constraints or restricted permission for reproduction of content must be included.
- Acknowledgment must be made of the following:
  - Information submitted for posting was created by you, or you have permission from the author to post the material or information.
  - Written permission has been obtained of all persons, or parent/guardians of minors who are in any photographs submitted for posting and these permissions are attached.
  - Information is being used on a Public Domain website. STEP has no control of how the content is used once posted and accepts no responsibility for harm or damage that may result.

Approval Process:

Once submitted, content will be evaluated for suitability within 7 business days. Material will be reviewed by persons designated by STEP’s Executive Director. Final determinations for posting will be made by STEP’s ED.

The following criteria will be used for determining suitability of content include:
- Balance – We seek to offer content from multiple sources about a variety of topics of interest to members of our broad audience.
- Fit – We seek information that is useful and interesting to our audience.
- Quality – We seek to offer excellent information to our audience.
- Space – We seek to make the best use of our resources.
- Timeliness – As the Web is a dynamic learning tool, “fresh” information is vital.
- Value – Website analytics will guide us in seeking additional content for our target audience.

Person submitting content will be notified via email with decision to post or not to post. STEP, Inc. retains sole discretion on posting content. Questions should be directed to director@tnstep.org

Removal Process: As content ages, is deemed no longer suitable, or as space is needed; STEP may remove content as determined by the Executive Director. Material will be removed after 30 days unless determined to have continued relevancy. No notice will given when material is removed from the site.

Revisions to the Editorial Process: As our website is a dynamic offering, we may revise our process from time to time. Current guidelines will be posted at www.tnstep.org