

HOME PAGE POLICY

Office of Public Information

Effective: September 14, 2007

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The ULM home page (<http://www.ulm.edu/>) is the front door to ULM's web site. It is a first point of reference for those seeking information about the university through the web site.

The home page layout, design, navigation links, and content are the responsibility of the Office of Public Information. Certain elements of the home page are fixed, meaning these elements do not change, while other elements are time-related and move on and off the home page based on the message and relevance of the message.

All time-related elements are carefully considered prior to posting on the page, with the emphasis on messages serving the university as a whole.

Due to the limited amount of space, the marketing/branding strategy of the university, and the overall design of ULM's home page, the Office of Public Information has the sole responsibility of selecting and publishing ULM's home page content.

Comments or questions can be e-mailed to Dr. Julia Letlow, Director of Communication and Marketing at letlow@ulm.edu or 318-342-5447.