

Procedure Title: Web Content Facilitation and Quality Assurance
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Accountable Administrator: VP for Information Technology Resources
Position responsible for updating: VP for Information Technology Resources
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PURPOSE: The utilization of Web pages and other electronic media has become an increasingly important part of the Blue Mountain Community College communications plan. It is important that standardized practices be established to ensure the efficient and effective use of this resource at a quality level.

WEB PAGE DEFINITION:

- 1) Any information residing on BMCC's (Blue Mountain Community College) computers connected to the Internet, described below, with a web address (URL) that includes the bluecc.edu domain name.
 - a) **Tier I** - the BMCC home page (<http://www.bluecc.edu/>)
 - b) **Tier II** - navigational pages directly linked to the BMCC home page (e.g., Admissions or Employment)
 - c) **Tier III** - college, department, office, or program home pages
 - d) **Tier IV** - college, department, office, or program content pages
 - e) **Tier V** - Instructional pages
 - f) **Tier VI** - BMCC faculty, staff, and student pages on BMCC computers.
 - g) **Tier VII** – Pages residing outside of the colleges servers (e.g., GeoCities, Angel Fire, etc.) linked from the BMCC website.

PRINCIPLES FOR WEB DEVELOPMENT

- 1) **Tiers I-VII** - All information included on the BMCC website must be related to functions of BMCC.
- 2) **Tiers I-VII** - All materials included in the BMCC website must comply with all applicable Federal, Oregon State and Blue Mountain Community College policies, rules and regulations.

- 3) **Tiers I-VII** - All pages on the College's domain (bluecc.edu) must be appropriately titled and clearly labeled with ownership information so that responses to those documents can be directed to the appropriate individuals.
- 4) **Tiers I-VII** - No one may make material available on BMCC web servers in violation of copyright, trademark, or terms of any licensing agreement.
- 5) **Tiers I-VII** - The College safeguards confidential information concerning students, research, employee College business, and other matters. Much of this information is protected by various statutes (e.g., the Family Educational Right of Privacy Act of 1974 (FERPA) requires the College to maintain confidentiality of all student records), and unauthorized disclosure of confidential information is prohibited by the College and may result in disciplinary action and legal sanctions. Confidential information includes, but is not limited to, information concerning prospective, current and former students, current and former employees, and College business and finances.
- 6) **Tiers I-VII** - All individuals submitting information for inclusion in the website and/or authors of individual and department Web pages are responsible for ensuring that the information on their websites, including URL's, is valid, current, and appropriate to the goals and the purposes of BMCC. Authors or designated staff are required to maintain files, update, remove, or correct document content. Files that are not properly maintained will be removed from the BMCC website.
- 7) **Tiers I-V** - Official BMCC pages are those publicly accessible electronic documents that represent the college, department offices, services, or other units.
- 8) **Tiers I-V** - Must be American Disabilities Act, Section 508 compliant. The requirements can be found at <http://www.usdoj.gov/crt/ada/statute.html>. Pages in Tiers VI and VII are recommended, but not required to comply with these regulations.
- 9) **Tier VI** - are stored on a server under the direction of our Computer Science department. These pages must not appear to be official pages. Authors assume personal responsibility for their accuracy, quality, and currency. Information providers will be held responsible for compliance with appropriate state and federal laws and the College's policies.

FORMATTING:

Tiers I & II - Formatting is guided by the style sheets of the Website based on recommendations from the ESD Web Designers. The header bar, menus, and footer bar are consistent on all pages. The departmental content provided will fill in the "white" section of the pages. The gray side bar menu should be used as the navigation point for each section. Graphics can be submitted and will be included where possible. Font size, style, etc., will automatically be adjusted to match the Web site when it is coded in to html.

Tiers III & IV – Formatting will be set using established standards for Tiers I & II unless requested otherwise. Programming responsibility for these pages will be determined based on the individual needs and available resources. Content must be in accordance with all established policies and procedures, and is the responsibility of the author/owner.

Tiers V-VII – Programming, formatting and content for these pages will be the responsibility of the authors and must comply with all BMCC Web content policies and principles.

WEB CALENDAR: The Web Calendar is a collection point for all official college calendars and events and can be updated by any college staff member via the Wolf Web.

WEB CONTENT SUBMITTAL:

Tiers I-IV - Content is housed on our main web server. In order to get content on the Web you will need to provide that information to webmaster@bluecc.edu.

For New Pages: Content should be provided in electronic form when feasible. Microsoft Word is the standard format; however, other formats can be accommodated.

For Changes to Existing Pages:

- a. Print out the page you are changing and mark up the changes; or
- b. Provide electronic files with the replacement text and reference a link.

Small Changes/Corrections: Small changes and/or corrections can be made by sending an email to webmaster@bluecc.edu.

Tiers V-VII – Content will be maintained on a separate server in the Computer Science department and content submittal will be sent to the server supervisor.

Staff Directory – is taken from the Groupwise system. A title must be included in the Groupwise listing for the entry to be included in the Web Directory.

Staff Directory detail pages – will be updated by a designated individual for each department using Web-Edit Content Management.

Committee Webpages – will be updated by committee recorders using Web-Edit Content Management.

CONTENT QUALITY ASSURANCE: The Marketing Department uses information gathered from the Web designers at ESD as well as surveys, recommendations, focus groups and independent research to make decisions about content, menus, and headings. Questionable content will be referred to an oversight sub-group of the Marketing Committee who will make recommendations to the Director of Marketing and Public Relations. Final decisions regarding acceptable content will be made jointly by the Vice President for Information Technology Resources and the Director of Marketing and Public Relations.

CONSISTENCY OF PUBLISHED INFORMATION: All information that is published on the Web will be reviewed for consistency with other information sources and in cases where there is a change to policy, schedules or the College catalog, the most current information will be posted to the Web.