

<b>Title:</b>	<b>Website Policy</b>
<b>Effective Date:</b>	<b>07/09/2018</b>
<b>Date of Last Revision:</b>	<b>06/27/2018</b>
<b>Review Date:</b>	<b>06/28/2018</b>
<b>Cancellation:</b>	<b>N/A</b>
<b>Office:</b>	<b>Institutional Advancement</b>

## **Website Policy**

### **I. Statement**

Responsibility for the coordination of all content, design, and accessibility requirements for the SLCC website rests with the Office of Communications and Marketing under the Division of Institutional Advancement (IA).

This policy sets the College's standards for establishing acceptable usage, and creation for the website.

The SLCC website is one of the primary communication vehicles between the College and its varied audiences—principally, prospective students and their parents, current students, faculty and staff, alumni, and the surrounding regional community. For many, it will be their first look at the College. Therefore, the site needs to convey SLCC's brand—and connect with the right prospective students and all other target audiences in a meaningful and supportive manner.

### **II. Content**

The Office of Communications and Marketing is responsible for the content of the SLCC website and expedites web pages for various college constituents. Additionally, the Office of Communications and Marketing maintains the college's content management system (CMS) and various approved standard web templates, which are mandated for use on most administrative webpages. The office assists and supports designated web content authors with consultations, design and publishing services, content maintenance, CMS training, and creation of documentation. Only the designee in the Office of Communications and Marketing will have administrative rights to publish content to the website.

It is the responsibility of each department or office to designate a web contact and attend trainings. Each designated content provider must ensure that all information in their responsible portion of the website is clear, factually accurate, current, and adheres to college policies.

### **III. Branding**

To maintain consistency and a strong brand, and to clearly establish a site's relationship with SLCC, branding and visual style guidelines must be followed. These guidelines include, but are not limited to, use of logos, colors, fonts, multimedia graphics, thumbnail images, and page headers.

### **IV. Accessibility**

SLCC is committed to making its website accessible to people with disabilities. To facilitate compliance with the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, SLCC shall continually review its website and modify pages to remove accessibility problems for people with disabilities.

SLCC is committed to providing web pages that are universally accessible to all users. All SLCC webpages shall meet a minimum of W3C Level 2 compliance in line with the Web Accessibility Guidelines. Webpages that are designed by and in conjunction with the Office of Communications and Marketing are tested and validated in line with these standards.

Any existing content, functionality and accessibility prior to the effective date of this policy shall comply with "benchmarks for accessibility" timeframes as required by any agreement(s) entered into by LCTCS with the U.S. Department of Education, Office of Civil Rights (OCR).

Any new or modified content, functionality and accessibility provided after the effective date of this policy and afterwards shall comply with "benchmarks for accessibility" as required by the US. Department of Education, Office of Civil Rights (OCR).

Internal, written procedures will be developed that specify the following:

- 1) The offices or positions responsible for content, functionality and accessibility and their respective roles/duties as related to the management of websites under their administration;
- 2) The written procedures shall specify a documentable process by which content, functionality and accessibility issues are reviewed and tested for compliance with "benchmarks for accessibility" prior to their implementation in a live environment;
- 3) A process by which all content delivered electronically under their administration are reviewed and tested, at a minimum once quarterly, via software specifically for the purpose of identifying non-compliance with "benchmarks for accessibility;"
- 4) Notice shall be made available to persons with disabilities regarding how to request the webmaster or other appropriate personnel.

### **V. External Links**

SLCC's website contains links to certain websites that are not affiliated with the college. These may include state and local governmental agencies and private entities. SLCC cannot attest to the accuracy of information provides by such websites. If we provide a link to such a website, this does not constitute an endorsement by SLCC or any of its employees of the information or products presented on the non-SLCC website. Such websites are not within SLCC's control and may not follow the same privacy, security, or accessibility policies. Once individuals visit an external site, they are subject to the policies of that site.

### **VI. Terms of Use**

SLCC's website is governed and controlled by the policies and procedures of South Louisiana Community

College. Any use of the website shall conform to all SLCC policies, state and federal laws, rules and regulations. Unauthorized attempts to upload information or alter information on the website are strictly prohibited.

#### **VII. Copyright and Intellectual Property**

The website and its components, including design, images, written content, and all other content, are copyrighted by SLCC and may not be copied, modified, used on other sites or re-purposed without express, written permission from the College.

Information created and posted on the SLCC Website is the intellectual property of the institution. Content providers must comply with copyright and fair use laws and all relevant College policies, including those governing use of computing resources, nondiscrimination, harassment, use of College facilities and services for commercial purposes, and student and employee conduct.

#### **VIII. Security and Privacy**

SLCC is committed to protecting the private information of its website visitors. Any personal information collected through the College's website ([www.solacc.edu](http://www.solacc.edu)) or official SLCC third-party vendors is used solely for internal College purposes, such as responding to questions or inquiries, sending information about the College, or gathering attendee information for a College event.

The College may automatically collect non-personal information, such as IP addresses or geo-locations, to collect statistical information about the website and to better understand website users to improve SLCC processes and outreach to prospective and current students and other users.

SLCC does not sell or share personally identifiable or confidential user information collected on the website with any third party, unless required to by law.

SLCC uses software programs to monitor network traffic and identify attempts to change information on this website or otherwise cause damage to this site. This information is not reported or used in any manner that would reveal personally identifiable information, except as may be required to support authorized law enforcement investigations.

#### **Reference:**

*n/a*

#### **Policy Reference:**

*LCTCS Policy #7.008, Accessibility of Content Delivered Electronically  
SLCC Policy IA-1001, Branding and Trademark Policy*

**Review Process:**

	<b>Reviewing Committee/Entity</b>	<b>Review Date(s)</b>	<b>Approval Date</b>	<b>Effective Date</b>
x	<i>Committee for Institutional Policy Review</i>	<b>06/22/2018</b>	<b>06/22/2018</b>	<b>XX/XX/20XX</b>
	<i>Executive Committee</i>	<b>06/28/2018</b>	<b>07/09/2018</b>	<b>07/09/2018</b>

**Chancellor's Signature/Approval**

SIGNATURE: 

DATE: 07/24/2018

Natalie J Harder, Ph.D.  
Chancellor

**Final Distribution:**

*Distribution:* Electronic: posted to College's website and sent via email to College personnel  
Hard copy: Original to Executive Assistant to the Chancellor for Master Policy Binder, copy to Chair of Committee of Institutional Policy Review