



SAN JUAN COLLEGE

Web Governance  
and  
Guidelines

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## **INTRODUCTION**

The following guidelines acknowledge the importance of the web for open communication and scholarly activity, while also recognizing that users have the responsibility to make use of these resources in an efficient, ethical, and legal manner. Web page content presents an image of San Juan College to the world; therefore, official web pages must undergo the same professional scrutiny and careful preparation given to any other official publication.

Web content managers are responsible for the content of the pages they publish and are expected to abide by the highest standards of quality and responsibility. These guidelines are intended to assist web content managers in professionally and consistently representing the College on the web. In addition to the publishing guidelines included in this document, all content managers should comply with established institutional policies, as well as state and federal laws.

# **GOVERNANCE ROLES AND RESPONSIBILITIES**

## **WEB ADVISORY COMMITTEE**

The Web Advisory Committee is responsible for:

- Developing and enforcing web guidelines, policies and procedures.
- Overseeing the web site design and function.
- Facilitating web site change review proceedings
- Developing need and vision statements.
- Recommending and prioritizing tactical deployment.

## **WEB ADMINISTRATOR**

The web administrator is responsible for:

- Ensuring a consistent look and feel throughout the web site.
- Ensuring logical and consistent navigation throughout the web site.
- Overseeing content managers in maintaining “official” web pages
- Managing cross-departmental changes to the web site
- Granting access to the web management tools
- Monitoring the health, usage, stability, and security of the web site

## **CONTENT OWNERS**

Typically comprised of vice presidents, deans, and directors, content owners are responsible for:

- Assigning content managers within their area of responsibility
- Enforcing the guidelines, policies and procedures set forth by this document
- Collaborating with the Web Advisory Committee and specific project teams established by the Web Advisory Committee

## **CONTENT MANAGERS**

A content manager is responsible for:

- Creating and/or maintaining content on “official” web pages
- Adhering to the guidelines, policies and procedures set forth by this document

# WEB GUIDELINES

All content managers assigned to the web site are bound by the College's Information Technology Acceptable Use Policy. In addition, the following web-specific guidelines apply:

## WEB CONTENT ADMINISTRATION

Each instructional department, administrative department and recognized student organization may publish to the institutional web site. The content owner (vice president, dean, director, or faculty advisor, etc.) is responsible for designating one or more individuals as a content manager for a specific area of the web site. Content managers are granted publishing permissions by the web administrator based on the content owner's authorization.

These web Guidelines may be amended or put into effect by means of the established governance structure. Suggested measures are 1) discussed by the Web Advisory Committee and 2) recommended to and finalized by the President's leadership team.

## OFFICIAL PAGES VS. UNOFFICIAL PAGES

### *OFFICIAL PAGES*

Official pages are those pages created and/or maintained on behalf of instructional departments, administrative departments and recognized student organizations of the College. Further, official pages:

- Must reflect the mission, goals and objectives of San Juan College.
- Must conform to the guidelines defined within this document.
- Must conform to the image/branding efforts of SJC as set forth in the College's Graphic Identity Manual.

## *UNOFFICIAL PAGES*

Unofficial pages are those pages created by individuals to chronicle personal or professional pursuits or interests, as in the case of faculty and staff pages. Additionally, unofficial pages:

- Should not be in conflict with the mission, goals, or objectives of San Juan College.
- Should feature a text link to the San Juan College's homepage within the footer region.
- Are not bound to conform to the standards set forth in the College's Graphic Identify Manual; however, the guidelines set forth in this document do apply to unofficial pages unless expressly stated otherwise.
- May not use San Juan College's logo or in any way imply that the page is an official document sanctioned by the College.

NOTE: If a security threat is perceived to be the result of an unofficial page's server, OTS reserves the right to isolate that server from the College's network for an unspecified amount of time.

## **CONTENT MANAGERS**

Content managers are responsible for:

- Maintaining the relevance and accuracy of their content.
- Responding to web user inquiries about their content.

Content managers are prohibited from:

- Adding content to official pages that endorses or otherwise promotes an outside entity.
- Divulging their login and password to any individual for any reason, including their supervisory chain of command.

## **DEPARTMENT LOGOS AND GRAPHIC BANNERS**

In order to portray a professional and consistent look for all institutional web pages, the Web Advisory Committee prohibits content managers from placing graphic banners, logos, and/or clipart on official institutional web pages; logos are more appropriate for intranet web pages or pages on the site server. Official institutional web pages should remain simple, concise, and free of distracting elements.

## **MULTIMEDIA ELEMENTS**

With a plethora of technologies now supporting audio, video and animation on the web, multimedia is steadily gaining popularity. This increased access to multimedia design elements provides page designers with far more options than static text and photos; however, it requires greater design discipline. Unconstrained use of multimedia results in a presentation that can confuse the end user, making it harder for him or her to understand the information. Multimedia elements used for educational or teaching purposes should reside on “unofficial” web pages designated specifically for such delivery. On the other hand, videos produced and approved by the College for the purpose of promoting schools, departments, programs, and student success stories could reside on the main institutional web server.

Content managers should:

- Avoid using animation on official institutional web pages, as it may distract viewers from reading vital text. Slideshows with slow, smooth transitions are an exception.
- Not use music as a standalone multimedia element (i.e. no background music trying to “set the mood”).



## **PHOTOGRAPHS**

The general recommendation for the placement of a photograph is the top right side of the page content area. The size should be 144w x 216h pixels. Additional related photographs should be placed on a separate photo gallery page with a thumbnail size of 150w x 100h pixels or incorporated into a slideshow. Any and all photographs depicting students, faculty, and staff are required to have photo release forms signed by the person(s) photographed prior to being published to the web site.

## **CONTENT DISPUTES**

The Web Advisory Committee is responsible for assisting with the enforcement of web guidelines and may, at its discretion, recommend the editing or removal of material or the suspension of a content manager's access. In such instances, a written (e-mail) notice will be sent by the Web Advisory Committee chair to the content manager's College e-mail address. The Web Advisory Committee may, at their discretion, enforce the web guidelines by informing the web administrator to edit or remove the material in question, or suspend of a content owner's and/or content manager's access to the web system. In such instances, a written (email) notice will be sent by the Web Advisory Committee chair to web administrator, the content owner, and the content manager's college email address. Disputes will be resolved by the appropriate vice president, dean, director, or faculty advisor.

## **DISCLAIMERS AND PRIVACY**

Unofficial pages must include the following disclaimer: **The page you are viewing is not sanctioned by San Juan College.**

The College will not be held responsible for the content of personal web pages. Personal web pages shall not imply that they are representing or

speaking on behalf of the College or any part of the College without prior written authorization from the Web Advisory Committee to do so.

The College does not actively monitor web page content; however, it reserves the right to remove a web page from any institutional server found to be in violation of federal, state or local law, or any institutional regulation, policy, or procedure.

#### **WEB HOSTING**

The College will not host a web page/site for any external organization unless exception is made in writing by the Web Advisory Committee.

#### **MISUSE**

Web pages cannot be used to single out individuals or groups for degradation or harassment in violation of Federal or State laws. Web pages cannot be used to engage in any illegal activity.

Consult the College's [Acceptable Use Policy](#) for more information.

## **ACCESSIBILITY (SECTION 508 COMPLIANCE)**

Section 508 of the Disabilities Act requires that federal agencies or agencies receiving federal funds have electronic and information technology that is accessible to people with disabilities. Web accessibility addresses the needs of people with visual, auditory, physical, speech, cognitive, or neurological disabilities, which may affect their interaction with the web. These measures should be taken where appropriate:

- Images/buttons should contain alt text to convey their function to screen reader programs (which read pages for blind or visually impaired persons).
- Avoid using frames to control your layout (not easily understood by screen readers).
- Do not rely on colors to convey information (ex. Select the text highlighted in red).
- Text and background should have a strong contrast.
- Refrain from blinking or scrolling text (epileptic seizures can be caused by blinking text; scrolling text can freeze screen readers).
- Audio/video should be accompanied by captions and/or transcriptions if possible.
- Designate headings on web pages.
- Keep table data simple and understandable as if it were to be read line by line.
- Use intuitive text for hyperlinks (avoid “click here”).
- Refrain from centering paragraph text. Centering should only be considered for headings (and used judiciously at that).
- The use of animation (including Flash) should be limited. If vital information is conveyed within an animated element the same information should be available online in text format as well.

## **BEST PRACTICES**

Develop content for the site. Pay careful attention to spelling, grammar, punctuation and word use.

- Maintain editorial consistency throughout your web site.
- Avoid long pages — especially for your initial or “home” page. It is better to have several small documents linked from a table of contents than one large document.
- Pages should include links, if necessary, to pages containing authoritative information outside their areas of responsibility (i.e. policies, admissions, mission and history, etc.) rather than creating the pages themselves. This is to ensure that the most up-to-date and accurate information is being provided.
- Adobe PDF files - Use PDF files only when an HTML version of the same content cannot be created, or until an HTML version of the material can be created.
- When creating PDF files of print publications, create them so that pages are displayed in twos, matching the printed piece. Keep file sizes for PDF files as small as possible and test thoroughly in older versions of Adobe Reader.
- Proprietary files - Creating files for public download that are in proprietary formats like Word or Excel is strongly discouraged. These files require the user to own a particular application in order to view them. Some document file types to consider include PDF files and rich text files.

For more information, please contact the web administrator.

## **TEMPLATES**

Web page templates will be provided to help the users create an attractive page for their department or organization.

## **SCHOOL / DEPARTMENT TEMPLATES**

The Web Advisory Committee has developed the content guidelines for a School or Department web page. Web page templates are provided through Site Builder Toolkit to assist content managers in creating complete and consistent web pages for schools, departments and faculty/staff listing pages.

## **INTRANET**

The College reserves the right to designate certain content to be for internal use only. This type of information must be published to protected areas within the College's intranet to prevent it being accessed by the general public. Recommendation on what content is more appropriate for intranet should come from the Web Advisory Committee.

## **COPYRIGHT MATERIAL**

Content managers cannot include material that is owned by another on their web site without the express written consent of the original author. You should assume that materials you find on the web are copyrighted unless a disclaimer or waiver is expressly stated. If you want to include something from another web page it is recommended that you link to it rather than copy it.

# **CONTENT MANAGEMENT PROCEDURES**

## **REQUESTING A PAGE**

### *OFFICIAL PAGE*

The content owner should contact the web administrator using his or her institutional e-mail account to request a page and designate a content manager(s) for that page. The web administrator will contact the content manager with the date and location of any technical and web Governance training that may be warranted. Access will be granted after the content manager has completed the technical and web Governance training.

### *UNOFFICIAL PAGE*

Those individuals who are eligible for personal pages should contact the web administrator for further instruction. Maximum amount of server storage will be defined by the Web Advisory Committee.

## **CREATING A PAGE**

Every page should have a unique title to make it easy to find through search. For example, if Financial Aid has a scholarship and FAFSA page they should each be titled accordingly -- not both named "Financial Aid."

Every page should have a purpose. A page that scrolls on for what would be 10 printed pages and covers every topic under the sun is not useful or professional. For advice on organizing your department's navigation, please contact the web administrator.

## **FORMS**

Contact the web administrator for assistance if you wish to have a form (to collect user information) added to a page within your area of responsibility.

## **SITE MAINTENANCE REQUIREMENTS**

Content managers are expected to adhere to the following minimum maintenance procedures:

- Review web pages and the related navigation links at least once a month to ensure they are functional, accurate and up-to-date.
- Only pages that are ready for the public should be published. Do not use apologies or teasers such as "under construction" or "coming soon."
- Provide contact information for someone capable of replying to questions in a timely fashion. Ideally, the institutional e-mail address on an official page should be a department alias, such as admission@Sanjuancollege.edu, so that the address may remain the same despite any staffing changes.
- Keep web pages free of spelling and grammatical errors. Use the spell check feature before publishing. Consult with the web administrator regarding naming and spelling conventions for the sake of consistency throughout San Juan College.
- Use appropriate naming conventions when creating pages, titles, and filenames. Do not include spaces or special characters (< > ( ) [ ] { } : ; ? ! # & % + \* = @ ~ ^ \$ / ").
- Do not use gimmicky features like "hit" counters or "welcome to my page" messages. Get straight to the point and be succinct.

**PROMOTION ON THE HOME PAGE**

To request that a particular piece of information be included within the NEWS or EVENTS sections of the home page, contact the Marketing and Public Relations office.

**REQUESTING A DIFFERENT IMAGE FOR THE HEADER REGION**

Content managers using the content Management System will not have access to edit the header section. Web site redesign considerations should be brought to the attention of the Web Advisory Committee.

**EXPIRED CONTENT**

Content managers are asked to remove their department or organization's expired content (such as old versions of PDF files which will never be used again) for the sake of server space. Please be sure that all links to the expired file are removed first (before file deletion) to avoid "page not found" messages to your users.

Please direct questions regarding the San Juan College's  
web Governance, Guidelines, and Procedures  
to the web administrator at [web\\_services@sanjuancollege.edu](mailto:web_services@sanjuancollege.edu)