PIEDMONT VIRGINIA COMMUNITY COLLEGE

II – ADMINISTRATIVE (GENERAL) POLICIES

II – 150.0 WEB SITE POLICY

Policy #:	**II – 150.0**
Effective:	**February 18, 2008**
Revised:	**November 3, 2011**
Responsible Dept.:	**Marketing & Media Relations**

Purpose

PVCC's Web site is the face of the College and an essential means of conveying an array of information to the College's various audiences: current students, faculty and staff, prospective students, community members, the media and many other visitors. The site must, therefore, reflect the College's mission and goals of providing opportunity, access and excellence.

Content

All academic divisions, appropriate offices and service units, and teaching faculty, both full-time and adjunct, will have a presence on PVCC's Web site.

Content on the Web site must fulfill the information needs of PVCC audiences and be:
- College-related
- Factual
- Up-to-date
- Grammatically accurate
- Compliant with brand standards for the College regarding use of the College logo, colors and key messages
- Compliant with Subpart 1194.21 of the Section 508 requirements (Accessibility Standards for Web Based Intranet and Internet Information and Applications) detailed here.

Responsibilities & Content Management

The Manager of Marketing and Media Relations has overall responsibility for the development and maintenance of the Web site of Piedmont Virginia Community College in collaboration with the Information Technology Office and the College Web Site Steering Committee. The work is carried out by the Webmaster. The Steering Committee includes:
- Manager of Marketing and Media Relations (ex officio and convener)
- College Webmaster
- Chief Information Officer for the College
- ELearning Specialist (in Information Technology Office)
- A Division Dean appointed by the Vice President for Instruction and Student Services
- A teaching faculty member as designated by the Faculty Senate
- A teaching faculty member as designated by the College Senate
- A classified staff member as designated by the Professional Association of Support Staff
- Chair of the Information Technology Committee or his/her designee
- Student as designated by the Student Government Association

Owners of PVCC Web Pages & Responsibilities

Accountable owners of PVCC Web pages have been identified in a Content Management System (CMS), which is maintained by the Webmaster. The list of owners can be accessed via PVCC's home page. [Select Faculty & Staff, and choose "Intranet" from the left navigation menu.]

Accountable owners have access to the information about their respective programs and operational areas which is posted on the College Web site. Accountable owners may delegate access and updating responsibilities to their staff or faculty. Accountable owners and their delegated owners have responsibility for ensuring that their information is *at all times* accurate, current, and is posted and removed in a timely manner. Training on how to use the CMS is by the Webmaster in collaboration with the eLearning Specialist and Trainer from the Office of Information Technology.

Faculty who have Web pages (subwebs) hosted on PVCC's Web site have sole accountability for the information posted on their subwebs, but the subwebs must be in compliance with the requirements listed in the Teaching Faculty Web Pages (Subwebs) section of this policy.

Minor and Routine Changes and Updates
The majority of routine and minor changes and updates to PVCC Web pages are made through the CMS. Training in how to use the CMS is provided by the Webmaster in collaboration with the eLearning Specialist and Trainer from the Office of Information Technology. Before making changes or posting information, accountable owners and their delegated owners are encouraged to observe the design and content guidelines at the end of this policy and to avail themselves of the expertise of PVCC's Webmaster and of staff in the Office of Marketing and Media Relations to help ensure that PVCC's Web site retains its branded look and that information is presented in the best possible way.

Major Changes and Additions
An online Project Request Form available through the Intranet at www.pvcc.edu/prf should be completed to request the addition of pages or sections to the Web site, or to request other major changes.

Periodic Reviews and Updates
Prior to the fall, spring and summer semesters and well before promotions for a semester begin, the accountable owners and their delegated owners will be notified by email to review and update their Web pages.

Teaching Faculty Web Pages (Subwebs)

Faculty members may be granted a Web page (subweb) for professional use that will be hosted on PVCC's server and will carry the prefix www.pvcc.edu. Upon request to divisional administrative assistants, faculty may have a link to their subweb established from their profile page on the PVCC Directory.

Faculty have sole responsibility for the design and content on their subwebs. Their subwebs do not require prior approval nor are pages required to follow the branded design of PVCC's Web site, but the content on subwebs must follow the requirements spelled out in this policy, including the requirement that the PVCC Web pages are for college-related, professional purposes only and not for personal use. Links to personal and other external Web sites may be included on faculty subwebs.

As a part of the main PVCC Web site, faculty subwebs must comply with the all the Federal Accessibility Standards referred to in the "Content" heading on the first page of this policy. Details regarding compliance with these requirements are available on the Intranet, which is accessible through "Faculty & Staff" on the PVCC Web site, or from the Webmaster.

Retired Faculty: Upon request by retired faculty, PVCC will retain a basic informational template on its Web site Directory that provides the faculty member's name, contact information and photo if desired. Retired faculty have 60 days from their effective retirement date to remove all other information from their PVCC Web pages (subwebs). The Webmaster is available upon request to advise retired faculty about transferring that information to an Internet Service Provider (ISP). Upon request, PVCC can provide a link from the retired faculty's Directory page to his or her personal Web page.

Uses of PVCC Web Site and Pages

- The College Web site will not be used for commercial purposes.
- All College Web pages will be for professional, college-related purposes only. No Web pages will be for personal use.
- For privacy-protection and security reasons, and to ensure that PVCC's Web site is used for college-related purposes only, personal photographs (e.g. families, homes, cars, hobbies, non- college activities, etc.) will not be permitted on Web pages hosted on PVCC's server and identified with the prefix www.pvcc.edu.
- Web pages must conform to legal requirements, particularly regarding copyright, computer fraud and defamation.
- Blogs and podcasts cannot be posted on Web pages without the approval of the Manager of Marketing and Media Relations.
- Duplication of information must be avoided. One page should not duplicate documents appearing elsewhere on the College Web site. Instead, links should be created to that information electronically to prevent errors or contradictions that can occur when duplicating information. This also ensures that updates to the information will appear on the original document and be instantly reflected through links.

PVCC Directory of Faculty & Staff

Through the Web site Directory, all full-time and adjunct faculty members and PVCC staff must have a profile on the College Web site that includes their name, phone numbers, email addresses and office hours. A photograph taken by the College also will be included. Faculty and staff may opt out of having their photo on the Directory. The Directory will comply with a unique template design.

The Human Resources office is responsible for maintenance of this Directory.

Student Organizations

In order to give a full picture of student life available at the College, active student organizations will be described on the College Web site by using a template with relevant information for each organization. The organization's advisor and the Dean of Student Services or his/her designee will maintain this information and ensure it is current and accurate.

Removal of Materials on PVCC Web Site

Piedmont Virginia Community College maintains the right to refuse to offer a link on the official College Web site or to remove a link without notice. The College will remove materials deemed to be illegal, offensive or otherwise in violation of this policy or laws.

Links to External Web Sites

The College assumes no responsibility or liability for content or materials provided on Web sites that are not owned by the College. As appropriate, such Web pages will include the following statement:

> "The following link will take you away from PVCC's Web site (www.pvcc.edu).
> PVCC is not responsible for the content of pages to which you are linking.
> Comments should be directed to the Web site owner."

Usability Testing

The College will employ usability testing to ensure that the College Web site achieves its goals of providing information using an intuitive navigational design. This will be undertaken whenever a significant design change occurs. Individuals with no connection to the College will test the Web site to determine whether it accomplishes the goal of being accessible to prospective students.

GUIDELINES FOR PVCC WEB SITE CONTENT

Accountable owners of PVCC Web pages, their delegated owners and faculty who have subwebs are encouraged to observe the design and content guidelines below and to avail themselves of the expertise of PVCC's Webmaster and staff in the Office of Marketing and Media Relations.

Editorial

Web users *scan* pages for relevant information rather than reading pages word-for-word; therefore, the "inverted pyramid" style of writing should be used where important facts written as concisely as possible are placed first so that users may find them quickly. Text on the site should reflect a style that makes reading, navigation and understanding easy.

Titles, headlines and subheadings, bullets and numbering should be used to organize information into sections easily read quickly.

Liberal use of "chunking" information into logical, comprehensive segments should be used. Use links, separate pages or downloadable files for lengthier, more detailed information.

Writing should avoid academic jargon as much as possible or complex terms that Web visitors must think about and explore further to understand.

Design

To help ensure a unified, coordinated and professional look that reflects the PVCC brand, Web pages (excluding faculty Web pages or subwebs) should reflect the unified design accomplished through the use of templates available from the Webmaster.

Pages on PVCC's Web site should follow these specific design guidelines:

- Use the College logo or name, the Web site colors – Blue: #003366, Green: #5c8533, Maroon: #990033 and Yellow: #ffcc66 – and Arial 10 point or 13 pixels type font.
- Identify the College on each page.
- Date of the most recent modification should be on the page.
- Graphics must be Web-ready, i.e., jpg, png or gif format, and load quickly.
- Pages should be designed for a screen resolution of 1024 x 768 and have the following message noted on the Web site: "Best viewed at a screen resolution of 1024 x 768 pixels."
- Pages should be designed for viewing on multiple platforms, including one previous and the current versions of Internet Explorer and Firefox.
- Use of PDF files should be avoided as much as possible. When unavoidable, the file should be bookmarked or arranged into an easily readable and searchable format.
- Accessibility Standards for Web Based Intranet and Internet Information and Applications as defined in Subpart 1194.21 of the Section 508 requirements.