Document Review/Approval Dates

Campus Technology Committee Web Subcommittee Review – Revised March 2, 2010
Campus Technology Committee Review – Revised March 5, 2010
Campus Technology Committee Approval – Revised March 9, 2010
Planning and Budget Committee Approval – September 2, 2010
President’s Advisory Council – September 2, 2010
Introduction

With the growth of our online infrastructure, Cypress College faculty and staff now have access to three web-based tools that enable us to communicate and distribute materials online. Each of these tools has unique features and specialized purposes that drive their design. The effective use of each of these systems depends on matching the right tool to your specific communication and learning goals. As you become familiar with them, you will find that each of these tools benefit the Cypress College community in different, yet complementary ways.

- **The Course Management System**: Blackboard is a software application commonly referred to as a Course Management System. Cypress College Blackboard serves as the virtual classroom for web enhanced, online, and hybrid courses. Blackboard allows Cypress faculty to easily upload course content, manage course communication, test students online, host multimedia materials, manage student grades, and much more. For information on how to obtain access to Blackboard please contact the Distance Education Coordinator Jeanne Miller.

- **The District Portal**: MyGateway facilitates communication for staff and enrolled students, and can also be used to web enhance on-campus courses. When you are assigned to teach a course at Cypress College you and your students have automatic access to a portal course homepage for each section you teach. Each course homepage has a built-in suite of instructional services.

- **The Website**: The campus website is the public face of the college, available to anyone with an Internet connection. The website is the place to publish campus information and documents available to anyone without a password. The aim of the faculty home pages is to connect a human face to our courses; however, they are not designed or intended for supporting instruction or delivering instructional materials.

This document describes the purpose of the campus website and the web policies relating to faculty and staff use of Active Campus and the website editor.

Website Purpose

The Cypress College web site is a marketing and information tool. It has been designed to increase enrollment and provide easy access to campus information and services. While the primary goal of the site is to recruit prospective students, it also serves the campus community and the general public. The purpose of the main web site and all its sub-sites is to promote Cypress College general information, services, and programs.

Content Management: Active Campus

The Datatel *Active Campus* content management system has been adopted to produce the campus website. A content management system (CMS) is a system used to create, deliver, and manage a website. In the Datatel CMS, web administrators maintain the site
database, structure, and template-based design. In addition to the Datatel CMS, Academic Computing has created a web editor content management system to allow non-technical users to create and publish their content to the web without having to master any mark-up or programming languages.

**Oversight & Management**

Maintaining an up-to-date and effective website is the work of many people. Website oversight and management allows the college to maintain the site, preserve a consistent look and feel, and ensure that access to current campus information and services is being provided. Oversight and management of the college website is distributed among Academic Computing, Campus Technology Website Subcommittee, Staff Development, division deans, and the Public Information Office.

**Academic Computing**

Academic Computing is responsible for all the technical aspects of maintaining the website. Academic computing will administer and assign accounts to individual users, provide help services, and work with Staff Development to provide user training.

**Campus Technology Website Subcommittee**

The Website Subcommittee meets periodically to review the website and make web policy recommendations.

**Staff Development**

Staff Development, through the Instructional Designer, provides staff and faculty user training in web accessibility basic techniques, copyright general information, and Active Campus content management system use.

**Public Information Office**

The Public Information Office works with the Website Subcommittee to periodically review the website and make web policy recommendations.

**Review Process**

A periodical review process of the website that notifies content authors about out-of-date or inaccurate information and other issues will be administered by the Campus Technology Committee (CTC) Web Subcommittee.

**Website Design & Content Ownership**

The Cypress College website is designed to create an integrated and consistent web experience for prospective and current students, faculty, staff, and the general public. To achieve this goal, the main web site and all sub-sites must preserve the designated site styles, navigation, and conform to content guidelines. The essential structure and design of the website is under the control of Academic Computing. Individual page or sub-site content is created and maintained by content authors.
System Administration: Site Design, Structure, & Navigation

Cypress College has chosen a template-based design to ensure site consistency in visual presentation, navigation, and content structure. The essential features that define this design are controlled by the Active Campus system and the web editor system and are not available for individual user customization. These site elements include, but are not limited to:

- **Global navigation**: A collection of high-level links that remain constant and appear on every page. Global navigation links define key sections of the website; for example: Academics, Student Life, News & Events.

- **Sub navigation**: Links that constitute the second level of navigation on a page. The sub navigation links exist on the right or left hand column of a page and are defined based on a sub-site’s structure with input from the sub-site’s content author.

- **Footer links**: A third level of navigation for commonly used pages. Footer links located on the bottom of each page include Maps and Directory. Footer links found on the top of the page include Contact Us, Help, MyGateway and a Search field.

- **Quicklinks**: A dropdown menu of links to popular pages. Character length for a link is kept to a minimum, as length of longest link determines the width of the dropdown bar. Quicklinks list should not exceed 12 links in order to maintain the notion of it being a quick list.

- **Content type**: Predesigned fields on a web page that contain dynamic information. While content authors may participate in the creation of content type data, they cannot change the position or design of a content type. Content type instances are located on a predetermined location on a page, which is based on page function and design. For example: Banner Ads, Spotlights, Campus Landmark, News Stories.

Content Author Controlled Content

A web site content author is anyone who creates and maintains the content for a page or a sub-site of the Cypress College web. Content authors have responsibility for the content of pages assigned to their account, including the following elements:

1. **Sub-site structure**: On multi-page sub-sites content authors design the scope and page hierarchy of the site.
2. **Sub navigation**: The secondary navigation links on the right or left hand column of a page are defined based on a sub-site’s structure
3. **Main content** on page:
   - Text: headlines, body copy
   - Links: links located within the main content column or secondary columns
   - Images: images located within the main content column
   - Multimedia: audio and video files located within the main content column
   - Downloadable files: downloadable files such as Microsoft Word documents
Content Guidelines

Definition of Content
The data available on a web page such as text, images, hyperlinks, audio, and video, is referred to as content. Cypress College commits to providing accessible web content to people with disabilities and usable web content for everyone.

Content Guideline Standards

Section 508 and WCAG 1.0
(WCAG 2.0 are is the new standard.)
The Cypress College website will adhere to the Section 508 Web Accessibility guidelines and the Level A conformance standard of the W3C World Wide Web Consortium’s Web Content Accessibility Guidelines 2.0. (WCAG 2.0). Level A conformance of WCAG 2.0 means that all content on a web page satisfies all the Level A Success Criteria, or a conforming alternate version is provided. Level A is the minimum level of conformance of the W3C’s Web Content Accessibility Guidelines 2.0.

Resources:


Branding
Web pages not residing on the Cypress College web servers may not be labeled with the Cypress College name or logo, and may not market themselves as part of the Cypress College website.
**Off-Site Hosting**

Off-site hosting is the hosting on non-college servers of web pages or sites that should reside within the campus website structure. Off-site hosting is prohibited.

Off-site hosting takes users away from the official campus website thereby depleting the content of the official site and disabling the consistent look, brand, and navigation common throughout the main web site and its sub-sites. Instead of resorting to off-site hosting, Academic Computing encourages the campus community to submit feature requests in order to better develop the web site.

**Third Party Web Services**

Contracting for third party web services such as electronic commerce and ticketing must be approved by and developed in consultation with Academic Computing/Campus Website Subcommittee. (Must adhere to Branding guidelines and funded by the requesting department)

**Third Party Web Consultants**

Hiring of Professional Experts, Subcontractors, or any other type of Consultant for any work relating to the Cypress College Website must be approved by Academic Computing.

**Types of User Accounts**

User accounts allow Cypress College faculty and staff to maintain the content published on web pages or sub-sites. User accounts are provided consistent with faculty and staff job responsibilities or as assigned by an immediate supervisor. Academic Computing will assign accounts including but not limited to the following types.

- **Level 1 Datatel User Account**: pages and sub-sites that make up the backbone of the campus site. Responsibility for Level 1 pages and sub-sites may be divided among a number of individual users.
- **Department** or **Special Program**: single or multipage site for an academic department or special program assigned to an individual user.
- **Faculty**: a faculty member’s single or multipage site.
- **Staff**: a staff member’s single page site.

**Account Holder’s Agreements**

**Cypress College Account Requirements**

The Cypress College website is intended to support the educational mission of Cypress College. The use of all campus computing resources, including the campus website, is subject to all applicable local, state and federal laws, and the general guidelines outlined in this document. (See Cypress College *Computing Resources Acceptable Use Policy* for more information).
A web author is an individual responsible for creating and maintaining the content of a Cypress College web page or sub-site. To obtain an Active Campus web account, users must understand and agree to the following:

- Abide by website policies, including, training, account requirements, and district policies
- Successfully complete all required training
- Create and maintain updated web content
- Respond to inquiries about the assigned pages or sub-sites
- Meet all website content standards
- Meet all website web accessibility standards
- Obtain and archive written permissions necessary for use of any copyrighted materials and abide by fair use and Teach Act copyright restrictions

**District Policies**

The following NOCCCD web policies and procedures apply to Cypress College web authors and developers.

**Board Policies**

- BP 3710 Intellectual Property and Copyright (Under Construction)
- [BP 3740 Web Sites](http://www.nocccd.edu/Policies/PDFs/3740.BP.final_032904.pdf)

**Administrative Procedures**

- AP 3710 Intellectual Property and Copyright (Under Construction)
- [AP 3740 Web Sites](http://www.nocccd.edu/Policies/PDFs/3740.AP.final_032904.pdf)
- [AP 3750 Use of Copyrighted Material](http://www.nocccd.edu/Policies/PDFs/3750.AP_072505.pdf)

**Web Author Training Requirements**

Web authors publish digital content to the web. Web authors must be conversant with web accessibility guidelines and copyright rules in order to abide by state and federal laws. Cypress College web author training will provide web authors with a basic understanding of web accessibility, copyright information, and CMS use. In order to obtain a home page account you must complete the following basic training:

1. Web Content Orientation
2. Pass the Web Content Orientation quiz
3. Web Content Editor Basic Training

Additional advanced training is required in order to obtain a department or special program account.
**Acceptable Content**

The website data, storage, and network services must be used in accordance with the NOCCCD and Cypress College *Computing Resources Acceptable Use Policy*, the Cypress College Web Policies, and applicable state and federal laws.

All activities inconsistent with these policies and the educational mission of the college will be considered inappropriate use. College web pages cannot be used to market commercial or for-profit services or promote personal or financial gain. **Inappropriate or questionable content may be subject to the removal or the unlinking of a web page or sub-site, and/or account termination by Academic Computing.**

References:
BP 3720 Computer and Electronic Communication Systems
AP 3720 Computer and Electronic Communication Systems (See “Acceptable Use”)

**Site Removal & Unlinking Policy Due To Questionable Content**

Questionable content is defined as any content that exists on a Cypress College web page or sub-site, or, content linked to a college page or sub-site that violates the NOCCCD Administrative Policy 3740, *Computing Resources Acceptable Use Policy*, the Cypress College Web Policies, or any applicable state and federal laws. If questionable content appears on a web page, the college reserves the right to immediately terminate an account, remove or unlink a web page or sub-site.

**Site Removal & Unlinking Policy Due To Inaccessible Content**

The Cypress College website will adhere to the Section 508 Web Accessibility guidelines and the W3C World Wide Web Consortium’s Web Content Accessibility Guidelines (WCAG 2.0) at a minimum of Level A conformance. Cypress College will provide the necessary training, review, and support for 508 compliance.

The account holder is responsible for correcting any errors on a web page or site that fails an accessibility review. The college reserves the right to terminate an account, remove or unlink a web page or sub-site upon continued failure to adhere to web accessibility guidelines.

**Site Removal & Unlinking Policy Due Copyright Infringement**

In accordance with district policy, NOCCCD employees and students shall not reproduce copyrighted materials without prior permission of the copyright owner, except as allowed by the “fair use” doctrine. The college reserves the right to terminate an account, remove or unlink a web page or sub-site upon continued failure to adhere to *Use of Copyrighted Materials* district procedures.

**Required Content**

A minimum amount of consistent data must be created to adequately populate a college website. In order to maintain an effective web presence, Cypress College web pages and sub-sites must have the minimum required content listed below.
Website Homepage
- In the News, Upcoming Events, and Photo Gallery updated via content type data input
- 5 header rotating images of campus

Division Home Page
- Two brief paragraphs of division description or welcome on center content column
- Contact information including name of dean, office location, phone number

Department Home Page
- Two brief paragraphs of program description, general information, or introduction
- Contact information including contact name, office location, email, and phone number
- Full-time faculty names and links to home pages (are optional)

Special Program Home Page
- Two brief paragraphs of program description, general information, or introduction
- Contact information including contact name, office location, email, and phone number

Staff Home Page
- Cypress College logo or staff photograph
- Contact information including title, department, division, email address, phone number and extension, and office location
- Brief biographical statement or an introductory paragraph of your choosing
- One favorite quote

Faculty Home Page
- Cypress College logo or faculty photograph
- Contact information including name, department, division, email address, phone number and extension, office location and office hours
- Brief biographical statement or an introductory paragraph of your choosing
- One recommended course with title and your description and recommendation
- At least 2 or 3 links to recommended online resources
- Distance Education faculty – Please refer to the current Distance Education Plan for additional requirements.

Adjunct Faculty Home Page
- Cypress College logo or faculty photograph
- Contact information including name, department, division, email address, phone number and extension, and office location
- Brief biographical statement or an introductory paragraph of your choosing
- One recommended course with title and your description and recommendation
- At least 2 or 3 links to recommended online resources
Distance Education adjunct faculty – Please refer to the current Distance Education Plan for additional requirements.

**Maintenance Policy**

Cypress College commits to a website maintenance policy that provides users with ongoing access to accurate and up to date web-based information. Web pages and sub-sites are considered maintained if the content on the assigned pages provides accurate and current information, working links, working contact information, and have been updated at least once a semester. A website review process will be periodically administered by the Campus Technology Committee (CTC) Web Subcommittee.

Web authors are responsible for maintaining all pages associated with their accounts. The college reserves the right to terminate an account, remove or unlink a web page or sub-site that is found to be un-maintained. Web pages or sub-sites that are un-linked will remain active on the servers so that they may be updated. Accounts that continue to be un-maintained may be removed.

**Copyright Information**

Copyright is a form of intellectual property protection that gives a copyright holder legal rights over the use, sale, reproduction, distribution, display, or creation of derivatives of a given original work. Copyright infringement refers to violation of these rights. Web content authors and site developers must abide by United States copyright law and protect against copyright infringement.

**Use of Copyrighted Material**

In accordance with district policy, NOCCCD employees and students shall not reproduce copyrighted materials without prior permission of the copyright owner, except as allowed by the “fair use” doctrine.

Always seek permission from the copyright holder to use, copy, distribute, create derivative works, or display a copyrighted work on any Cypress College website. When in doubt, always assume a work is copyrighted even if it has no obvious copyright notice. It is no longer required for copyrighted works to display a copyright notice.

References:
Administrative Procedure 3750 AP 3750 Use of Copyrighted Material
http://www.nocccd.edu/Policies/PDFs/3750.AP_072505.pdf

**Web Accessibility Policy**

California community colleges are required by state and federal law to make materials distributed on the web accessible to all users. Cypress College also has an ethical commitment to provide access to web-based materials to all users, including users with disabilities. Therefore, all official Cypress College web pages and web content must be
accessible to all users according to the Section 508 of the Rehabilitation Act guidelines for web accessibility.

The Cypress College website will adhere to the Section 508 Web Accessibility guidelines and the W3C World Wide Web Consortium’s Web Content Accessibility Guidelines 2.0 (WCAG 2.0) at a minimum of Level A conformance.

**Web Accessibility Laws & Standards**

Section 508 of the Rehabilitation Act of 1973 requires federally funded institutions, including colleges and universities, to make electronic information accessible to people with disabilities. In California, Senate Bill (SB) 105 (2002) applies Section 508 standards to all state agencies, regardless of federal funding status.

The standards that define web accessibility have been established by Section 508 of the Rehabilitation Act Amendments of 1998 and the Americans with Disabilities Act (ADA) of 1990, which mandate equal access for individuals with disabilities. Web accessibility practices are also based on the World Wide Web Consortium’s (W3C) Web Accessibility Initiative (WAI) Web Content Accessibility Guidelines (WCAG) which explain how to make content on a site accessible.

Reference:
WebAim’s [Introduction to Web Accessibility](http://www.webaim.org/intro/)

**Help & Support**

For technical support contact the Academic Computing Help Line to open a work order. For user support contact the Help Line.

- Academic Computing Help Line: Ext: 47157