

Central Virginia Community College Policies
II - General Administrative Policies
Website Content



Policy #:	CVCC0017
Effective:	__/__/__
Last Reviewed/Revised:	01/10/2023
Responsible Dept.:	Institutional Advancement
Other Policy References:	NA

Website Content Policy

The quality of information presented on the college's webpages plays an important role in shaping the image of Central Virginia Community College (CVCC). Thus, a cogent and concise policy statement is in place.

This Website Content Policy sets the college's standard for:

- establishing acceptable use of CVCC webpages,
- following branding guidelines established by the college,
- enhancing the college's mission by clarifying responsibilities of web Content Managers,
- requiring accurate, pertinent, and attractive presentations of information on those webpages, and,
- presenting the college as one voice using the first person writing style.

Mission Statement

The primary objectives of the CVCC Internet web presence are to:

- disseminate accurate, relevant, and timely information,
- build awareness of the college's brand and identity,
- act as a key channel for services to our students and stakeholders,
- promote the college and its products and services; and,
- facilitate the student journey and associated career pathways.

Scope

The Website Content Policy applies to all official CVCC material within CVCC's Internet domain (centralvirginia.edu). Information on the college's webpages supports the mission of the college and must be in compliance with these policies.

The following definitions apply throughout this policy

Content Management System - A content management system (CMS) is an application that allows users to create, edit, and manage online content, including html pages, documents, and images. The content management system (CMS) web page templates must be used (which include header and footer, navigation bars, and logo).

Website Publisher- The person responsible for publishing and managing online content.

Content Owner - The person or position responsible for webpage content (often the department head).

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Content Manager - Responsible for entering content into the content management system for their division and keeping it up to date.

Standards for Official CVCC Webpages

Official web content consists of all webpages representing the college at an institutional level. This includes:

- top-level landing webpages maintained by the Website Publisher,
- webpages of academic departments, excluding instructional or course-related webpages (particularly those using course management software, such as Canvas),
- Content Managers are responsible for ensuring; the accuracy, and timeliness of webpage content for their respective departments and units as part of an annual review, and,
- all pages must be updated each academic year, prior to August 1st.

Each official CVCC webpage must

- clearly identify itself as college material in an approved template;
- clearly identify the name of the department, unit, or organization publishing the document;
- link back to the college's official home page, centralvirginia.edu;
- be accessible to all, especially including the visually challenged accessing the website through non-traditional means (i.e., the page must comply with Section 508 Standards - the Website Publisher can provide basic compliance reporting upon request);
- be updated so the information or data remains current;
- meet the standards established by the Public Relations & Marketing Committee; and,
- be approved by the identified Content Owner prior to posting to the web. For clarification or to request college graphics, contact the Website Publishers. Content Managers are to use the website ticketing system in Teams.

A. Standards for Academic Webpages

Homepage

- brief introduction on department homepage targeted at prospective students and/or their families,
- photo of student, faculty member or other relevant material (work with Media Specialist to obtain appropriate imagery with required releases on file),
- clear, concise contact information to reach the division office (including office location, phone number, and email address)

Links on Homepage

- list of Academic Programs (with links to additional information, where available).

Navigation Link

- list of course subjects with links to current class schedule offerings.
- list of faculty and staff (including office location, office phone and email address). For faculty, include courses and office hours for current semester.

College Catalog

- the college catalog can be found on the CVCC website. <https://catalog.centralvirginia.edu/>

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B. Standards for Non-academic Department Webpages

The main page for any CVCC department (e.g., a site for an administrative office, non-academic department, student life, etc.) must conform to a current CMS webpage template. The Website Publisher will help determine the appropriate template. Appropriate imagery needs to be obtained through the college Media Specialist.

Derivative works based on the CVCC template and/or the graphics used therein are prohibited. These graphics are made available for use within the approved template only and may not be altered and/or used outside the approved templates.

All non-academic webpages must be approved by the Content Owner of the department prior to launch.

C. Standards for Links

The College's website should not provide links to private businesses ("dot-coms"), unless all such businesses are provided equal access; unless a formal business partnership has been approved; and/or unless the reason for the link is primarily educational in nature. Please note that this policy does not apply to links to non-commercial or non-profit organizations ("dot-orgs") and other educational institutions ("dot-edus").

Links to commercial and non-profit sites are permitted on an educational basis; however, the links themselves must not be misconstrued as advertisements (logos and trademarks are prohibited, even if permission is granted for their use by the organization, and even if the images are not links). They must not be done in such a way as to give the appearance of the approval, support, or endorsement of the College.

A disclaimer disavowing endorsement may be appropriate. Only the President's Cabinet can grant exemptions to the advertising ban. Disclaimers are not necessary for any commercial links that have approved business partnerships with the College (e.g. the CVCC Bookstore). For clarifications, please contact the Website Publisher.

D. Standards for Course-related Webpages

Even though course-related webpages are not official, the public content they share is still subject to other policies, particularly Section 508 Standards. They must incorporate the appropriate CVCC template. Use of course management software such as Canvas fully complies with CVCC's policy for course-related pages and is encouraged. Contact the Distance Education Department for further details.

E. Technical Support

IT (Information Technology) will maintain the campus webserver and top-level links to unit publications on the main CVCC web-server (www.centralvirginia.edu). IT will maintain web-server space for unofficial pages at the college.

IT (Information Technology) will identify, evaluate, and provide technical support for software tools for the creation of official webpages. The Website Publisher will consult with Content Owners on the appropriate tools for their needs and provide instruction concerning creation and maintenance of official CVCC webpages. Technical support for course-related webpages should be directed to the Distance Education Department for assistance.

F. Policy Distribution

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This Web Content Policy, with the most current revisions, can be found on the website <https://centralvirginia.edu/policies-procedures>.

G. Policy Decisions

The Public Relations & Marketing Committee will continue to review and recommend specific changes or additions to the college's Web Policy.

H. Policy Enforcement

CVCC seeks to enhance the use of technological resources and not to police those resources. However, engaging in any activity that does not conform to the college's Website Content Policy can result in the immediate loss of CVCC Internet domain web-hosting privileges.

Furthermore, if such activities also violate the college's Code of Conduct or any federal, state, or local laws, (e.g. copyright, libel, privacy), they may be referred to the appropriate campus unit for resolution. Such cases may result in suspension from the college, as well as prosecution by outside authorities.

Where appropriate, the Website Publisher may work with Content Owners and/or Content Managers to ensure that webpages are brought into compliance with the college's Web Content Policy.

I. Policy Implementation/Grace Period

This policy was reposted in December 2022 and forwarded to the Public Relations & Marketing Committee for review.

Content Owners will be expected to have the pages for which they are responsible compliant with the sections of this policy which pertain to them by the first day of classes each fall semester.

Departments, units, division offices and off-site centers needing assistance updating a webpage should contact the Website Publisher. It is expected that Content Owners review and update their webpages regularly, according to the guidelines set forth in this policy.

J. Policy Questions

Please direct all questions regarding this policy to the Office of Institutional Advancement or forward questions to the Public Relations & Marketing Committee as appropriate.

IT is responsible for System Administration. All content owners should work with the Website Publisher to ensure compliance with this policy.