Procedure 141-01 Website
Sponsor: Information Technology Services and Marketing and Communications

Purpose
The purpose of the website procedure is to help ensure that each department maintains a consistent identity, has up-to-date, accurate information and complies with Federal and State regulations. All information should comply with the standards set by the Institutional Advancement and Information Technology Services departments so that identity and messaging remain consistent and that site navigation is facilitated.

Definitions
None

Procedure
All web pages for the website and portals should follow these procedural guidelines to ensure accuracy, consistency, and quality in the portrayal of the image of the College. Editors developing and maintaining web pages are asked to adhere to the following guidelines:

There are currently three web products envisioned for various CCC audiences. (All three entry points are designed to reflect a consistency in visual identity, comporting to good grammar and style guidelines.)
1. For student access and success, a student portal.
2. For employee access and success, an employee portal.
3. For promoting the identity of the College and informing internal and external constituencies, a website.

The website will contain a main landing page with calls for action to "apply now" or "for more information" with access to department or division landing pages. Additional products may be utilized at the discretion of the Information Technology and Institutional Advancement departments.

Abide by the Family Educational Rights and Privacy Act (FERPA), Americans with Disabilities Act (ADA), Section 508 of the Rehabilitation Act, all U.S. copyright laws, College policies and procedures, and local, state, and federal laws. Commercial advertisements or use of departmental and personal homepages in a commercial manner is strictly prohibited. For more information on appropriate use relating to these issues, see the Procedure 140-01 Acceptable Use of Technology.

All College web pages shall have the appropriate copyright statement and adhere to Policy and Procedure 142 Copyright Law Compliance. All web pages that directly contain independently-created scholarly or creative works, non-College copyrighted documents, and/or images must have the appropriate copyrights attached to the pages.

Web pages developed for inclusion on the CCC website should be designed to be universally accessible, meaning that the pages should be viewable by as many types of browsers and operating systems as

possible to ensure compatibility with assistive technologies. For more detailed information, please consult the CCC Web Development Guidelines document.

The website will be administered by both the Information Technology Services and Institutional Advancement departments. Information Technology Services will be responsible for oversight of all technical content, and Public Relations and Marketing will be responsible for oversight of consistency in identity and messaging and will ensure appropriateness in grammar, punctuation, word-choice and images.

Each department or division of the College will assign at least one editor who will be responsible for the content of the department's landing page (which will be consistent in design across departments) and interior pages (which can be more specialized to department needs).

Data on departmental sites should be examined periodically for content, appearance, or accessibility for the benefit of those who use CCC's web products. The editors in the Information Technology Services and Institutional Advancement departments will be notified by department editors of significant changes made (a new page added, or more than 25 percent of content on an existing page has been changed) in order to assist department editors in conveying CCC's identity, and that messaging remains consistent and site navigation is facilitated.

All departmental content should be updated at least two times a year by department editors (spring and fall semesters), with content and web pages no longer used being removed. The Information Technology Services and Public Relations and Marketing departments will notify editors of pages that have not been updated in at least six months. In the event content is not updated and needs to be updated, the Public Relations and Marketing or Information Technology departments may remove outdated information and/or pages.

CCC web pages are subject to review by the leaders in the Public Relations and Marketing and Information Technology Services departments.

Profane, suggestive, or abusive language or messages are not appropriate and those who post such language/messages will be subject to disciplinary action, up to and including termination or expulsion from CCC (refer to Procedure 140-01 Acceptable Use of Technology Procedure).

References
Procedure 140-01 Acceptable Use of Technology
Policy and Procedure 142 Copyright Law Compliance
Family Educational Rights and Privacy Act (FERPA)
Americans with Disabilities Act (ADA)
Section 508 of the Rehabilitation Act
All U.S. copyright laws

Procedure History
08/17/2004   New
03/28/2012   Revised and Approved by College Council
11/21/2016   Revised
03/01/2017   Revised and Approved by College Council

07/02/2025   Revised Sponsor from Information Technology Services and Public Relations to Information Technology Services and Marketing and Communications

Legal Review
None