8.2 College Website

Last Revised: January 2012

Policy: Piedmont Community College (PCC) recognizes that the College’s website is essential for providing up-to-date and accurate information about College programs and services, as well as College closings, news items, and activities. The College’s website (www.piedmontcc.edu) is the only official website for PCC. Only authorized persons may post information to the PCC website, following established procedures to ensure that the website is operated and maintained in a consistent and secure manner and that the site complies with local, state, and federal laws.

Purpose/Definitions: The purpose of this document is to establish guidelines for operating and maintaining a high quality, marketing and service-oriented World Wide Web presence, including a coordinated presentation of accurate and important information directed to a variety of constituents.

Along with a coordinated presentation, PCC is committed to the support and encouragement of freedom of expression among College units in development of PCC web pages.

External websites are those relating to Piedmont Community College’s programs or activities that may require their own website and would not be included under the official College web address (www.piedmontcc.edu). An example of an external website is the College Foundation of North Carolina website (www.cfnc.org).

Secondary websites are those sites that are controlled and solely operated by Piedmont Community College but that do not list www.piedmontcc.edu or other subdomains (such as webadvisor.piedmontcc.edu) as official web addresses. An example of a secondary website is PCC Business Development and Entrepreneurship Center (BDEC) website (www.pccbusiness.com).

Unit is the term used to refer to the area or department responsible for posting information to the PCC website as specified in the approved workflow for the website.

Approval Authority/Monitoring Authority: Piedmont Community College’s Board of Trustees has approval authority for this policy. The President and the Director, Public Information have monitoring authority for this policy.

Procedure:

General Information

The Public Information Office is responsible for managing the PCC World Wide Web presence. The guidelines specified in this document apply to all units and any other approved College web pages.

Mandatory Standards

All web pages are required to follow the PCC Style Guide and the specific guidelines available in the PCC Website Guidelines publication. PCC Website Guidelines specifies requirements for each content contributor and content approver, acceptable website page templates, styles, colors, and fonts, as well
as technical requirements, copyright guidelines, accessibility, coding information, and other important considerations.

Prior to being posted online, all external websites (non-PCC websites linked from the official PCC website) must be approved by the Public Information Office (PIO) or the content approver(s) for that particular PCC web page.

Officially Recognized Secondary Websites

For an external website to be recognized by the College as an official secondary website, the group administrators must seek approval from the Public Information Office (PIO) by completing a Secondary Website Request form (Exhibit 8.2) and submitting it to the PIO. The form must be completed in its entirety.

PIO staff will review all inquiries for proper web use and legal requirements. The PIO will make the final decision in approving use of a secondary website. Once approved, the PIO will not be responsible for setup of the pages and any information therein.

The PIO has authority to request removal of websites if the account has become stagnant, underutilized, does not adhere to legal obligations of the College, or does not meet required standards.

The PIO also reserves the authority to request removal of any website for consolidation use and movement to the official PCC website as authority or technology options become available.

CMS Training

The College uses a Content Management System (CMS) to allow designated individuals to update website content. These persons must be trained to use the CMS. The PIO will provide CMS training opportunities on a continuing basis and through a variety of means, including face-to-face group instruction and online training via instructional videos and the CMS website.

Persons requesting CMS training must be approved by their immediate supervisors and vice president. The PIO must also approve all training and set up login credentials for the users being trained. The PIO reserves the right to reject training due to, but not limited to, the number of current trainees already in a particular area, limited help desk support, or trainees’ ability levels.

Commercial Advertising

Commercial advertising is not permitted on pages published on the PCC website. This restriction includes banner advertisements, text links, or graphic images that promote a commercial service (unless approved by the PIO). No graphic or text may imply PCC’s endorsement of commercial products or services. A disclaimer must be displayed if non-endorsement is not evident from the context.
Copyright

Copyright laws apply to electronic publishing as well as to print publishing. Publishers must have permission from copyright owners to copy and display text, graphics, or photographs on their pages. Publishers must have a reasonable basis for believing that their use of the copyrighted materials of others constitutes fair use or that the materials are in the public domain. Electronic publications are subject to the same PCC policies and standards as print publications (Policy 2.16 Copyright).

Personal Business and Web Resources

College resources may not be used to create web pages for personal business, personal gain, or partisan political purposes, except as permitted by other College policies or by law.

Technical Support

The PIO provides technical support for the website for staff who have completed CMS training and who have appropriate login credentials. Requests for assistance are accepted through the website ticketing system. Staff may access the ticketing system through the CMS and assistance is available at all times by trained CMS staff. All trained CMS content contributors and content approvers receive training on using the ticketing system as part of their initial CMS training, and further documentation is available to them within their profile page by using their login credentials.

Legal Citation:

History: Effective January 2012
Piedmont Community College (PCC) recognizes that not all technology requests and needs can be met by college staff and the use of third party products and secondary websites may be needed to effectively communicate with College stakeholders. All secondary websites representing the College must follow established College procedures. College employees should exercise good judgment when using official College sites to ensure that communications are appropriate, professional, maintain the security of the College’s network, and comply with local, state and federal laws and with the College’s technology security procedures.

To request a Secondary Website, please complete this form in its entirety. All signatures must be provided. Please note that the Public Information Office (PIO) may decline to accept the request due to the existence of a similar website, use of similar account or insufficient provisionary information. All Secondary Websites must adhere to PCC’s Policy 8.2 College Website. A PIO representative will contact you within approximately 2 weeks to discuss your request. If you have additional questions, please contact the PIO.

**General Information** *(please print or type)*:

<table>
<thead>
<tr>
<th>Website Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requested or Current Web Address</td>
</tr>
<tr>
<td>Department/Club/Organization</td>
</tr>
<tr>
<td>Primary Site Administrator <em>(faculty/staff required)</em></td>
</tr>
<tr>
<td>Primary Site Administrator E-mail</td>
</tr>
<tr>
<td>Primary Site Administrator Phone</td>
</tr>
<tr>
<td>Secondary Site Administrator</td>
</tr>
<tr>
<td>Secondary Site Administrator E-mail</td>
</tr>
<tr>
<td>Secondary Site Administrator Phone</td>
</tr>
</tbody>
</table>

**Purpose of website** *(please be as detailed as possible)*:
**Additional Technical Information:**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FTP username <em>(if applicable)</em></td>
<td></td>
</tr>
<tr>
<td>FTP password <em>(if applicable)</em></td>
<td></td>
</tr>
<tr>
<td>Estimated cost of third party products, yearly <em>(if applicable)</em></td>
<td></td>
</tr>
<tr>
<td>Estimated cost of hosting, yearly <em>(if applicable)</em></td>
<td></td>
</tr>
<tr>
<td>Additional needs from PIO <em>(design, photos, consultation, etc)</em></td>
<td></td>
</tr>
<tr>
<td>Other needs for website <em>(SSL, security needs, etc)</em></td>
<td></td>
</tr>
</tbody>
</table>

**Important:** We realize you'll have more details than this to give us regarding this account. Please have those details ready before submitting this form. Someone from the Public Information Office will follow up with you to get the details.

*I agree to the terms and conditions contained in PCC’s Policy 8.2 College Website.*

Primary Site Administrator

Secondary Site Administrator

Approval of Dean/Director

Authorization of VP/President
Exhibit 8.2.1

PCC Website Guidelines

Purpose
Piedmont Community College’s website is a dynamic publication intended to provide accurate and up-to-date information about the College for students, employees and the general public. The Public Information Office (PIO) staff is responsible for oversight and management of the PCC website. Updating the website is accomplished through the use of a Content Management System that allows trained PCC staff to post website information following specific guidelines. The CMS includes a permission system to provide oversight of information before it is posted to the PCC website.

This document provides guidelines for creating web pages for the PCC website.

Definitions
Computer Programming (Coding) is the process of designing, writing, testing, debugging, and maintaining the source code of computer programs. This source code is written in a programming language.

Content Contributors are those individuals who have been designated and trained to input information for the PCC Website.

Content Approvers are those individuals who have been designated and trained to provide information for the PCC Website as well as having the role to approve the information to the live website.

Content Management System (CMS) is the collection of procedures used to manage work flow in a collaborative environment. These procedures can be manual or computer-based. The procedures are designed to do the following:

- allow for a large number of people to contribute to and share stored data;
- control access to data, based on user roles (defining which information users or user groups can view, edit, publish, etc.);
- aid in easy storage and retrieval of data;
- reduce repetitive duplicate input;
- improve the ease of writing;
- improve communication between users.

Cascading Style Sheets (CSS) is a style sheet language used to describe the presentation semantics (the look and formatting) of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML, but the language can also be applied to any kind of XML document.
Image refers to a photo, artwork, or graphic element.

Hyperlink (or link) is a word, group of words, or image that a user may click on to jump or link to a new document or a new section within the current document.

Template is a pre-designed guide or pattern to be used to create web pages consistent with the College's website design.

Workflow is the set structure for the approval process in the CMS referring to each content contributor reporting to content approver depending upon the page or pages.

Unit is the term used to refer to the area or department responsible for posting information to the PCC website as specified in the approved workflow for the website.

**Procedures**

**Units**
Each unit must create a workflow for its web pages. A workflow represents the logical structure of the website and includes reporting hierarchy, image and document manager as well as additional requirements TBD.

Each unit must designate its Content Approver or Approvers. This person will be responsible for assuring the accuracy of information provided on the unit web pages, coordinating all activities regarding the web pages, and approving all content that is set to go live on the College website.

**Templates**
All PCC web pages must be created using the appropriate templates within the CMS provided by the PIO. Any locked parts of these templates may not be modified without consent of the PIO.

Units needing a specific template must make a request to the PIO, who will take the request under advisement.

**Preferred development tools**
PCC's preferred web development tools are various programming languages; however all Content Contributors and Content Approvers must use the Content Management System (CMS) appointed by the PIO to update their web pages.

**Required information on program web pages**
Name, phone number and e-mail address of the Director/Chair or person in charge of the program
Name, phone number and e-mail address of all full-time faculty members in the program (if appropriate)

**Logos, headings and page titles**

Non-PCC logos are not permitted with few exceptions, and these must be approved by the PIO. The template header provided by the PIO must be used at all times.

If an acronym is used to refer to a program name, the program name on the header must be spelled out first followed by an acronym in parentheses. e.g. Physical Therapy Assistant (PTA)

Page titles (<title> tag) must follow the following standard: Piedmont Community College: Page Name

Page titles must follow the given structure set forth by each unit or the web site committee. To change this hierarchy you must contact the PIO.

**Fonts**

The <font> tag is not allowed.

All fonts are defined in the master style sheet supplied with the templates. No new font declarations should be necessary. If fonts not approved by the PIO are used on the website, they will be modified.

When creating images for web page use, the following fonts are approved:

- Century Gothic
- Gill Sans MT
- DIN 1451 Std
- Universe 55
- Garamond Light
- Trebuchet MS

To obtain the specified fonts, please contact the PIO. If you would like to use another font, consult the PIO first for approval.

**Colors**

PCC’s official website colors include:

```
<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FFFF FF</td>
<td>White</td>
</tr>
<tr>
<td>#254a08</td>
<td>Green</td>
</tr>
<tr>
<td>#d2c dbd</td>
<td>Gray</td>
</tr>
<tr>
<td>#FF5a00</td>
<td>Orange</td>
</tr>
<tr>
<td>#000000</td>
<td>Black</td>
</tr>
<tr>
<td>#2E3336</td>
<td>Blue</td>
</tr>
<tr>
<td>#d4d 4d4</td>
<td>Brown</td>
</tr>
<tr>
<td>#6f2f1e</td>
<td>Red</td>
</tr>
</tbody>
</table>
```

Use of any other colors is not permitted unless approved by the PIO.
Images
Images must be representative of PCC. Copyrighted images may not be used without the appropriate written permission. (Policy 2.16 Copyright)

Images may not be used to convey paragraphs of text.

Any PCC student or employee appearing in photos to be used on the PCC website must have a signed Model Release Form on file with Student Development or Personnel.

Persons needing photos of PCC people or places or needing help producing images for the web may contact the PIO.

Persons needing assistance with editing images used on the website because of file restrictions may contact the PIO.

Links and navigation
All web pages except for the home page should explicitly indicate the user’s location. This is easily accomplished by the so-called "breadcrumbs" (e.g. Home Page >> Programs & Degrees).

When linking within PCC’s website, only relative links are allowed.

Links from a College page to any non-College site must not imply College endorsement of the site’s products or services. A disclaimer should be displayed if non-endorsement is not evident from the context. Links violating this policy will be deactivated.

If non-endorsement is not evident from the context, the disclaimer must read:
"Clicking on this (these) link(s) will take you out of the PCC Website. The college cannot be responsible for the content on these pages, although the links on this page have been reviewed and are recommended by the members of <<your unit.>>"

This disclaimer can also be displayed by using approved icons set forth from the PIO.

File and directory names
All file and directory names must be in lowercase (including the file extensions). Spaces and other irregular characters are not allowed.

Browser issues
Check your web pages to be sure they display correctly in both the Internet Explorer (7.x, 8.x) and Firefox (3.x, 4.x) web browsers. You may find areas of the website content not displaying consistently among browsers, code is always being adapted to keep up with browser updates. You may submit a ticket through the ticketing system to make note. (A large percentage of Piedmont Community College website viewers use these browsers.)
Multimedia
Animations, video and audio are only allowed if the initial state (when the web page loads in the browser) is static and the user has explicit controls (e.g. buttons) to start and stop the playback. It is against ADA508 compliance to have the animation, video and audio to start automatically. Additionally, the accessible text/HTML based equivalent must be provided. "Intros" such as Flash-based intros are not allowed.

Any animations or videos with spoken word audio must have a closed captioning option present to adhere to ADA508 compliance.

You must contact the PIO for approval and assistance within the given Content Management System (CMS) for use of multimedia.

Spelling
Use the spell check tool on all website content. Be advised to use the spell-checker in Microsoft Word as a first line of correction. You may use the spell-checker in the CMS, but please note that the CMS spell-checker is not as powerful as the one built into Microsoft Office.

Information redundancy
Duplication of information should be avoided. If the information to be included on a web page already exists on another web page, provide a link to the other web page. Some information within the CMS is set up for use in multiple places and can be used by staff trained in such uses. You may also contact the PIO to set up a duplication of the information through the CMS ticketing system.

Please do not recreate the text from the PIO catalog and schedule. Use the official catalog and schedule links instead.

Coding Practices

HTML
All tags must be in lower case.

The following tags are not allowed:
- All tags marked as D(eprecated) on the list of HTML elements (World Wide Web consortium)
- `<b>` - use `<strong>` instead
- `<i>` - use `<em>` instead

All tags that have a closing tag must be closed. These include `<p>`, `<li>`, `<td>` and `<th>`.

Use of frames is NOT permitted.

All attributes must be in lower case.
ALT tags MUST be used.

Attribute values must be enclosed in double quotations (".
Attributes marked as D(eprecated) on the list of HTML attributes are not allowed.

CSS (Cascading Style Sheets)
CSS should be used for visual formatting as much as possible. Beware of the browser incompatibilities.

Scripting
Web pages must be usable if scripts are disabled.

Databases and server-side programming
All database and server-side programming projects for the website must be coordinated with the PIO.

Server-side database: MySQL

Server-side scripting language supported: PHP, ASP.net, Ajax

Accessibility
W3C addresses most of the website accessibility issues.

It is important to keep in mind that the accessibility validation tools (e.g. Bobby) may not address all of the issues. Check with the PIO for other issues regarding accessibility.

Additional Notes

New Pages
All new web pages must be properly submitted for setup using the College’s CMS ticketing system.

All web pages must be approved by the Content Approvers before they can be posted live.

The PIO reserves the right to make minor changes to the web page to make it compliant with the PCC website guidelines and ADA 508 compliance issues.

Web pages may only be made "live" on the official PCC website by the Content Approvers with the CMS or the PIO.

Area web pages and news system pages must be updated on a regular basis. The PIO will notify the person responsible for updating the page if an outdated web page remains on the College
website. If, after the notification, the content is not updated or reasons for not updating are not provided, the PIO reserves the right to remove the content and/or entire page.

**Notes on design**
Web pages must not be redesigned. Only the PIO is authorized to make design changes to the web pages. Templates are provided and will be modified depending on demands, time and projected future use of the templates. When redesigning web pages, make them as simple and intuitive for website users who are seeking information from the site. Changing graphics, colors and cluttering the page with unapproved content will only overwhelm the end user and destroy consistency of the PCC style.

When adding color, use the official colors and general theme of the PCC website. Do not try to make pages look as if they belong to some other website. The template will help, but users will also need to use common sense as well as the existing web pages as a point of reference.

**CMS Training**
Individuals may request training on the Colleges CMS for use in updating content to the College website. Such requests must be approved by the person’s immediate supervisor and vice president. The PIO must also approve all training and set up login credentials for the users being trained.

The PIO reserves the right to reject training due to, but not limited to, the number of current trainees already in the particular area, limited help desk support, or trainees’ ability levels.

The PIO reserves the right to replace trainees if the trainee is not using the CMS on a regular basis or if the number of trained users in the particular area is sufficient.

All login credentials must be kept private and only used by those given. Any sharing of logins or CMS credentials without authorization will be in violation of the College's Acceptable Use Policy, and credentials will be locked from use until further notice.

**Technical Support**
Contact the PIO for all technical support issues regarding the website. The PIO includes Bonnie Davis, Director, and Kevin Tyburski, graphic designer/web technician. Contact Bonnie for general questions and content issues. (davisb@piedmontcc.edu or (336) 599-1181, ext. 206) Contact Kevin for technical issues such as coding or CMS questions. (tybursk@piedmontcc.edu or (336) 599-1181, ext. 397. Trained CMS users should use the online ticketing system as appropriate.