

## 8.2 College Website

**Last Revised:** October 2024

**Policy:** Piedmont Community College (PCC) provides up-to-date and accurate information about college programs and services, as well as college closings, news items, and activities via the College’s official website.

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### **Purpose/Definitions:**

#### **Purpose**

The purpose of this policy is to establish guidelines for operating and maintaining a high quality, marketing and service-oriented web presence, including a coordinated presentation of accurate and important information directed to a variety of constituents.

#### **Definitions**

**External websites**—those sites relating to PCC’s programs or activities that may require their own website and would not be included under the official College web address ([www.piedmontcc.edu](http://www.piedmontcc.edu)). An example of an external website is the College Foundation of North Carolina website ([www.cfnc.org](http://www.cfnc.org)).

**Unit**—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.

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

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### **Procedure:**

#### Section 1: General Information

- 1.1. The College’s website ([www.piedmontcc.edu](http://www.piedmontcc.edu)) is the only official website for PCC and allows users to choose to view information in English or Spanish.
- 1.2. The Vice President, Information Technology/CIO is responsible for managing the PCC web presence.

1.3. The guidelines specified in this document apply to all units.

1.3.1. A unit editor 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.

Section 2: Mandatory Standards

2.1. All web pages are required to follow the PCC Style Guide.

2.2. Editors are encouraged to work with Marketing and Communications to ensure topics, content, and all external websites are appropriate and relevant to PCC and its programs and services.

2.3. Website content should be inclusive and represent the diverse PCC community in both text and images.

2.4. All web pages published or hosted by the College must comply with the World Wide Web Consortium's standard: Web Content Accessibility Guidelines (WCAG). (See PCC Policy 2.4.1 Accessibility of Information and Communication Technology for more information.)

2.4.1. Where compliance is not technically possible or may require extraordinary measures due to the nature of the information and the intent of the web page, a request for exception must be made to the Vice President, Information Technology/CIO.

2.4.1.1. Under this exception, information from associated web pages must be made available to individuals with a disability in an equally effective manner.

Section 3: Commercial Advertising

3.1. Commercial advertising is not permitted on pages published on the PCC website.

3.1.1. This restriction includes banner advertisements, text links, or graphic images that promote a commercial service unless approved by the Vice President, Information Technology/CIO.

3.1.2. External employment opportunities are permitted through a login accessible career portal.

Section 4: Copyright

- 4.1. Copyright laws apply to electronic publishing as well as to print publishing.
  - 4.1.1. Editors must have permission from copyright owners to copy and display text, graphics, or photographs on their pages.
  - 4.1.2. Editors 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. (See Policy 2.16 Copyright and Fair Use for more information.)

Section 5: Personal Business and Web Resources

- 5.1. 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.

Section 6: Technical Support

- 6.1. Information Technology Services provides technical support for the website for editors.

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**Legal Citation:** [WCAG Guidelines](#)

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**History:** Effective January 2012; Revised November 2021—incorporated content then deleted PCC Policy 8.2.1 Web Accessibility, July 2023, October 2024

Cross-references PCC Policy 2.4.1 Accessibility of Information and Communication Technology and Policy 2.16 Copyright and Fair Use