WEB DEVELOPMENT POLICIES & PROCEDURES

Last Updated July 2014

MORENO VALLEY COLLEGE

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INTRODUCTION

The following guidelines acknowledge the importance of the web for open communication and scholarly activity, while also recognizing that users have the responsibility to make use of these resources in an efficient, ethical, and legal manner.

Website content at www.mvc.edu presents an image of Moreno Valley College (MVC) to the world; therefore, official webpages must undergo the same professional scrutiny and careful preparation given to any other official publication.

The Webmaster, web content owners, and designees are responsible for the content of the pages they publish and are expected to abide by the highest standards of quality and responsibility. These guidelines are intended to assist all individuals involved in professionally and consistently representing the College on the web. A Web Advisory Group is also in place to assist and guide the College's web presence.

Contact us for any questions, comments, or feedback about this document.

Roles and Responsibilities

Webmaster

The Webmaster is responsible for:

- Ensuring a consistent look and feel throughout the web site
- Ensuring logical and consistent navigation throughout the web site
- Overseeing content designee(s) in maintaining official webpages
- Managing cross-departmental changes to the web site
- Granting access to the web management tools
- Communicates with the District's Web Group to follow guidelines set for all Colleges
- Monitoring the health, usage, stability, and security of the web site

Web Advisory Group

In place of a separate advisory group, members of the Technology Resource Advisory Group serve as active participants for web development and are responsible for:

- Developing, enforcing, and updating web guidelines, policies, and procedures
- Overseeing the web site's major design and function
- Facilitating website change review proceedings
- Developing need and vision statements
- Recommending and prioritizing tactical deployment

Content Owners

Typically comprised of vice presidents, deans, managers, and directors, content owners are responsible for:

- Designating content designee(s) within their areas of responsibility
- Enforcing the guidelines, policies, and procedures set forth by this document
- Collaborating with the Web Advisory Group and Webmaster

Content Designee(s)

A content designee is responsible for:

- Creating and/or maintaining content on official webpages for their respective department
- Adhering to the guidelines, policies, and procedures set forth by this document
- Consulting with the content owner whenever is necessary to verify content
- Consulting with the Webmaster for any technical issues or questions

COMPLIANCE

Accessibility (Section 508)

Section 508 of the Disabilities Act requires that federal agencies or agencies receiving federal funds have electronic and information technology that is accessible to people with disabilities. Web accessibility addresses the needs of people with visual, auditory, physical, speech, cognitive, or neurological disabilities, which may affect their interaction with the web. These measures should be taken where appropriate:

- Images/buttons should contain alt text to convey their function to screen reader programs (which read pages for blind or visually impaired persons).
- Avoid using frames to control your layout (not easily understood by screen readers).
- Do not rely on colors to convey information (ex. Select the text highlighted in red).
- Text and background should have a strong contrast.
- Refrain from blinking or scrolling text (epileptic seizures can be caused by blinking text; scrolling text can freeze screen readers).
- Audio/video should be accompanied by captions and/or transcriptions if possible.
- Designate headings on webpages.
- Keep table data simple and understandable as if it were to be read line by line.
- Use intuitive text for hyperlinks (avoid “click here”).
- Refrain from centering paragraph text. Centering should only be considered for headings (and used judiciously at that).
- The use of animation (including Flash) should be limited. If vital information is conveyed within an animated element the same information should be available online in text format as well.

For more information, see AP 3725 Establishing and Maintaining Web Page Accessibility.

POLICIES FOR WEB CONTENT

Accountability

MVC webpages, like all webpages, provide links to sites across the Internet. Users should be aware that MVC does not control the content (including decency and legality) of pages outside of the College. MVC expects publishers of information over the College network to accept full editorial responsibility for their documents. Webpages on the MVC network must abide by federal copyright laws and all applicable laws relating to public expression.

Running a website involves continuing to develop new pages and updating old pages. Linking pages from MVC implies an obligation to maintain and update those pages. Pages that are not maintained or reviewed may be removed from the MVC system.

Users may not publish information on MVC servers that is prohibited by law or disallowed by licenses, contracts, copyrights, or College regulations. MVC maintains the right to remove any links to pages that it perceives as not upholding these standards. Groups or individuals are responsible for information that they publish.

Infringements of College policy within the MVC network or on any College server should be reported to webmaster@mvc.edu.

Administrative Webpages

An administrative page communicates official information about the services, requirements or curriculum of the College, including pages for College departments, administrative offices, special events, College-wide or administrative committees, and official College publications.

All MVC administrative pages utilize a web template to maintain a consistent look and feel throughout the College website. The template, in its simplest form, provides a standard framework for the development of College pages, and, more importantly, lends to the site's ease of use with consistent navigation tools, layout, background color and text formatting.

Faculty/Instructional Webpages

An instructional webpage is used for classroom-related purposes. Examples of instructional webpages are instructor homepages, online syllabi, homework assignments, etc.

Faculty/instructional webpages are maintained by the District's Academic Web Services department.

These pages are not reviewed by the College Webmaster and are maintained by the faculty member.

Documents and Forms

All MVC documents and/or forms will adhere to MVC's online standards for quality and branding, and be kept current by the designated content designee(s). These documents will meet Web accessible standards as stated on the "Compliance" section of this document. Also, content designees will follow the College's Style Guide.

See "How to Publish and Maintain Documents and Forms" below for more information.

Templates

To adhere to a standard look and feel, much like MVC's HTML webpages, PDF documents and forms follow a specific College approved look and feel. Document and form templates are available for download online and provide a user-friendly solution and a stable foundation for quick placing on departmental websites. All document and form templates have been developed by Web Development, in conjunction with the Strategic Communications and Public Affairs office, and should be used by MVC departments, offices and or student clubs/organizations when created content that will be posted as a PDF document or form.

Not following the College approved style guide, or reverting back to an older, un-styled document after one has been rebranded may delay the publishing of files until the correct version can be updated by the department.

Photographs

Administrative Webpages

The goal of placing photographs on administrative webpages is to enhance the College's image; therefore informal snapshots on administrative webpages of any events will be closely scrutinized prior to web use. The final determination for the use of photographs on administrative webpages will be made by the Webmaster and/or Strategic Communications and Public Affairs office.

All Webpages

All College members are required by the FERPA regulations for student privacy to obtain the student's permission for disclosure prior to online or printed publication of his/her photograph or likeness. Provide the student with a release form and ask the student to sign it. Signed or request of blank forms need to be directed to the Strategic Communications and Public Affairs office for archiving. This applies to all staff and faculty.

Social Media

All users and departments must follow the District's policy on Social Media "AP 3721 Guidelines for Social Media Use".

PROCEDURES FOR WEB CONTENT

General Web Publishing Procedures

Administrative Websites
An administrative website communicates official information about the services, policies, procedures, requirements, or curriculum of the College, including pages for College departments, administrative offices, special events, College-wide or administrative committees, and official College publications. All administrative pages have a similar brand and are tested and reviewed before being linked from the main MVC Website, and are subsequently monitored by Web Development.

Faculty/Instructional Websites
An instructional website is used for classroom-related purposes. Examples of instructional pages are instructor homepages, online syllabi, homework assignments, etc.

Instructional websites are maintained by the District's Academic Web Services department.

Instructional pages are not reviewed by the College Webmaster and are maintained by the faculty member.

Official Webpages

Official pages are those pages created and/or maintained on behalf of instructional departments, administrative departments and recognized student organizations of the College. Further, official pages:

- Must reflect the mission, goals, and objectives of MVC
- Must conform to the guidelines defined within this document
- Must conform to the image/branding efforts of MVC as set forth in the College's Style Guide

Requesting a New Webpage

These steps need to be followed in order to request the creation of a new webpage:

1. The content owner should contact the Webmaster and designate a content designee(s) for that webpage. See "Guidelines for Content Designee(s)" below.
2. The Webmaster will contact the content designee for any training that may be warranted
3. Access will be granted after the content designee has completed the technical and web-related training

Updating Content on Existing Webpages

Whenever content needs to be updated on the website, follow these steps:

1. Content designee collects information to be posted on the website, then requests approval from the content owner before sending it to the Webmaster. This can be done in one of two ways:
    a. Content designee(s) can email the requested web content changes to the Webmaster AND add the content owner's name on the CC field of an email message; this will serve as proof that content has been approved
    b. The content owner and designee can use the Footprints system to submit requests for web content, this system allows content owners to keep a history of web requests
2. Once request has been received by the Webmaster, it will be reviewed prior to publishing it on the production (live) server
    a. If needed, Webmaster will contact the content designee for clarification on request
3. Once updated content is on the production (live) server, the Webmaster will send one final notification to the content designee to verify content

Guidelines for Content Designee(s)

Content designee(s) at MVC are responsible for all content contained within the pages they oversee. They are expected to follow the highest standards of quality and comply with the College's general policies, web policies and procedures, and established print publication policies.

The following, non-definitive, Web publishing guidelines are provided to Content designee(s) in order to assist with the development and maintenance of their academic or departmental website:

- Decide on the purpose and goals of your site. Careful consideration and time must be given to identify all of the (main) goals of your site
- Identify the needs of your site's visitors. The content you provide and the way you present this content should be in line with the needs of your site's visitors. This will determine the effectiveness of the site
- Keep it simple. The more complex the page and content therein, the harder it is to make it work reasonably well for the most popular browsers and be effective in communicating your message. Consider providing contact information for your department, services your area provides, faculty and/or staff photos, and documents and forms.

See "Best Practices for Web Content" for more information.

How to Publish and Maintain Documents and Forms

Background

In addition to HTML pages, many departments may publish files to the MVC website on a different format. As an industry standard, such format is a PDF* form (a file that requires user input, such as a

form) or PDF* document (a file that requires no user input, such as a handbook). Web Development can assist departments in determining the best format.

** Portable Document Format (PDF) is now an open standard for electronic document exchange maintained by the International Organization for Standardization (ISO). When you convert documents, forms, graphics, and webpages to PDF, they look just like they would if printed.*

Should HTML not be an option, PDF is the preferred final file format to post materials. In most cases, PDF files begin as Microsoft Word or Publisher documents that are then saved and optimized as PDF files. See the Documents and Forms/Templates sections for more information.

Training

If a department lacks the immediate skillset to create their initial MVC branded PDF document or form, Web Development will assist or redirect them to the appropriate entity for assistance. It is the department's responsibility to store these master files.

Note: It is highly recommended that these files be saved on a backed up network drive not on an individual workstation.

Once a PDF document or form has been rebranded using the MVC template look and feel, the department must use the rebranded version to make updates to for future revisions.

Web Development will provide ongoing training to the departments to learn the style guide and work with the templates, however, it is the department's responsibility to maintain the accuracy of the files and continued use of the College approved look and feel once it has been rebranded.

Best Practices for Web Content

Develop content for the site. Pay careful attention to spelling, grammar, punctuation and word use. These are some of the best practices for web-related content:

- Maintain editorial consistency throughout your web site
- Avoid long pages — especially for your initial or “home” page. It is better to have several small documents linked from a table of contents than one large document
- Pages should include links, if necessary, to pages containing authoritative information outside their areas of responsibility (i.e. policies, admissions, mission, etc.) rather than creating the pages themselves. This is to ensure that the most up-to-date and accurate information is being provided
- When creating PDF files of print publications, keep file sizes for PDF files as small as possible and test thoroughly in older versions of Adobe Reader
- Proprietary files - Creating files for public download that are in proprietary formats like Word or Excel is strongly discouraged. These files require the user to own a particular application in order to view them. Some document file types to consider include PDF files and rich text files

- When creating content for department and program websites, please remember that it is best to put meaningful information online. Organize your information in a logical format. For example, your main entry page may consist of an introduction to your department. Other pages that could link off of this page might be Contact Us, Services, Frequently Asked Questions, etc.

For more information, please contact the Webmaster.

Site Maintenance Requirements

Content designee(s) are expected to adhere to the following minimum maintenance procedures:

- Review webpages and the related navigation links at least once a month to ensure they are functional, accurate and up-to-date
- Only pages that are ready for the public should be published. Do not use messages such as "under construction" or "coming soon", unless it is absolutely necessary
- Provide contact information for someone capable of replying to questions in a timely fashion. Ideally, the institutional e-mail address on an official page should be a department alias, such as webmaster@mvc.edu, so that the address may remain the same despite any staffing changes
- Keep webpages free of spelling and grammatical errors. Use the spell check feature before publishing. Consult with the Webmaster regarding naming and spelling conventions for the sake of consistency throughout MVC
- Use appropriate naming conventions when creating pages, titles, and filenames. Do not include spaces or special characters (< > ( ) [ ] { } : ; ? ! # & % + * = @ ~ ^ $ / “).

Copyright Material

Content designee(s) use of copyrighted material shall be consistent with the District’s approved policy and procedure BP & AP 3750: Use of Copyrighted Material.

You should assume that material you find on the web is copyrighted unless a disclaimer or waiver is expressly stated. If you want to include something from another webpage, it is recommended that you link to it rather than copy it.

Promotion on the Home Page

To request that a particular piece of information be included within the “News”, “Events” sections, or the home/main webpage of the website, contact the Webmaster. There are guidelines to be followed in order to give every request a fair chance and make sure appropriate content is posted.

Articles/Events

To request an article to be created and/or published on the website, please contact the Strategic Communications and Public Affairs office.

Expired Content

Content designee(s) are asked to remove their department or organization's expired content (such as old versions of PDF files which will never be used again) in order to provide updated and accurate information to all users.

Please be sure that all links to the expired file are removed first (before file deletion) to avoid "page not found" messages to your users.

Disclaimers and Privacy

Any web content not following this document's guidelines is not considered an official webpage.

The College will not be held responsible for the content of non-official webpages. Personal websites or webpages shall not imply that they are representing or speaking on behalf of the College or any part of the College without prior written authorization from the Office of the President to do so.

The College does not actively monitor webpage content; however, it reserves the right to remove a webpage from any institutional server found to be in violation of federal, state or local law, or any institutional regulation, policy, or procedure.

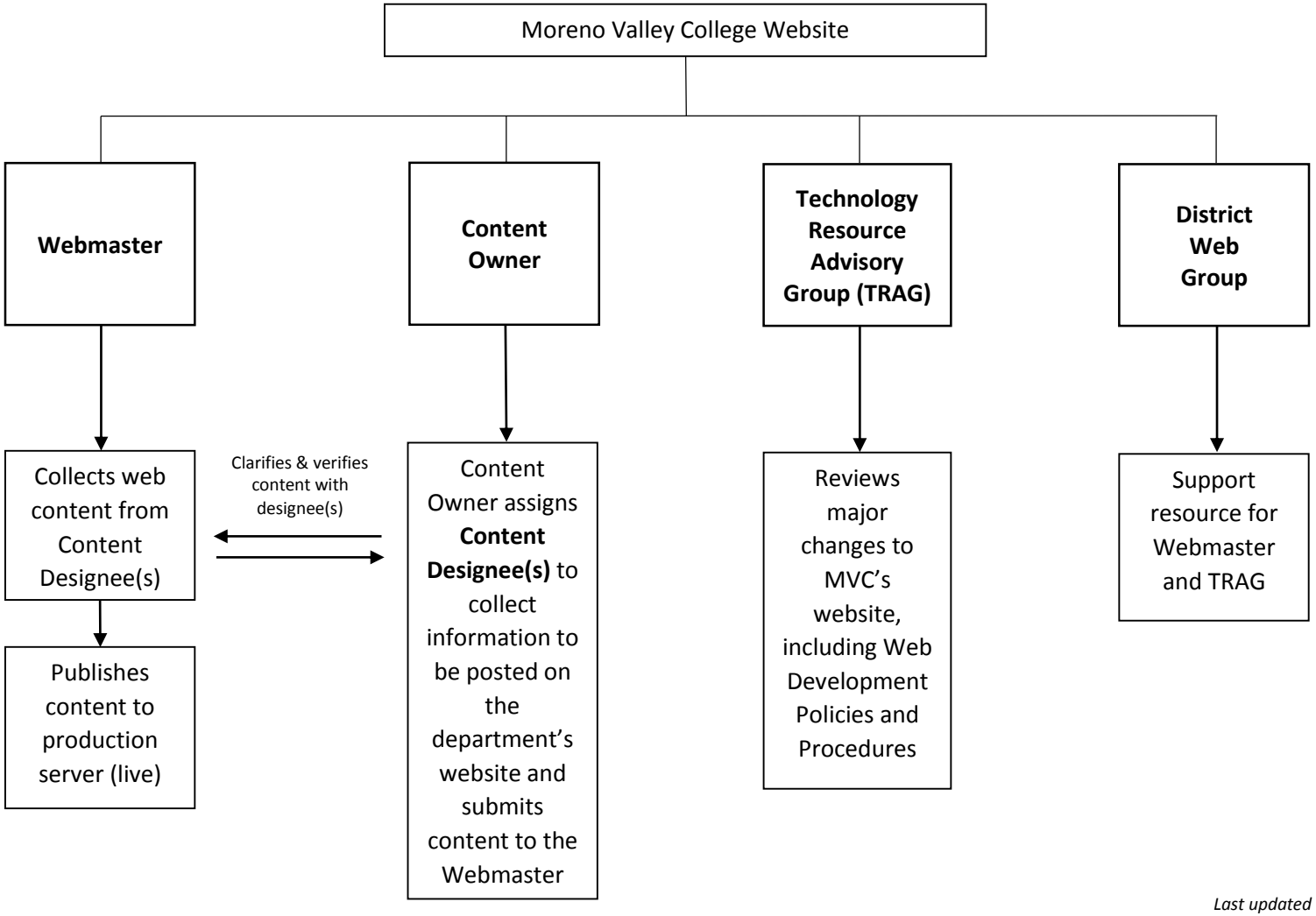
QUESTIONS/COMMENTS/FEEDBACK

Please direct questions/concerns/feedback regarding Moreno Valley College's website and its Web Development Policies and Procedures to the Webmaster at webmaster@mvc.edu.

Website Content Update Process

Administrative Responsibility

See the "**Web Development Policies and Procedures**" document for a comprehensive description of guidelines in place.



Last updated on July 2014