



**Procedure: College Websites**

Procedure Type:	College	Procedure Number:	TBD
Procedure Owner:	President	Effective/Revised:	2/25/2020
Review Schedule:	Every Three Years	Reviewed:	

New Procedure:       Revised:       Rewritten:       Condensed:

Background/Reason (related to checked box above)

Procedure
<p><b>Overview</b></p> <p>The Central Arizona College (CAC) website is one of the primary communication vehicles between the College and its constituents—principally, prospective students and their parents, alumni, current students, faculty and staff, and community members.</p> <p>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. Having a dynamic website maximizes the usability and accessibility for site visitors to find meaningful content.</p> <p>District and college website content should present a clear image of academic programs, services, and general information; therefore, official web pages must undergo the same professional scrutiny and careful preparation given to any other official publication.</p> <p>The goals of the CAC website are to:</p> <ul style="list-style-type: none"> <li>• Clearly convey the school’s mission, vision and values.</li> <li>• Provide accurate, timely, relevant and consistent information.</li> <li>• Promote the college and variety of academic opportunities available.</li> <li>• Encourage users to take action: apply, visit the campus, attend an event, request information, etc.</li> <li>• Present a consistent brand and message by adhering to established brand standards and tone.</li> <li>• Provide an overview of student and community resources.</li> <li>• Integrate social media and user-generated content hooks where relevant and useful.</li> </ul> <p>The following procedures acknowledge the importance of the web for open communication and scholarly activity, while also recognizing that users have the responsibility to use these resources in an efficient, ethical, and legal manner.</p>

The CAC Web Team is responsible for the content of published pages and are expected to abide by the highest standards of quality and responsibility. These guidelines are to assist web authors in maintaining and developing professional and consistent pages that assure CAC's presence on the World Wide Web supports and promotes the college mission by:

- Establishing resources available and direction to all who publish information on college or college-affiliated webpages.
- Ensuring regular review of college and college-affiliated webpages for compliance with established policy, standards, guidelines and best practices.

### **Procedure**

All college departments and programs wishing to have a page on the CAC website must assign a Website Author. Departments and programs know their content best and know the relevant messages they need to convey to web constituents.

The CAC Web Team supports the web content efforts of departments and programs throughout the college. While individual departments are responsible for keeping their sites current, the web team will continue to review webpages and offer ongoing information and advice to assist web authors.

The web team will train Website Authors and provide the necessary access needed to maintain webpages using the content management software tool(s).

### **Website Author Setup**

- All new web authors must have their supervisor submit a request to Information Technology, using the "WebDesk" system, for adding the web author to the LDAP web user group.  
WebDesk url: <https://whd.centralaz.edu/helpdesk/WebObjects/Helpdesk.woa>
- Create WordPress account - When step 1 is complete, the web author will need to log in and immediately log out using the WordPress DASHBOARD url (Centralaz.edu/wp-admin). This will create a WordPress account. Once this is complete, contact Web Developer to set user permissions and assign user to workflow team.
- Prior to entering content all web authors must attend a training session. The web author should contact the Web Content Assistant and schedule a training session. Even if the user has WordPress experience, there are important concepts to understand for the user to be successful in maintaining their department pages. Topics include but are not limited to: ADA [American Disabilities ACT] compliance, Page Workflow and Proper use of images.

### **Website Author Roles and Responsibilities**

- Website Authors are responsible for editing existing content and keeping it up-to-date.
- Creation of new webpages should be requested by contacting the Web Content Assistant or Web Developer.
- Website Authors serve as the point-person for timely content changes and updates to department and program webpage(s) to which they are assigned; adheres to stylistic and image standards, proper use of graphics, images and formatting; and attends all web content management training as scheduled by the Web Team.
- Website Authors must follow content management templates and brand standard procedures.

- It is the responsibility of the designated Website Author to ensure that all information in their section of the site is accurate, current and adheres to college policies.
- Student photos, information, or work may not be published on a web page without the student's prior permission.
- Website Authors must comply with copyright and fair use laws and all relevant College policies, including those governing use of computing resources, nondiscrimination, harassment, use of College facilities and services for commercial purposes, and student and employee conduct.

### **Website Content**

- Before creating new content or updating existing content, the purpose of each webpage should be considered to ensure relevance in the messaging.
- People rarely read Web pages word-for-word; instead, they scan the page, picking out individual words and sentences. Keep text brief and concise. Readers skim and look at photos; they do not read paragraph after paragraph of text.
- Get rid of redundant, outdated, and trivial content (ROT) that is a waste of space on the CAC website. Without keeping close track of pages, the CAC website can grow out of control with information that is no longer or has never been useful to readers.
- Static content, or content that does not often change, should be reviewed at least twice each year (fall semester and spring semester.)
- The Web Team will request annual verification of the static content review from each website author. The reports will be maintained electronically by the Web Team.
- Dynamic content, or content that is event-driven or date-related, should be reviewed according to when the date or event expires. For example, if the content on a page pertains to an event on January 31, the review date for that page should be set for January 31, so the content is removed on the day it becomes obsolete.
- To maintain consistency and a strong brand, branding and visual style guidelines must be followed. These guidelines include, but are not limited to, use of logos, colors, fonts, graphics, thumbnail images, and page headers.
- Avoid using copyrighted content without permission.
- Adding images to content makes it richer and more interesting. The Public Relations and Marketing department can provide access to an approved image gallery for photo resources.
- If using photos or videos of staff, students or other people, a recent College photo release form should be signed and on file. Photo release forms can be forwarded to the marketing office or kept on file in a departmental office for permanent retention.
- Videos must be hosted on Youtube.
- Images and video content must be appropriate and will be taken down if deemed inappropriate by the Web team.
- When embedding, photos, video or audio files, follow the procedures required by the CMS.

### **General Website Use**

- The [www.centralaz.edu](http://www.centralaz.edu) domain is the domain used for the Central Arizona College website. All pages using the www.centralaz.edu address should live on the CAC website. All departments and programs of the College must use the College's domain, [www.centralaz.edu](http://www.centralaz.edu) unless approved by the Web Team, Executive Director of Public Relations and Marketing, Department Chair, Academic Dean and/or Vice President.

- Programs that are formally joint activities with an outside entity—e.g., another College, state agency, local government—may be permitted to use an alternate address, subject to approval by the Web Team, Executive Director of Public Relations and Marketing, Department Chair, Academic Dean and/or Vice President.
- Unauthorized use of Central Arizona College’s website/pages for commercial purposes is prohibited. Personal or institutional web pages may not be used for direct advertising for personal profit or gain.
- All CAC web pages must abide by the Family Educational Rights and Privacy Act, 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.
- Web pages developed for inclusion on the CAC 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.
- Documents that are meant for employees only should not be posted on the centralaz.edu website. These documents include any documentation that is considered confidential such as employee reviews, or salaries as well as documents that might put the College or a member of the institution at a disadvantage if acquired by anyone outside the CAC community.