11:01:03:00 DSCC Web Site

Purpose:

The Dyersburg State Community College (DSCC) website serves as a major source of information about the college to its students, faculty, staff and the community. The website must provide timely, accurate, and helpful information to its constituents in a consistent and professional manner while helping achieve the mission and goals of the college. This policy provides for the on-going development and maintenance of the website.

Scope:

This policy covers all official pages of the website representing Dyersburg State Community College or any department thereof. This applies to both the public-facing website and the intranet in MyDSCC. The Web Standards and guidelines found in the DSCC Communications Manual, Style and Branding Guide must also be followed.

Any web page created with the intent of representing the college, or any of its programs, procedures or policies, will be considered an official web page and is subject to this policy.

Policy:

All official web pages must adhere to the following:
• use one of the official templates and adhere to the web standards document provided by the Office of Public Information
• reside in the official web site structure
• adhere to existing laws and policies governing acceptable use of technology

Web Content Creation, Management and Maintenance:
• Content managers will be identified for each area of the website and will be responsible for the timeliness and accuracy of the pages in their area. Content managers will also assign content editors for their respective areas.
• Content editors will edit the content of the pages as assigned by their content manager. (The content manager may also serve as the content editor.)
• All content managers and content editors must attend training each year. New content managers or editors must be trained before beginning work on the web site.
• Any addition or modification to the website or webpage will be classified as a major change or minor change.

Major changes must be approved by the Vice President for Technology. The Director of Public Information will provide input as to branding and image of the web site. Minor changes must be reviewed and approved by the content manager. The Webmaster will review content for adherence to the website standards and guidelines.

◦ Major Changes
  ▪ Changes to a web template/layout
  ▪ Addition of a new page
  ▪ Significant overhaul of an existing page
  ▪ Modifications of the homepage
  ▪ Modifications to division pages
  ▪ Modifications to departmental pages

◦ Minor Changes
  ▪ Updates or corrections to an existing page
  ▪ Event calendar changes
  ▪ Addition of supplemental information

• Content should be written in a manner that considers the intended audience in terms of language and wording and should be clear and concise for the average reader.

• Departments should collaborate on content where applicable to provide complete and unified information for website constituents (students, parents, donors, etc.). Guidelines for writing for the web are included in the DSCC Communications Manual and Style Guide.

Compliance:

Any websites found to be in violation of this policy will be disabled immediately

Definitions:

Intranet Internally available to students, faculty and staff with authenticated credentials

Official web page Any web presence which represents Dyersburg State Community College or any of its departments or functions

Public Facing Publically available to any user of the internet

Template Pre-determined layout for a web page. This may be obtained from the Webmaster

Visual Design Graphical layout of the page

Web page A single HTML document on the World Wide Web

Website A collection of web pages to represent an entity

Revision History:

Policy approved by Administrative Council on 8/24/11.