



Web Standards and Content Guidelines

Revised 8/07

This policy sets standards designed to ensure that information published electronically to the Butler Community College web site is visually appealing, well written and conforms to the college's established style. The quality of information published by the College plays an important role in maintaining the strong reputation and image of the College. The College complies with all applicable local, state, federal and international law.

Contents:

- Background
- Butler Community College Belief Statements
- Responsibilities of Users
- Web Standards and Content Guidelines for Official Butler Community College Pages
- Specifications For Butler Community College Web Designing Using Macromedia Contribute
- Guidelines for Student Home Pages Maintained on Butler Community College Networks
- Guidelines for Instructional Pages
- For More Information

Background

The World Wide Web enriches the teaching/learning, research, and outreach missions of Butler Community College by providing an open, accessible and interactive communications medium. Butler Community College encourages all of its constituents to make broad use of the Web as a tool for learning, communication, and scholarship. Still, computing and data communications at Butler Community College are limited resources that serve a large number and variety of users. The following guidelines recognize 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. It is expected that all employees will conform to the standards of conduct stated in the college policy handbook.

These guidelines were developed by the Butler Community College Web Advisory Committee, and reviewed by College legal counsel. The College reserves the right, at

its own discretion, to change, limit, or expand these policies in the future. Notification of such changes will be made available to the campus community through the e-butler news page, the College's Web Admin listserv, and college-wide e-mail.

Butler Community College Believes

- Web access should remain open. The College's computing network only provides a conduit for distribution and receipt of speech and expression, similar to that of a library, and the College does not participate in forming the content of any communications other than those made by authorized people and employees on behalf of the institution, which must be consistent with Butler Community College instruction, research, outreach and administrative objectives.
- Those using Butler Community College's computing resources for any reason are expected to be aware of and abide by the "Responsibilities of Users" policy statements they appear below. Butler Community College will deal with problem situations as they become apparent. Depending upon the severity of the situation, the College will adhere to the following process to address noncompliance: 1) communication with the user, with a time frame established in which noncompliance will be corrected; 2) removal of links to specified material if noncompliance continues after communication with the user; 3) closing accounts. Butler Community College reserves the right to take a page off line for any violation of policy.
- Butler Community College is accountable to the taxpayers of Butler County and the state of Kansas for proper use of its Web pages.
- Web page content presents an image of the College to the world and therefore official College pages must undergo the same scrutiny and careful preparation given to any other form of official College publication. Formal approval from the department head, Public Relations and the Director of Web Services is required before any web page is launched.

Responsibilities of Users

The College's central computer, disk storage and network services shall be used in a manner consistent with the instructional, research, outreach and administrative objectives of the College community in general and with the purpose for which such use was intended. All activities inconsistent with these objectives are considered to be inappropriate and may jeopardize continued use of computing facilities and networks.

To be authorized to use the College's computer, disk storage and network services and facilities, it is important to understand and agree to the following:

- These resources shall not be used for any illegal activity or any activity prohibited by College policy, rule or regulation.
- These resources shall not be used to advertise or sell any non-College products or services unless Butler Community College contractually agrees to do so.
- When using these resources in any manner, all users, including students, faculty, and staff agree not to infringe upon or otherwise impair, interfere with or violate any copyright or other intellectual property rights of another. Any user who violates this commitment agrees to be responsible for all liability and other claims resulting from such violation and shall indemnify and hold harmless the College from any costs, expenses or liability that might be asserted or imposed upon it or any of its officers, agents, or affiliates as a result of this violation.
- Users shall avoid any action that interferes with the efficient operation of the college network or impedes the flow of information necessary for academic or administrative operations of the College. This includes spamming, access to records and folders not belonging to the individual, data vandalism, use of excessive bandwidth, non-approved commercial enterprise, logon under another's user ID and password, electronic stalking or any activity deemed illegal under local, state, federal, and international law.
- Butler Community College faculty and staff may create and/or maintain home pages on Butler Community College equipment if authorized. Authorization shall be granted by the Butler Community College Web Advisory Committee.
- Students may maintain home pages on Butler Community College equipment only to fulfill a class requirement provided they abide by the "Responsibilities of Users" and the specific guidelines that appear below.
- Butler Community College computer, disk storage, network services and facilities must be used with proper regard for the generally observed principles of electronic etiquette ("netiquette").

Functional Responsibilities

Butler Community College Web Advisory Committee

Review and recommend changes to policy, procedures, or the structure of the College web site. Advise College units about policy, style, and content. Evaluate and revise this policy as needed for currency. Promote the use of the World Wide Web by the College and recognized organizations. Evaluate and revise Butler Community College web publishing procedures to keep them up to date. Approve and provide official College logos and other marks to be hosted

on a college server. The advisory committee will also act as an arbitration board when disputes over policy arise. In the event arbitration is necessary, the Director of Web Services will review the problem with the arbitration board explaining the departure from policy. The party in question will be invited to voice their disagreement with the policy to the arbitration board. The arbitration board then will meet to discuss the situation and decide to either uphold the policy as is or make a revision or exception. In the case that an exception or revision is made to the policy, the change will be noted in the official web policy document and will include revision date.

Butler Community College Director of Web Services

Provides maintenance and support for the Butler Community College home pages. Provides guidance to anyone who feels a law or College policy has been violated by directing the complainant to the appropriate contact. Provides links from the College home page to departments, staff, students, and approved organizations. Monitors information for currency. Notifies units with outdated links that the information must be updated or removed. Promotes the use of the World Wide Web by the college and recognized organizations. Provides training on web servers, clients, and authoring tools.

The Web Director will post all pages to the Butler Community College Web Site thereby review all pages to ensure content, spelling, grammar and overall style comply with policies developed by the Butler Community College Web Advisory Committee. This review process will allow the Web Director to maintain the college's desired "look and feel" and format of the site are maintained.

Organization Head, Dean, Director

Responsible for the content (including links to non-Butler Community College web sites) of a unit's published electronic pages. Must sign off on content of the unit's home page and subsequent pages before links from the Butler Community College home page will be set up. Responsible for ensuring the information on the unit's published electronic pages is current and accurate. Will reassign responsibility for the unit's web pages if the page coordinator leaves the College or is relieved of this responsibility. Instructs the removal of links from department pages to pages where sites contain material that violates local, state, federal, international law, or other Butler Community College policies. Will conduct periodic review of departmental pages to ensure web policy compliance, and appropriateness and currency of information.

Faculty, Staff, and Students

When publishing information, all local, state, federal and international law including copyright law, and Butler Community College policies will be observed. Observe publications and other standards that benefit the image of the College. Only those who have official authority to use the College's trademarks or logos may do so.

As previously noted, Butler Community College will not attempt to censor or actively police the content of personal Web pages but will deal with problem situations as they arise. Such situations would include violation of those responsibilities listed above.

Web Standards and Content Guidelines for Official Butler Community College Web Pages

Develop web development/posting process flow chart to include process, templates, additional graphic work, work flow, turn around time, priority ranking process, maintenance/update process, grievance process.

Guidelines for Official Butler Community College Web Pages: Official Web pages that represent a college, department, unit, or program of the College are expected to follow the same professional and graphic standards that apply to official publications in any other medium. Graphics, templates, and other web page tools and information are available on the College's WebAdmin web site.

The following standards apply to all official College home pages and all pages linked from the Butler Community College page and the Events & Calendars

page: (a home page is the portal or top level page for a college, department, unit, or program:

- The official College "logo button" will appear at least once on the top level web page, and will be used as a link to the Butler Community College home page. Official College logo options are available in several sizes, colors and styles on the College's [WebAdmin](#) web site and will be driven by templates designed for each page level provided to the page developer.
- There will be a link to the College's home page from the top-level web page. A Butler button will serve as this link. Other approved links to the Butler Community College home page may be added.
- The top-level page should incorporate the College's equal opportunity and disclaimer statements, either as text or as a link. The URL for the equal opportunity statement is http://www.butlercc.edu/hr/equal_opportunity.cfm.
- To enhance web page functionality with search engines and to promote College identification, top-level web pages will include a meaningful, unique

<!--Instance.BeginEditable name="title"--><title> tag that also includes the text "Butler Community College." Example: Butler Community College - XYZ for the department home pages and Department Name - XYZ. Contact the Director of Web Services if you have more questions on this topic.

In addition, the following standards apply to all official College web pages:

- Every department page must have contact information. The contact might be a specific individual, a generic contact such as "XYZ Department," or a link to a page of contacts for the unit. The contact(s) should include a physical mailing address, an e-mail address(s), and a telephone number(s).
- To enhance the accessibility of College web pages to as wide an audience as possible, all graphic images must include height and width attributes. In addition, all graphic images that are used as navigational links must include appropriate text descriptions in the "ALT" attribute. All image maps must be accompanied by text-based navigation tools.
- Materials will be carefully checked for proper grammar and spelling.
- Materials will be updated and maintained in a timely manner.
- Written permission will be obtained for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used on the Web rather than in a printed publication. This applies to the use of text, logos, photographs, drawings, video clips, sound clips or other copyrighted visual images.
- Photos of people, especially minor children, will not be used without express written permission from the subject or a parent or guardian.
- Faculty and staff directory information may be included without permission.
- Any links provided to other sites will be accessible and appropriate. Links to commercial sites for personal gain are prohibited, with the exception of resources licensed by the College, and links to various search engines that include advertising that has been approved by the college.
- All web pages must be able to function in a multi-browser environment
- Academic Program Materials Policy: College policy requires all material describing academic programs to be reviewed by the Vice President of Academic Affairs' Office before publication to assure the information concerning the College is current and accurate and conforms to policy. This includes materials designed for distribution on the Web. The actual design, content, and currency of information are the responsibilities of the author(s).

Questions regarding procedures for submitting copy on academic programs should be directed to_____.

Specifications for Butler Community College Web Designing Using Adobe Contribute

In order to create a high quality, consistent looking web presence it is import for all pages to have certain elements that remain the same from page to page. The following recommendations are followed:

- All pages are a part of the Butler Community College web site will use the approved web templates.
- Each template's animated graphic can be modified by Web Services to better represent a particular department.
- Each page must be clearly named using a meaningful naming convention in both the Page Properties as well as the saved file name. This will be done using only lowercase letters and no spaces.
- No background images are to be used by web authors. A background image will be provided within the template.
- All page headlines will use a Style Heading of 16 centered, bold and black.
- Subheadings for the page will use Style Heading 12 bold and black.
- Body of the text will be Style bodystyle and black.
- Italics should be used for emphasis only and not used in Headlines.
- Text should be one of two colors, either black or purple color #663399. The text color should remain consistent through the entire departmental page.
- Photographs of staff and faculty for informational use on the page, if not of appropriate quality will be taken by Web Services so that we can achieve a consistent look.
- Individuals will work with Web Services to achieve the fastest loading image at the best quality possible.
- Each page that requires vertical scrolling will feature a "Back To Top" link.
- Any animation used on the page will have to be approved my Web Services / Web Advisory Committee, so that we can maintain optimal end user load speeds and a consistent look.
- The color of links and visited links should be set to Dreamweaver defaults.
- All academic main departmental pages are encouraged to use and any personnel bio pages will use the pre-designed Tracing Image template provided by Web Services.
- No graphic will be used for the title of the page.
- All graphics will be approved for size and conformity before posting
- All Butler pages will be hosted only on the Butler web server.
- All web pages will be saved in lower case with no spaces between words.

- Anytime a link leads a viewer off the Butler site the viewer must be notified that the link does so and how to return.
- All web pages should not exceed 80-100k in size.
- Content put into tabular format will use Class or table and the appropriate heading. Not other table colors will be allowed.
- The following department pages have been excluded from this design policy due to uniqueness of audience. Athletics, BPG, Alumni & Friends, Student Life, Research and Institutional Effectiveness and Fine Arts Activities

Guidelines for Student Home Pages Maintained on Butler Community College Networks

All student home pages maintained on Butler Community College networks must include the following disclaimer:

"Butler Community College recognizes the value of personal publishing on the Internet and so allows students access to College computing resources for the creation and maintenance of personal home pages related to specific course requirements. However, Butler Community College makes no warranties, either express or implied, concerning the accuracy, completeness, reliability, or suitability of the information. Nor does Butler Community College warrant that the use of works incorporated in the web site is free of any claims of copyright infringement. All views expressed are those of the page author and not of Butler Community College, and any concerns or comments about these pages should be directed to the page author, and not to Butler Community College."

Guidelines for Instructional Web Pages

These are pages meant for instructional use only. They will contain all course materials that all Butler Community College instructors, both full time and adjuncts, wish to be viewed in a web-based format. These pages are not intended to be viewed by anyone except students enrolled in the course for which the page is authored. These pages are not meant for recruitment or marketing of the college. Students are only able to connect to these pages by going to the URL given to them by the instructor or through a Campus Pipeline link. These pages may have passwords to ensure only enrolled students have access.

Authoring Guidelines:

- All Butler Community College faculty, both full and adjunct, will post all web based instructional material for any class being offered by Butler Community College or any of it's entities on the official Butler Community College web server maintained by Information Services/Web Services. All instructional web based course material currently not residing on said server must be transferred to the authorized server as soon as possible. Web Services will work with any

instructor to help them accomplish this task during the Spring 2001 semester. The only exceptions to this policy are pages authored specifically for use with Web CT.

- All instructional pages will display the official Butler Community College logo in the top left hand corner of their page. The logo can be obtained through the Web Services or Marketing Communications Departmental pages. The logo should not be changed, resized, or enhanced in any way without the express permission of the Marketing Communications Director. The logo will be used as a hyperlink back to the Butler Community College home page, <http://www.butlercc.edu>.
- Instructional pages will be designed for an 800x600 screen resolution.
- Instructional pages should be between 80k and 100k in size in order to meet the needs of those students with slower connections.
- Instructors will have the ability to FTP instructional pages to the Butler Community College web server. In order to do so instructors will need to make arrangements with Web Services two working days before they wish to post information for the first time in order to set up the necessary folders and passwords. FTP client software is available free from the Web Services Departmental web page.
- Web Services will assist instructors in posting instructional pages. However, Web Services is not responsible for any bad links or malfunctions of an instructional page due to the coding within that page.
- To enhance the accessibility of College web pages to as wide an audience as possible, all graphic images must include height and width attributes. In addition, all graphic images that are used as navigational links must include appropriate text descriptions in the "ALT" attribute. All image maps must be accompanied by text-based navigation tools. This must be done in compliance to ADA (American Disabilities Act) regulations for the web.
- Materials will be carefully checked for proper grammar and spelling.
- Materials will be updated and maintained by the instructor in a timely manner.
- The instructors need to obtain written permission for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used on the Web rather than in a printed publication. This applies to the use of text, logos, photographs, drawings, video clips, sound clips or other copyrighted visual images.

- Photos of people, especially minor children, will not be used without express written permission from the subject or a parent or guardian. Photo release forms are available from the Web Services departmental page.
- Links to commercial sites for personal gain are prohibited.
- All web instructional web pages should be able to function in a multi-browser environment and tested before publishing.
- Academic Program Materials Policy: College policy requires all material describing academic programs to be reviewed by the Vice President of Academic Affairs' Office before publication to assure the information concerning the College is current and accurate and conforms to policy. This includes materials designed for distribution on the Web. The actual design, content, and currency of information are the responsibilities of the author(s). Questions regarding procedures for submitting copy on academic programs should be directed to the office of the Vice President of Academic Affairs.

For more information

For clarification or more information about Web use at Butler Community College, e-mail the Director of Web Services, Andy Jacques at arjacque@butlercc.edu. or call at 316.322.323