

WEB POLICY AND PROCEDURES

Accepted by AASC on February 20, 2008

PURPOSE

The Hibbing Community College (HCC) Web site is an official publication of the college that represents the college electronically to the public-at-large 24 hours a day. The Web site is designed to share specific information about the college and the services offered to enrolled and prospective students, faculty and staff, and the community. Unlike printed and broadcast materials, however, this medium presents the possibility of continually updated information from a widely diverse authorship. To aid the college community in creating an effective presence on the Web, the Web Steering Committee has initiated the following procedures.

RESPONSIBILITY AND GENERAL POLICY

The Web Steering Committee is responsible for the overall look and feel of the College Web Site. The Web Steering Committee will design and approve web content policy and procedure, approve and secure resources needed for specific web projects, and coordinate all web content publishing efforts with department supervisors and lead Faculty.

The Supervisor of Technology is responsible for allocating project resources and communicating web development needs and progress to the Web Steering Committee and other project stakeholders.

The Webmaster is responsible for planning and implementing approved web projects, ensuring web site availability, and consulting with the Supervisor of Technology as to how to accomplish proposed projects.

However, the college pursues a decentralized approach to the creation and maintenance of institutional Web pages, with recognized college entities (Student Services, academic departments, or student organizations) producing and maintaining their own material. Web page authors within these entities are responsible for preparing and maintaining the content of their pages. It is the author's responsibility to ensure that all Web page content is accurate, current, useful, professional, and consistent with the HCC mission. All web pages must comply with college policies and any federal, state, and local laws including, but not limited to, copyright, libel and indecency statutes.

Supervisors are responsible for ensuring that all Web pages in their respective areas adhere to these policies.

HCC values creativity in web development within the standards listed in this document and the limited resources available to such initiatives. Web pages should reflect consistency and a unified campus identity while allowing for flexibility and individual department functionality. Therefore, the following guidelines have been established.

STANDARDS AND GUIDELINES

GENERAL GUIDELINES:

- All college web pages must adhere to the template as provided by the Web Steering Committee.
- Maintain a professional appearance (using similar headings, fonts, and navigation schemes)
- Keep content concise and to the point

FOR DEPARTMENT PAGES, HERE IS THE INFORMATION THAT WILL BE INCLUDED (IN THIS ORDER):

- Department/Program Description
- Transfer and Employment Opportunities
- Links to Program Plan(s) (flexible learning options) and Course Descriptions
- Contact Information/Meet the Faculty (small bio)
- Pictures of students working in your program or department (more information below)

FOR DEPARTMENT PAGES, HERE IS THE INFORMATION THAT MAY BE INCLUDED:

- Admission Requirements
- Specific Program Tools/Uniforms required
- Program points of pride
- Articulation agreement
- Affiliations

USING GRAPHICS/IMAGES

- Images must be cleared through the Public Relations Office before use on the HCC website.
- All photographic images must have a signed and dated talent release.
- Images must be constrained to 500 x 500 pixels.

OTHER CONTENT

- Any other content not outlined in these guidelines must be brought to the Web Steering Committee for creation and approval.
- Disclaimer
- If college guidelines/policies are violated or disregarded, the college reserves the right to suspend publishing privileges or remove pages while the matter is referred to the appropriate college body.

- The college reserves the right to edit or change the content, structure, or look of any Web page on the HCC website, and to limit or restrict commercial materials on the website.