

PROCEDURES MEMORANDUM

TO: MCC Staff

FROM: Office of the President

SUBJECT: Guidelines for Creating, Updating and Maintaining Metro's Websites

DATE: July 22, 2009

PURPOSE: To establish uniform procedures for Metro's Internet Site to create and maintain websites linked to mcnneb.edu

SCOPE: This applies to all staff and college groups who have websites linked to mcnneb.edu

Metro's Websites are important tools for promotion, and provides an efficient and effective method for sharing information about programs, services and courses. It is important that information on Metro's Websites is current, accurate and easy to find. The Websites should complement other efforts to sustain and reinforce the College's identity or image. Consistent layout and design, navigation, writing style and tone help to build a positive image of the College. This Procedure provides guidance for websites linked to the college web site mcnneb.edu and includes all college related social media websites (e.g. Facebook, MySpace, Twitter, YouTube and blogging sites).

1. General Principles

- A. Any department or personnel who creates a website is responsible for its maintenance and the accuracy of information contained on that website.
- 1) To create and activate a site, the owner must complete the Website Development form.
 - 2) Each site created has a designated site owner who is responsible for ensuring the accuracy and completeness of information on that site.
 - 3) The webmaster will send a notice out every year on May 1 to all site owners and their respective supervisors to remind them to review and update their sites.
 - 4) The site owner will review the site, make any needed changes and save the site. This action will serve to notify the webmaster that the web has been updated and/or reviewed.

- 5) If a site has not been updated within 30 days by June 1 after notification, the webmaster will send another reminder to the site owner and his or her supervisor.
 - 6) If the site is not updated within seven days of that notice on June 8, it will be De-Activated from mccneb.edu until it has been brought back into compliance.
- B. Designated College staff may perform audits on the College Website and any sites found to have outdated or inaccurate information will be unlinked until the site owner has brought the site back into compliance.
- C. It is preferred that any site linked to mccneb.edu at the first three levels must use approved templates, navigation, layout and design. Any site link on the first three levels that is not in the approved templates, navigation, layout and design, must be approved by the category site owner and the Internet Services Department.
- 1) Levels are determined by clicks from the main home site.
 - a.) The main home site is level one.
 - b.) The first site of each major category – Metro Students, Become a Metro Student, Faculty and Staff, Business and Community, and ELearning Resources - are level two.
 - c.) Navigation links from the major category sites are level three.
 - d.) If it is appropriate to link to a partnering entity at the third level, we will create a transition site and then link to that outside organization.
- D. All College Logo use must comply with [Guidelines for College Logo Use Procedures Memorandum X-22](#).
- E. The major categories from the home site are:
- 1) Metro Students, Become a Metro Student, Faculty and Staff, Business and Community and E-Learning Resources.
 - 2) The site owner for each category follows: Metro Students- Vice President of Campuses & Student Affairs; Become a Metro Student- Vice President Of Campuses & Student Affairs; Faculty and Staff- Vice President Of Academic Affairs and Director of Human Resources; Business and Community- Vice President Of Technology and Administrative Services and Director of Marketing; E-Learning Resources: Vice President Of Technology And Administrative Services

- 3) Each owner may at his or her discretion appoint staff to handle these duties, but final approval and responsibility still rests with the main category site owners.
 - 4) Site owners are responsible for determining navigation links and level two category page content.
- F. Only licensed software, including text and graphic editors, can be used to create Websites. For more information on what software is provided and/or supported by the College, please refer to Metro's [Acceptable Use of Information Technology and Resources Procedures Memorandum X-15](#).
- G. Information providers must comply with all local, state and federal laws, including 3 Copyright and Trademark protections, and comply with all [Metropolitan Community College policies and guidelines](#).
- H. The following federal guidelines must be followed for the College to preserve student confidentiality on Web sites. Please refer to [Student Rights \(Buckley/FERPA Amendment\) Procedures Memorandum V-1](#).
- 1) Do not display student scores or grades publicly in association with names, Social Security numbers, ID numbers or other personal identifiers.
 - 2) If scores or grades are posted, use some code or random numbers known only to you and the individual student.
- I. No direct advertising or solicitation that renders financial gain to the individual or related parties will be allowed on a College Website.
- J. Students maintaining or posting on College Websites must adhere to [Student Conduct and Discipline Procedures Memorandum V-4](#).

Adopted 3/12/04; Revised 2/23/07; Reviewed but no changes 2/12/08; Revised 7/22/09