



Policy Approval/Review Form

This form is used for the approval, amendment, removal or review of a Gordon State College policy. Once authorized with the President's Signature, the policy will be posted to the Gordon State Website. This approval form will be filed in the Office of the President with Cabinet minutes noting approval.

Policy Title *	Web Content Policy
Department	Information Technology
Policy Editor	Chris Wright
Request Type	New ☐ Amended ☒ Removed ☐ Reviewed ☐

OBJECTIVE (Briefly state your purpose.)

Amended to reflect changes in the website relating to Cascade CMS and the responsibility of departments to manage their respective content.

RESOURCES AND CONSULTATION (Briefly describe the resources (i.e. website, link) used in developing, amending, removing, or reviewing the policy. Include names of other individuals who assisted with this change.)

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COMMUNICATION PLAN (Identify how information about how the policy will be communicated to the college as well as training plans if applicable.)

Post on GSC Website.

Authorizations

Dean or Supervisor Signature and Date: _____

Cabinet Sponsor (VP) Signature and Date: _____
Megan M. Davidson
Digitally signed by Megan M. Davidson
Date: 2021.02.11 09:52:31 -05'00'

President Signature and Date: _____
Kirk A. Nooks
Digitally signed by Kirk A. Nooks
Date: 2021.03.11 16:00:10 -05'00'

***Policy Template must be submitted with this form.**

Gordon State College

Web Content Policy and Guidelines

Revisions

Original Date: September 9, 2005

Revision Number	Description	Date	Revised By
1	Updated links	2/5/2015	Troy Stout
2	Adjusted to account for Cascade CMS and roles	12/4/2020	Chris Wright
3			
4			
5			

Reviewed

Review Date	Reviewed By
2/5/2015	Troy Stout
12/4/2020	Chris Wright

Policy

The Gordon State College Web Content Policy will ensure the integrity of the College website and will serve as a guide to publishing information on the web.

Guidelines:

Standards and Accessibility:

To ensure the highest accessibility to the Gordon State College website, the college's official web pages should follow the standards developed by the World Wide Web Consortium (W3C) (www.w3.org). The Gordon State College website uses a Content Management System (CMS) with a standard theme to ensure consistency and compliance.

The college's goals for web accessibility follow those published by the W3C (*Jacobs, 2000*). They are as follows:

- a. Make the web accessible to all by use of technologies that support differences in culture, language, education, ability, resources, technology, and physical limitations of users.
- b. Ensure user is able to make the best use of the resources available on the Web.

To meet the highest standards for website development, it is the responsibility of the webmaster(s) and content creators to adhere not only to W3C standards but also support the 1998 Amendment to Section 508 of the Rehabilitation Act. As stated on the Section 508 website (www.Section508.gov), Section 508 was created to make information technology easily accessible to people with disabilities (*508 Law, 2002*). Web Communications fall under §1194.22 of Section 508 (*see Appendix I*). Paragraphs a-k of this section are modeled after the priority 1 checkpoints of the Web Content Accessibility Guidelines

1.0 (WCAG 1.0) published by the W3C (<http://www.w3.org/TR/WCAG10/>). Paragraphs l-p are different from priority 1 of the WCAG 1.0 and must also be met.

Every effort should be made to comply with World Wide Web Consortium and Section 508 standards. Procedures to ensure that the website is compliant include:

- All theming or layout changes are managed and maintained by the webmaster in conjunction with the Director of Marketing and Communication, VP of Advancement, External Relations and Marketing, or their delegate.
- All web pages and content on the official website will use the standard theme and include consistent header and footer

Web Publishing:

Each Department/Division is responsible for managing the content of their specific section. In order to ensure proper usage of the CMS, users must complete training on the usage of the CMS system before receiving edit permissions. Training is conducted by IT staff.

When publishing data to the website, users will:

- Eliminate grammatical and spelling errors to increase comprehension of information disseminated over the web by ensuring accurate interpretation by screen reader software and/or the web user.
- Review content and structure for clarity and simplicity.
- Ensure that the content is displayed properly after publishing
- Ensure that all links to other content are functioning properly.

It is the objective of the college that faculty, staff, and students be allowed to liberally publish information on the website within reasonable judgment and within state and federal law (*see Unofficial Web Pages*).

Any content on web pages considered in violation of privacy, intellectual property rights or copyright law, anti-harassment measures, and all existing local, state, and federal laws and regulations shall be removed immediately and appropriate disciplinary procedures will be observed if applicable. Refer to Gordon State's Computer and Network Usage Policy <http://www.gordonstate.edu/computer-services/computer-and-network-usage-policy>.

The Gordon State College website is not to be used as a promotional tool. Information / links contained on the college's website should be comprised of educational material and/or the operational procedures pertaining to the college. Outside links (commercial sites) are permissible as long as they constitute an educational/operational significance and DO NOT involve paid advertising.

Faculty, Staff, and Students are not permitted to test server side scripts such as ASP on the Gordon State College web servers. If a server side script is required please contact the webmaster.

Any document published to the web that makes use of excessive Bandwidth may be removed immediately by the Information Technology Department. Information Technology have made a coordinated best effort to keep the website running 24 hours a day and 7 days a week.

Official Web Pages:

Gordon State College's official website is located at www.gordonstate.edu and is supervised by the webmaster who reports to and/or seeks direction from the Director of Information Technology and the VP of Advancement, External Relations and Marketing. All official web pages must comply with the college's standards and overall design. Official Pages include the college's home page and its associated web pages that display content from various divisions, departments, or committees which convey the college's vision.

Unofficial Web pages:

Unofficial web pages pertain to online material created for educational purposes that reflect individual conception and do not convey the college's vision. Such web pages include, but are not limited, to Faculty, Staff, and Student course-related pages. Individual web pages do not fall under the scope of the college's official web standards. Web compliance observance is left to the discretion of the web page's author.

The following disclaimer should be placed on the home page of all student course-related websites.

Student Web page Disclaimer:

This web page and its associated web pages are not an official publication of Gordon State College; it is a course-affiliated project. The author of these pages is solely responsible for content.

APPENDIX

(Electronic and Information Technology Accessibility Standards,
Section 508 of the Rehabilitation Act, part 1194.22)

- a. A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).
- b. Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- c. Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.
- d. Documents shall be organized so they are readable without requiring an associated style sheet.
- e. Redundant text links shall be provided for each active region of a server-side image map.

- f. Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
- g. Row and column headers shall be identified for data tables.
- h. Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.
- i. Frames shall be titled with text that facilitates frame identification and navigation.
- j. Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
- k. A text-only page, with equivalent information or functionality, shall be provided to make a website comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
- l. When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
- m. When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with Section 1194.21(a) through (l).
- n. When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
- o. A method shall be provided that permits users to skip repetitive navigation links.
- p. When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.

References

Many of Gordon's web content policies were derived from the following resources:

"508 Law". Section 508. 2002. www.section508.gov. 7 Dec. 2004.

<<http://www.section508.gov/index.cfm?FuseAction=Content&ID=3>>.

Ed. Chisholm, Wendy; Vanderheider, Greff; Jacobs, Ian. "Web Content Accessibility Guidelines 1.0". World Wide Web Consortium. 1999. Web Accessibility Initiative. 7 Dec. 2004.

<<http://www.w3.org/TR/WCAG10/>>.

HTML Working Group. "HyperText Markup Language (HTML) Home Page: Recommendations." World Wide Web Consortium. 2004. Massachusetts Institute of Technology, Keio University. 7 Dec. 2004. <<http://www.w3.org/MarkUp/>>.

Jacobs, Ian. "About the World Wide Web Consortium: W3C Mission". World Wide Web Consortium. 2000. Massachusetts Institute of Technology, Keio University. 7 Dec. 2004. <<http://www.w3.org/Consortium/>>.

"Section 1194.22 Web-based intranet and internet information and applications." Electronic and Information Technology Accessibility Standards. Architectural and Transportation Barriers Compliance Board. [Published in the Federal Register on December 21, 2000] 36 CFR Part 1194 [Docket No. 2000-01] RIN 3014-AA25. <<http://www.access-board.gov/sec508/508standards.htm>>.