Cypress College Website Usage Guidelines

Website Guidelines

Purpose

The Cypress College website is a marketing and information tool. It has been designed to increase enrollment and provide easy access to campus information and services. While the primary goal of the site is to recruit prospective students, it also serves the campus community and the general public. The purpose of the website is to promote Cypress College and the information, services, and programs we have to offer.

Content Management

The WordPress content management system (CMS) has been adopted to create and manage the campus website. Within WordPress, web administrators (Office of Campus Communications) maintain the site, database, structure, and design.

Oversight and Management

The Cypress College website is designed to create an integrated and consistent web experience for prospective and current students, faculty, staff, and the general public. Website oversight and management allows the college to maintain the site, preserve a consistent look and feel, and ensure that access to current campus information and services is being provided. To achieve this goal, the website and all of the pages therein must preserve the designated site styles, navigation, and conform to content guidelines.

Oversight and management of the college website is distributed between Office of Campus Communications (front end, i.e. content) and Academic Computing (back end, i.e. technology).

The essential structure and design of the website is under the control of Office of Campus Communications. The office designates the site styles, navigation, and content guidelines, as well as reviews the site for consistency and errors (grammar, punctuation, broken links, etc.).

Academic Computing is responsible for all the technical aspects of maintaining the website, including backup and support.

System Administration: Site Design, Structure, and Navigation

Cypress College has chosen a template-based design to ensure site consistency in visual presentation, navigation, and content structure. The essential features that define this design are controlled by the WordPress CMS and are not available for individual user customization. These site elements include, but are not limited to:

- **Global Navigation**: A collection of high-level links that remain constant and appear on every page. Global navigation links define key sections of the website; for example: Academics, Admissions and Aid, Services, etc.
- **Sub-Navigation**: Links that constitute the second level of navigation on a page. The sub-navigation links exist on the right-hand column of a page and are defined based on the sub-site's structure, with input from the sub-site's content author.

- **Footer Links**: A third level of navigation for commonly used pages, translation options, archives, and a countdown to featured events. Footer links located on the bottom of each page also include Students, Alumni, Faculty and Staff Resources, Give, Employment, Maps, Directory, ad Contact Us. There are also links to the college's social media accounts in the footer links.
- **Additional Navigation**: Above the top-level navigation menu is a social media menu. This links to the college's social media accounts. In addition to the sub-navigation menus, pages will have the Events Calendar, a link to their own events (if applicable), and a link to the Academic Calendar.

<u>Content Author Controlled Content</u>

Note: *Office of Campus Communications oversees the content of the website and all of the pages therein. Updates to the pages <u>must</u> follow the content guidelines. Additionally, all updates and content changes require approval by the overseeing dean and/or director.*

A website content author is anyone who creates and maintains the content for a page or a sub-site of the Cypress College website. Content authors have responsibility for the content of pages assigned to their account, including the following elements:

1. **Sub-site Structure**: On multi-page sub-sites, content authors have input on the page hierarchy.
2. **Sub-navigation**: The secondary navigation links on the right-hand side of the page are defined based on the sub-site's structure.
3. **Main Content on page**:
    a. Text: headlines, body copy
    b. Links: links located within the body copy
    c. Images: images located within the body copy; consultation with Office of Campus Communications is required.
    d. Multimedia: video files located within the body copy; consultation with Office of Campus Communications is required.
    e. Downloadable files: downloadable files are limited to applications, committee meeting minutes and agendas, and PDFs of that nature. Flyers will not be permitted (instead, these will be put in to the Events Calendar, if applicable. All PDFs must be sent to Office of Campus Communications to be added to the website. They must also meet campus print material guidelines.

Content Guidelines

Definition of Content

The data available on a webpage such as text, images, hyperlinks, audio, and video, is referred to as *content*. Cypress College commits to providing accessible web content to people with disabilities and usable web content for everyone.

Content Guideline Standards

Section 508 and WCAG 2.0 (Note: WCAG 2.1 is a candidate recommendation; the goal to finalize guidelines is June 2018.)

The Cypress College website will adhere to the Section 508 Web Accessibility guidelines and the Level A conformance standard of the W3C World Wide Web Consortium's Web Content Accessibility Guidelines 2.0 (WCAG 2.0). Level A conformance of WCAG 2.0 means that all content on a webpage satisfies all the Level A Success Criteria, or a conforming alternate version is provided. Level A is the minimum level of conformance of the W3C's Web Content Accessibility Guidelines 2.0.

Resources:

Guide to the Section 508 Standards for Electronic and Information: Web-based Intranet and Internet Information and Applications. United States Access Board. June 2001. (http://www.access-board.gov/sec508/guide/1194.22.htm)

Web Content Accessibility Guidelines 2.0. W3C World Wide Web Consortium. Working Draft December 2007 http://www.w3.org/TR/2007/WD-WCAG20-20071211/, Latest version http://www.w3.org/TR/WCAG20/).

Understanding Web Content Accessibility Guidelines 2.0: A guide to understanding and implementing WCAG 2.0. W3C World Wide Web Consortium. Working Draft December 2007 (http://www.w3.org/TR/2007/WD-UNDERSTANDING-WCAG20-20071211/, Latest version http://www.w3.org/TR/UNDERSTANDING-WCAG20/).

Web Content Accessibility Guidelines 2.0: Appendix D: Comparison of WCAG 1.0 checkpoints to WCAG 2.0 (Non-Normative) W3C World Wide Web Consortium. Working Draft December 2007. (http://www.w3.org/TR/2006/WD-WCAG20- 20060427/appendixD.html)

Branding

Webpages not residing on the Cypress College web servers may **not** be labeled with the Cypress College name or logo, and may not market themselves as part of the Cypress College website.

Off-Site Hosting

Off-site hosting is the hosting on non-college servers of webpages or sites that should reside within the campus website structure. Off-site hosting is prohibited.

Off-site hosting takes users away from the official campus website thereby depleting the content of the official site and disabling the consistent look, brand, and navigation common throughout the main website and its sub-sites. Because off-site hosting also results in a different URL/address, this practice often creates confusion among users. Instead of resorting to off-site hosting, submit requests to Office of Campus Communications in order to better develop the website.

Third Party Web Services

Contracting for third party web services such as electronic commerce and ticketing must be approved by and developed in consultation with Office of Campus Communications and Academic Computing. Services must adhere to branding guidelines and funded by the requesting department.

Third Party Web Consultants

Hiring of Professional Experts, Subcontractors, or any other type of Consultant for any work relating to the Cypress College Website must be approved by Office of Campus Communications.

Types of User Accounts

User accounts allow Cypress College faculty and staff to maintain the content published on webpages or sub-sites. User accounts are provided consistent with faculty and staff job responsibilities or as assigned by an immediate supervisor. Office of Campus Communications will assign accounts including, but not limited to, the following types.

- Administrator: pages and subpages that make up the entirety of the campus site. Responsibility for Administrator pages and subpages are belongs to Office of Campus Communications. Additional Administrator access is given to Academic Computing for technical support.
- Faculty Member: a faculty member's profile page.
- Dean-Manager: pages under the purview of a dean/director (such as division or department pages)

- Author: a staff member who is assigned a page (or group of pages) on the website. Assignment of pages must be approved by the staff member's dean/director.

Account Holder's Agreements

Cypress College Account Requirements

The Cypress College website is intended to support the educational mission of Cypress College. The use of all campus computing resources, including the campus website, is subject to all applicable local, state and federal laws, and the general guidelines outlined in this document.

A web author is an individual responsible for creating and maintaining the content of a Cypress College webpage or pages. To obtain a web account, users must understand and agree to the following:

- Abide by website policies, including, training, account requirements, and district policies
- Abide by Web Content Guidelines
- Create and maintain updated web content, with dean/director approval
- Respond to inquiries about the assigned pages
- Meet all website content standards
- Meet all website web accessibility standards
- Obtain and archive written permissions necessary for use of any copyrighted materials and abide by fair use and Teach Act copyright restrictions

District Policies

The following NOCCCD web policies and procedures apply to Cypress College web authors and developers.

Board Policies

- BP 3710 Intellectual Property and Copyright (Under Construction)
- BP 3740 Web Sites

Administrative Procedures

- AP 3710 Intellectual Property and Copyright (Under Construction)
- AP 3740 Web Sites
- AP 3750 Use of Copyrighted Material

Web Author Training Requirements

Web authors publish digital content to webpages. Web authors must be conversant with web accessibility guidelines and copyright rules in order to abide by state and federal laws. Cypress College web author training will provide web authors with a basic understanding of web accessibility, copyright information, and CMS use.

To obtain a home page account, you must complete the following basic training:

1. Web Content Orientation
2. Web Content Guidelines
3. Web Content Basic Training (or Demonstration of Proficiency)

*Please note: pages will not be assigned without consent from your dean/director.

Acceptable Content

The website data, storage, and network services must be used in accordance with the NOCCCD and Cypress College *Computing Resources Acceptable Use Policy*, the Cypress College Web Policies, and applicable state and federal laws.

All activities inconsistent with these policies and the educational mission of the college will be considered inappropriate use. College webpages cannot be used to market commercial or for-profit services or promote personal or financial gain. **Inappropriate or questionable content may be subject to the removal or the unlinking of a webpage or pages, and/or account termination by Office of Campus Communications.**

References:

BP 3720 Computer and Electronic Communication Systems
AP 3720 Computer and Electronic Communication Systems (See "Acceptable Use")

Site Removal and Unlinking Policy Due to Questionable Content

Questionable content is defined as any content that exists on a Cypress College webpage, or, content linked to a college page that violates the NOCCCD Administrative Policy 3740, *Computing Resources Acceptable Use Policy*, the *Cypress College Web Policies*, or any applicable state and federal laws. If questionable content appears on a webpage, the college reserves the right to immediately terminate an account and remove or unlink a webpage.

Site Removal and Unlinking Policy Due to Inaccessible Content

The Cypress College website will adhere to the Section 508 Web Accessibility guidelines and the W3C World Wide Web Consortium's Web Content Accessibility Guidelines. (WCAG 2.0) at a minimum of Level A conformance. Cypress College will provide the necessary training, review, and support for 508 compliance.

The account holder is responsible for correcting any errors on a webpage that fails an accessibility review. The college reserves the right to terminate an account and remove or unlink a webpage continued failure to adhere to web accessibility guidelines.

Site Removal and Unlinking Policy Due to Copyright Infringement

In accordance with district policy, NOCCCD employees and students shall not reproduce copyrighted materials without prior permission of the copyright owner, except as allowed by the "fair use" doctrine. The college reserves the right to terminate an account and remove or unlink a webpage upon continued failure to adhere to *Use of Copyrighted Materials* district procedures.

Required Content

A minimum amount of consistent data must be created to adequately populate a college website. To maintain an effective web presence, Cypress College webpages must have the minimum required content listed below.

Website Homepage
- Gold bar menu, top navigation menu, social media menu
- website header images (rotation of 5-6)
- Buen Cypress statement, Featured Page
- Slider of upcoming events and news
- Featured Stories
- Student Testimonials
- Stories
- Events Calendar, Academic Calendar
- Footer Content: Cypress College menu, Translate, Archives, Countdown
- Footer Page Links: Students, Alumni, Faculty and Staff Resources, Give, Employment, Social Media Menu, Maps, Directory, Contact Us, Discrimination statement

Division Landing Page
- Image
- Dean information, phone number, location, programs (with links and coordinators), counselor information, link to additional information

Department Landing Page
- Image
- Opening paragraphs of program description, general information, or introduction.
- Faculty, with links to profile pages
- Department location and contact information

Special Program/Office Landing Page
- Image
- Opening paragraph(s) of program description, general information, or introduction.
- Location
- Hours
- Contact information
- Staff (names, title, email/phone number)
- Social media links (if applicable)
- Slideshow (if applicable)

Faculty/Adjunct Profile Page
- Cypress College logo or employee photograph
- Links to division(s)/department(s)/office
- Contact information: email, phone
- Office hours
- Location
- Brief biographical statement or introduction
- Recommended courses
- Resources

Staff Profile Page
- Cypress College logo or employee photograph
- Links to division(s)/department(s)/office
- Title
- Contact information: email, phone
- Location
- Brief biographical statement or introduction

Maintenance Policy

Cypress College commits to a website maintenance policy that provides users with ongoing access to accurate and up-to-date web-based information. Webpages are considered maintained if the content on the assigned pages provides accurate and current information, working links, working contact information, and have been updated at least once a semester. Office of Campus Communications will administer website review processes periodically.

Web authors are responsible for maintaining all pages associated with their accounts. The college reserves the right to terminate an account and/or remove or unlink a webpage that is found to be un-maintained. Webpages that are un-linked will remain active on the servers so that they may be updated. Accounts that continue to be un-maintained may be removed.

Copyright Information

Copyright is a form of intellectual property protection that gives a copyright holder legal rights over the use, sale, reproduction, distribution, display, or creation of derivatives of a given original work. Copyright infringement refers to violation of these rights. Web content authors and site developers must abide by United States copyright law and protect against copyright infringement.

Use of Copyrighted Material

In accordance with district policy, NOCCCD employees and students shall not reproduce copyrighted materials without prior permission of the copyright owner, except as allowed by the "fair use" doctrine.

Always seek permission from the copyright holder to use, copy, distribute, create derivative works, or display a copyrighted work on any Cypress College website. When in doubt, always assume a work is copyrighted even if it has no obvious copyright notice. It is no longer required for copyrighted works to display a copyright notice.

References:
Administrative Procedure 3750

Web Accessibility Policy

California community colleges are required by state and federal law to make materials distributed on the web accessible to all users. Cypress College also has an ethical commitment to provide access to web-based materials to all users, including users with disabilities. Therefore, all official Cypress College webpages and web content must be accessible to all users according to the Section 508 of the Rehabilitation Act guidelines for web accessibility.

The Cypress College website will adhere to the Section 508 Web Accessibility guidelines and the W3C World Wide Web Consortium's Web Content Accessibility Guidelines 2.0. (WCAG 2.0) at a minimum of Level A conformance.

Web Accessibility Laws and Standards

Section 508 of the Rehabilitation Act of 1973 requires federally funded institutions, including colleges and universities, to make electronic information accessible to people with disabilities. In California, Senate Bill (SB) 105 (2002) applies Section 508 standards to all state agencies, regardless of federal funding status.

The standards that define web accessibility have been established by Section 508 of the Rehabilitation Act Amendments of 1998 and the Americans with Disabilities Act (ADA) of 1990, which mandate equal access for individuals with disabilities. Web accessibility practices are also based on the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI) Web Content Accessibility Guidelines (WCAG) which explain how to make content on a site accessible.

Reference:
WebAim's Introduction to Web Accessibility

Help and Support

For user support, please contact Office of Campus Communications at ext. 47006.
For technical support, please contact the Academic Computing help desk at ext. 47157.