
Policy: Web Site Policy
Policy No: 3.29
Approved: Board of Trustees: March 2006

WEB PAGE/SITE POLICY

Sullivan County Community College's IT facilities are available to support web sites and pages which advance the College's mission of providing a wide range of higher education services continuing education, student and community services and cultural offerings to various constituencies.

SCCC encourages web usage that:

- a) Provides information about the College's programs and courses, academic and social activities, faculty, staff, students.
- b) Enhances or enriches the teaching and learning process.
- c) Delivers instructional material either as a prime or supplementary source.
- d) Serves as a replacement for traditional publishing methods which use scarce resources.
- e) Delivers College services in a more efficient or accessible way.
- f) Promotes collaboration, community and innovation.

The College seeks to serve these goals and preserve academic and intellectual freedom while recognizing that, by hosting material on its servers, it acquires responsibilities and potential liabilities. The policies in this document are designed to address this balance and promote responsible and effective use of the World Wide Web.

Legislation Affecting Web Sites and Pages

Federal, state and local laws have an impact on what may be included in material on the web. These laws fall into five general areas:

- a) Copyright laws provide protection for the benefit of those who create intellectual property. Complex and fluid laws apply to almost all visual, aural or written material. Assume that if you did not create the material, it is protected and you may not use it without written permission which must be filed with Campus Computer Services. This applies to photographs, printed matter of any type, video, audio,

software, scanned material, logos, trade/service marks and phrases and material from other web pages or sites. You may create links to other web pages or sites providing access to material and avoiding the problems of copying.

b) Privacy regulations protect individuals from invasion into their personal lives. A person has a right to go through life without having their image or activities published or commented upon. Certain public figures have lesser protections, but caution should be exercised. Of particular concern to the College is the Family Education Rights and Privacy Act which prohibits the disclosure of virtually all information about students without permission.

c) Libel and slander laws are designed to protect individuals and groups from harm created by published information that is false. For materials to be libelous or slanderous, it must cause harm, be false, and the publisher must intend the harm. The courts have held that recklessness (not checking the truth of statements) can be considered intent. Certain public figures have lesser protections, but caution should be exercised.

d) Pornography/obscenity statutes are intended to protect the public from explicit sexual material. Interpretation of these laws has been troublesome at best, especially when the laws are local. The Internet is the focus of competing regulatory vs. unrestricted speech debates which are unlikely to be resolved soon. Common sense dictates that any sexually explicit material be approved by the College prior to placement on College servers.

e) Regulations designed to make web sites/pages accessible to those with disabilities are being promulgated. As these are instituted compliance will be required.

SCCC Policies Affecting College Official Web Sites and Pages

Web sites and pages posted to College servers are considered to be official publications of the College and part of its information and marketing systems. Only approved material may be communicated through the home page and its official links. Approval of material is the responsibility of the Coordinator of Web Development under the direction of the Director of Institutional Computing and College administrators.

In order to be approved, each official site or page must:

a) Adhere to the consistent College graphic standard, including use of the College logo, as determined by the Coordinator of Web Development.

- b) Be the product of or for members of SCCC administration, faculty, staff, clubs, or other officially sanctioned members of the SCCC community.
- c) Include the site/page manager=s name and email address.
- d) Include the last date of revision or modification.
- e) Include a live link for comments.
- f) Include a link to the College home page.
- g) Link to relevant portions of existing sites/pages rather than to duplicate hem.
- h) Include “previous” and “next” entries for lengthy documents.
- i) Have text labels for graphic or icon links to provide access for those using non-graphical browsers.
- j) Not contain any commercial advertising.
- k) Conform to the current HTML standard as determined by the Coordinator of Web Development.

SCCC Policies Affecting Divisional, Organizational and Professional Web Sites/Pages

SCCC divisions, departments and affiliated organizations are encouraged to create and maintain web sites/pages for posting on College servers. This may include professional pages for faculty and staff. These sites/pages must be approved by the Coordinator of Web Development. It is recommended that these sites and pages use templates designed by the Coordinator of Web Development as a starting point.

Professional pages should link from the appropriate divisional page/site. Professional pages should contain information only as it relates to the individual’s responsibilities at the College. Individuals may create personal home pages linked to the official site only through their professional page.

In order to be approved, each such site or page must:

- a) Follow generally accepted graphic standards for the World Wide Web and may include the College logo if guidelines for its use are followed.
- b) Be the product of or for members of SCCC administration, faculty, staff, clubs, or other officially sanctioned members of the SCCC community.
- c) Include the site/page manager=s name and email address.
- d) Include the last date of revision or modification.
- e) Include a live link for comments.

- f) Include a link to the College home page.
- g) Link to relevant portions of existing sites/pages rather than to duplicate them.
- h) Include “previous” and “next” entries for lengthy documents.
- i) Have text labels for graphic or icon links to provide access for those using non-graphical browsers.
- j) Not contain any commercial advertising.
- k) Provide warning for size file and type for large links such as multimedia files.
- l) Conform to the current HTML standard as determined by the Coordinator of Web Development.

SCCC Policies Affecting Personal Web Sites/Pages

SCCC encourages individuals from the College community to develop personal pages for posting on the College servers. Individual staff, faculty, student and alumnae pages may be linked to the official site only through divisional, professional or organizational pages. The College does not seek to restrain free speech but reserves the right to remove any page from its server.

Personal pages should:

- a) Adhere to the intent of the laws and regulations described above.
- b) Link to relevant portions of existing sites/pages rather than to duplicate them.
- c) Not contain any commercial advertising.
- d) Include the author’s email address as a “mailto” link.
- e) Include this disclaimer: “The author of this page is responsible for its content. Sullivan County Community College cannot guarantee the accuracy or completeness of the information on this page and is not liable for any damages, of any kind arising from its use.”