

SEATTLE CENTRAL COMMUNITY COLLEGE

WEB PROCEDURES

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I. GENERAL STATEMENT

- A) The Seattle Community College District and Seattle Central Community College maintain Internet connections to provide an atmosphere that facilitates the access of knowledge and the sharing of information for the Seattle Central community.
- B) This document is based on and aligned with District-wide Web Standards and is subject to change. These changes will reflect changes in District-wide web standards and evolving web technology.

II. LEGAL GUIDELINES

- A. Information resources will be used by members of the Seattle Central community with respect for the public trust and in accordance with policies and regulations established by federal, state, and local laws, CIS, the K-20 consortium, and the Seattle Community College District.
- B. Pages housed on Seattle Community College District servers may not be used to promote outside commercial enterprises or violate community standards and statutes concerning discrimination. Examples of such violations include:
 - Advertising - Selling space on a web page for profit is strictly prohibited.
 - Use of SCCC Web Account for Personal Gain - At no time shall anyone use their campus web account to promote their own business or any other form of personal gain such as the Amazon affiliates program
- C. Copyright
 - Individuals may not place materials owned by others, i.e., copyrighted works, on a personal or official WWW home page without the expressed permission of the copyright owner. Examples include cartoons, articles, photographs, songs, software, and graphics scanned in from published works or other WWW pages.
 - Assume materials found on the WWW are copyrighted unless a disclaimer or waiver is expressly stated. Quotations of a few words may be included provided the author and the work from which the quotations are taken are identified.
 - Link to other WWW pages – do not copy from them
- D. Existing Policies for use of computers and networks
 - District Policy - Use of Electronic Messaging Systems
 - CIS "Policy on Acceptable Use"
 - K-20
 - SCCD Policy #400.10.80 - "Ethical Conduct/Conflict of Interest Standards"

III. WEBSITE AND WEB PAGE CLASSIFICATIONS

OFFICIAL COLLEGE WEB PAGES

Official Page Properties

- Created and updated by the Public Information Office and Web Team
- Look and feel is consistent between pages and is aligned with current college branding
- Are integrated into the menus, navigation system and structure of the official College site
- Are hosted on the campus web server (seattlecentral.edu)
- All major instructional programs and all major departments offering college-wide services must have an official page
- Departments/Divisions are responsible for the ownership and upkeep of the information and specifics of their official page content
- The Public Information Office is responsible for wording, tone and voice of official page content (to be consistent with college branding)

Creation of New Page(s)

- A request must be sent to the Web Team asking for a new official page
- Content for the new page(s) will be jointly created by the requestor of the page and PUBLIC INFORMATION OFFICE
- The new page(s) is built by the Web Team
- There will be a review and approval cycle between the page requestor and Web Team – iterative until page(s) is deemed ready to go live
- The Web Team will move the new page(s) to a production server and integrate the new page(s) into the navigation of the college site

Routine Updates of Official Pages

- Requests for routine updates must be sent to scccwebupdates.seattlecolleges.edu
- It is the responsibility of every academic division, department and program to routinely check their web content and request updates as needed
- The Web Team will decide if an update is simple or complex

Simple Updates

- Simple updates will be made quickly (normally within 24hours) and a confirmation email will be sent notifying when update(s) have been completed

Complex Updates

- Will require more time (to be determined on a case by case basis)
- Will be made on a development server and will be reviewed by requestor before going live
- Updates that involve a major overhaul of content and/or contain a large amount of new content will follow the development and review process for new content as stated below for each type of website

SUPPLEMENTAL WEBSITES

Supplemental Website Properties

- A supplement website is a small self-contained site that provides additional/supplemental NON-DUPLICATED information to be used in conjunction with an official college page or site
- Only **instructional programs** can have a supplemental website
- An approval from the Web Manager **MUST** be obtained **PRIOR** to creating a new supplemental site
- Supplemental websites have their own unique design but still retain Seattle Central branding and adhere to Seattle Central Branding Guidelines as directed by the Public Information Office
- Linkage to the supplemental site from the college site will be provided only on the official page that the supplemental page is 'supplemental' to. There will not be direct links from the main navigational system to a supplemental page bypassing the official page.

Supplemental Website Rules

- The site cannot be a duplicate of the official college site but must have a look and feel that adheres to branding guidelines as directed by the Public Information Office
- No image duplication. Supplemental websites may **NOT** copy/duplicate images and navigation from the official college site
- No information duplication. Supplemental websites may **NOT** contain duplicate information that can be found on an official college page
- The navigation framework for supplemental websites will include a link back to the Official department page and the Official Seattle Central homepage from every page in the site
- Must be hosted on the campus web server (seattlecentral.edu)
- Must be kept current by the department/division. Content that has been identified as outdated is subject to removal by the College Web Manager

Supplemental Website Review Process

1. All content for the supplemental website must be finalized and have had prior approval from the Dean or Director of the division/department that is creating the site
2. The College Web Manager is then notified by the Dean/Director and asked to review the site
3. The supplemental website will be reviewed by the College Web Manager for adherence to rules
4. The supplemental website will be reviewed by the Public Information Office for adherence to college branding

Supplemental Website Deployment and Access

Supplemental sites will be uploaded to a college web server by the Web Team. Seattle Central security policy does not permit access to college web servers to anyone except college employees or students

SATELLITE WEBSITES

Satellite Website Properties

- A satellite website is a small standalone website that has a small amount of self-contained content of interest to a narrow audience.
- Satellite websites are not “add-on” sites for an official page but can be linked to from the official site
- Satellite websites have their own unique design but still retain Seattle Central branding and adhere to Seattle Central Branding Guidelines as directed by the Public Information Office
- An approval from the Web Manager MUST be obtained PRIOR to creating a new satellite site
- Linkage to a satellite website can be provided from anywhere on the official site as deemed appropriate by the Web Team and/or Public Information Office

Satellite Website Rules

- All content for must be finalized and have had prior approval from the Dean or Director of the division/department before handing over to the Web Team for creation of the site
- Satellite websites must be hosted at the college

Satellite Website Development, Review and Deployment Process

Satellite websites must follow the same review and deployment process as Supplemental websites

FACULTY WEBSITES

- Faculty pages are for providing class information. They usually include a syllabus, assignments and links to other relevant sites.
- Faculty Pages are NOT to be used for personal use
- Faculty members are responsible for creating and maintaining their own page
- There is no formal approval process for faculty websites. Faculty members are responsible for all content on their pages
- Faculty pages should have a link to the Seattle Central official home page and a link to their division official home page
- Divisions must notify the Web Manager when a faculty member is no longer at the college so their web account can be archived

STUDENT CLUB PAGES/SITES

- Student club pages are for providing details and activities for recognized Seattle Central Community College student clubs
- All student clubs that have a website hosted on our campus server must be recognized by the Division of Student Leadership.
- Student club pages must be built using student account web space
- The student club / Organization must approve all content for their pages

Student Club Website Approval Process

1. The site will be reviewed and approved by the Division of Student Leadership
2. A NEED request will be made by the Division of Student Leadership to request for a non-student (permanent) web account on the college server.

Student Club Website Deployment

Student club websites must follow the same deployment rules as Supplemental websites

CLASS PROJECT PAGES

(COLLABORATIVELY DEVELOPED PAGES)

ALL class project websites MUST have the prior approval of the campus webmaster

Seattle Central security policy does not permit accounts and passwords to be shared nor does it provide shared accounts for class projects or other collaborative web development projects.

Websites that are built as a class project will be developed using individual student accounts on the student web server

Class Project Website Rules

- Class project websites must follow the same rules for content and navigation as Supplemental Websites

Class Project Website Review Process

1. All content for the supplemental website must be finalized and have had prior approval from the Dean or Director of the division/department that is creating the site
2. The College Web Manager is then notified by the Dean/Director and asked to review the site
3. The supplemental website will be reviewed by the College Web Manager for adherence to rules

Class Project Website Deployment

- Completed approved class project websites will be handed over to IT Services to be transferred to a permanent account.

IV. WEB ACCOUNTS AND ACCESS TO COLLEGE SERVERS

Who can have a web account?

All employees of Seattle Central Community College and all students are entitled to a college hosted web account.

- For information and specifics of faculty web accounts, please refer to the Faculty Web Account section of the college website
- For information and specifics of staff/employee web accounts, please refer to the Employee Web Account section of the college website
- For information and specifics of student web accounts, please refer to the Student Web Account section of the college website

Who can have access to a college server?

Only Employees and students of the Seattle Community Colleges are allowed to be given access to any of the servers on campus or at Siegal Center. This means any and all access, including a login to a site developed in a content management system such as WordPress.

V. DEVELOPMENT AND HOSTING

Development

All pages on the official college website will be developed and maintained by the College Web Team in compliance with Seattle Central current security standards.

It is the responsibility of the department/division to ensure that their non-official web pages/sites are in compliance with Seattle Central current security standards

Hosting

All official and supplemental pages **MUST** be hosted on a webserver at Seattle Central or at Siegal Center. Any site that needs to be hosted at Siegal Center must get prior approval by the Web Manager.

Redirects

Redirects on the college webserver can only go to a site within the seattlecentral.edu domain. There will be no redirects on seattlecentral.edu to any outside site.

VI. SOCIAL MEDIA MARKETING AND PROCEDURES

- Seattle Central has official college accounts with all major social media platforms. All official college social media marketing is handled by the Public Information Office
- Departments **MAY NOT** duplicate official college efforts in social media marketing. If a department wishes to have their own social media account to provide **SUPPLEMENTAL** information it must get prior approval from the **PUBLIC INFORMATION OFFICE**.
- The Seattle Central name and any variance of that name (i.e. seattle_central) are strictly reserved by the **PUBLIC INFORMATION OFFICE** for use in emerging and future social media platforms.

GOOGLE PLACES:

Google Places accounts will be created by the **PUBLIC INFORMATION OFFICE**. Google Places are location based, therefore, no department can have their own Google Places account.

VII. CONFIDENTIALITY OF DATA

Sensitive Information / Sensitive Data

Any web application that requires the transmission and/or storage of sensitive information **MUST** be developed and maintained by IT Services or by an authorized third party that has been approved by IT Services.

SENSITIVE INFORMATION INCLUDES THE FOLLOWING:

- Social Security Number (SSN)
- Bank Account Number(s)
- Credit Card Number(s)
- Drivers License Number
- Personally Identifiable Student Information

USE OF ANY COLLEGE DATA

Any web application that requires the use of College Data whether it is of a sensitive nature or not **MUST** be developed and maintained by IT Services. College Data is defined as any data that is stored on the HP system.

Confidentiality of Student Data

As a Seattle Central Community College employee, you may receive inquiries of a personal nature regarding students or prospective students. Before you release any information, be sure that you apply the following guidelines:

1. First, check to see if the student has requested a hold of Directory Information. Registration can confirm this information if you don't have access to SMS (Student Management System).
2. If a hold is in place, no information can be provided.
3. If no hold exists, you may release only the following information, known as **Student Directory Information**:
 - Student's name
 - Email Address
 - Enrollment status in the college (i.e., student is registered this quarter).
 - Dates of enrollment
 - Area of study (i.e., College Transfer, Nursing, etc.).
 - Awards granted by the college.
 - Participation in official sports activities and
 - Weight/height of athletic team members

Release of any other student information is **not** allowed without signed consent submitted to the Registrar's office. This includes but is not limited to the following:

- Phone numbers
- Address
- Grades, test results, counseling records, medical history, etc.
- Social security number
- Race/ethnicity, nationality or gender
- Class schedule or classroom location

Access to information contained in a student's records and folders is limited to the following:

- College record-keeping personnel specifically assigned to the Registrar's office
- Emergency requests for information should be referred to the Registrar.

VIII. SECURITY

Please refer to the Seattle Central Security Policy for in-depth information of Seattle Central's security standards and how they apply to web page development