DOCUMENT OVERVIEW:

Section I..................................................................................... General Statement
Section II.................................................................................... Legal Guidelines
Section III .................................................................................. Website Classifications
Section IV ................................................................. Web Accounts and Access to College Servers
Section V ................................................................................... Development and Hosting
Section VI .................................................................................. Social Media Accounts and Procedures
Section VII ................................................................................ Confidentiality of Data
Section VIII................................................................. Security
I. General Statement

A. The Seattle Community Colleges District and Seattle Central Community College maintain Internet connections to facilitate information sharing within and about the Seattle Central community.

B. This document is 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, SBCTC, the K-20 consortium, and the Seattle Community Colleges District.

B. Pages housed on Seattle Community Colleges 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 or selling space on a web page for profit is strictly prohibited
   - The use of Seattle Central web accounts for personal gain shall not be used by anyone to promote a personal business or for 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 website without the expressed permission of the copyright owner (examples include cartoons, articles, photographs, songs, software, and graphics scanned from published works or copied from websites)
   - Assume materials found on the Internet are copyrighted unless a disclaimer or waiver is expressly stated (quotations of a few words may be included provided the author and the work are identified)
   - Link to other websites – do not copy from them

D. Existing policies for use of computers and networks are found in the IT Services section of the college website:
   - District Policy - Use of Electronic Messaging Systems
   - SBCTC "Policy on Acceptable Use"
   - K-20
   - SCCD Policy #400.10.80 - "Ethical Conduct / Conflict of Interest Standards"
III. Website Classifications

There are three types of websites in the college network:

1. Official college websites and pages (including official instructional program websites)
2. Faculty websites
3. Student club websites

Official College Websites (and pages)

Properties

- Are created and maintained by the WebTeam in compliance with college branding and style guidelines as provided by the Public Information Office
- Are designed with consistency between pages
- Are integrated into the navigation system and structure of the official college site
- Are hosted on the campus web server (seattlecentral.edu)

Content

- Is jointly created by the requestor of the site / page and the WebTeam
- Subject matter and facts are provided by departments and divisions
- Presentation, wording, and tone are created by the WebTeam (aligned with college branding)

Creation Process for New Websites and Pages

1. An email request is sent to the WebTeam for a new site / page
2. The new site / page is built by the WebTeam and uploaded to a staging (testing) server
3. The site / page requestor and the WebTeam review and revise until the site / page is ready for publication
4. The WebTeam moves the site / page to the production (“live”) server and integrates it into the navigation of the college site

Updates and Maintenance

- Requests for routine updates should be sent to: scccwebteam@seattlecolleges.edu
- Divisions and departments are required to routinely check their web content and request updates as needed
- Simple updates will be made quickly (normally within 24 hours) and a confirmation email will be sent upon completion
• Complex updates will require more WebTeam time and will be reviewed by the requestor before publication

**Official Instructional Program Websites**

An instructional program website is a branded, standalone website that has its own look and feel and is customized to meet the needs of that specific program.

**Properties**

• Can be for either a professional / technical program or academic subject area
• Must be created by the WebTeam
• Must be hosted on the college web server (seattlecentral.edu)
• Must contain complete information about an instructional program including: official data for classes, course descriptions, official curriculum, program costs, entry requirements
• Must contain official / approved college branding and linkage in both the header and footer of the site
• May have its own design and personalized feel
• May contain program specific marketing, custom features, and navigation
• May contain industry specific information such as potential employment opportunities, salary information, and professional certification information
• May have an area for alumni
• Will be created in a content management system (CMS) that allows departments the ability to update their websites after completing training

**Content**

Instructional program site content is to follow the same guidelines as those for official websites and pages.

**Creation Process for New Sites**

The creation and review / approval process for instructional program websites is the same as the creation / review / approval process for all other official websites and pages.

**Updates and Maintenance**

Individual departments who want to update their own websites will be trained by IT Services. Otherwise, updates and maintenance for instructional program websites is the same as for all other official websites and pages.
**Faculty Websites**

- Provide class information such as a syllabus, assignments, and links to other relevant sites
- Cannot be created for personal use
- Faculty members are responsible for creating and maintaining their own websites
- There is no formal approval process for faculty website content
- Should link to the Seattle Central Community College site and to their instructional division homepage
- Divisions must notify the Web Manager when a faculty member leaves so the web page(s) can be archived

**Student Club Websites**

- Support official Seattle Central Community College student clubs that are recognized by the Division of Student Leadership
- Are built in the student account web space
- Are created and maintained by the student club

**Student Club Website Approval Process**

1. The site will be reviewed and approved by the Division of Student Leadership
2. The Division of Student Leadership will then request a web account on the college server for the new site

**Student Club Website Deployment**

Student club websites will be uploaded to a college web server by either IT Services or the WebTeam.

## IV. Web Accounts and Access to College Servers

**Web Accounts**

- All Seattle Central Community College students and employees are entitled to a web account (space on seattlecentral.edu)
Detailed information about student and employee web accounts can be found in the IT Services section of the college website.

**UPLOADING INFORMATION TO SEATTLECENTRAL.EDU**
- Only Seattle Central employees and students are allowed to upload information to seattlecentral.edu

## V. Development and Hosting

### DEVELOPMENT
- All Official College Websites (including Instructional Program Websites) will be developed and maintained by the college WebTeam in compliance with Seattle Central security standards.

### HOSTING
- All official websites MUST be hosted on a college web server for security reasons.

### REDIRECTS
- Redirects on the college web server can only go to a site within the seattlecentral.edu domain or to an approved third party location.
- There will be no redirects on seattlecentral.edu to any outside site without prior approval by the Web Manager.
- In the rare case a redirect is permitted, the site being referenced must meet security standards and college branding requirements.

## 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 (PIO).
- Departments may not duplicate official college efforts in social media marketing and supplemental social media accounts may only be created after prior approval from the PIO.
- The Seattle Central name and any variance of that name (i.e. Seattle Central) are strictly reserved by the PIO for use in current, emerging, and future social media platforms.

**GOOGLE PLACES:**
Google Places accounts will be created solely by the PIO as they are location based.
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 any College Data 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
All student data and directory information on Official College Websites or Web Applications created by the WebTeam and/or IT Services are handled in compliance with FERPA standards.

VIII. Security

Please refer to the Seattle Central Security Policy for information of Seattle Central’s security standards and how they apply to web page development.