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Policy Name: Web Page Updates and Maintenance

Policy Number: L - 5

Functional Area(s) Responsible: Enrollment Management

Owner(s) of Policy: Marketing

Most Recent BOT Approval Date: Spring 2015

Most Recent Review Date: Spring 2023

Most Recent Review/Revision Type: ☐ none   ☒ minor/non-substantive   ☐ substantive/extensive

Policy Statement:

The Finger Lakes Community College shall maintain an up-to-date website. The Web Services Coordinator and Digital Content Specialist (Web Team) manages all documents located on the Finger Lakes Community College website. Individual offices and departments are considered the Content Managers and supply the informational content on these pages. It is the responsibility of these departments to provide up-to-date and appropriate information representing their department and the services they offer.

Reason(s) for Policy:

This policy applies to the College's public website located at http://www.flcc.edu. From the FLCC home page, website visitors are able to access a menu of links to information resources and services offered by the college.

Applicability of Policy:

All Finger Lakes Community College employees should be familiar with this policy.

Definitions:

Content Manager- an individual or team that provides, organizes and maintains website content for the FLCC site. A content manager may work directly with the Web Services Coordinator or use a content management system to edit sections of the FLCC website.
Content Editor – works with Content Managers to ensure the content provided is clear, accurate, engaging and appropriately integrated into the site.
Web Team – Web Services Coordinator and Digital Content Specialist

Related Documents:

- FLCC Electronic Messaging Policy

Procedures:

There are a great number of different software packages and technologies used to create webpages and deliver informational content over the World Wide Web. In most cases, the development of new webpage material and websites should be a collaborative process that involves the Web Team and the department wishing to produce new webpage content.

Initially, to begin the process of creating webpages, a course of action will be developed to facilitate collaboration between all parties involved in the webpage/site project. See the section *"Basic Steps for Website/ Page Creation and*

Modification Creating and Modifying Webpages" for information on the development process. Collaboration with the Web Team will significantly ease the production and development process.

Electronic Submissions and Formats

In order to reduce the time needed to produce online documents, it is required that all significant additions and modifications be submitted in an electronic format. Electronic submission of content means delivering information to the Web Services Coordinator on portable drive or attached to an email. Electronic formats that are acceptable for text-based content are files saved in text format (.txt), rich text format (.rtf), and Microsoft Word (PC format) (.docx). In some cases, Adobe Acrobat format (.pdf) may be acceptable. If you have data in a different file format or have questions about what would be the appropriate format to deliver content, contact the Web Services Coordinator.

Creating and Modifying Webpages

Most website projects fall into three categories; updates to existing webpages, large site updates, and the creation of new webpages documents. Large updates should follow the *"Basic Steps for Website/ Page Creation and Modification Creating and Modifying Webpages"* guidelines. Below are the points that should be reviewed prior to starting each type of project.

Small Updates to Existing Webpages

To make small updates to existing documents on the Finger Lakes Community College website, *(for example, changes of a date, department contact, phone extension, or email address)* please print a copy of your webpage and mark your text and graphic changes on it * . Please note that if these changes are longer than 2-3 sentences the *"Electronic Submission and Formats"* guidelines listed above should be followed.

After you have marked your changes or small additions, submit the edited print-out to the Web Services Coordinator or Digital Content Specialist located in Suite 1155. The Web Team will make the required changes and contact you so that you have a chance to review changes prior to publishing the updates to the FLCC website. Upon your approval, the pages containing your updates will be posted to the website.

* Exceptions are for any downloadable documents, such as Adobe Acrobat (.pdf) files or printable forms that are available on the FLCC websites. In order to update these files, the entire updated document must be submitted for re-publishing.

New Web-Based Information and Large Site Updates

The creation of new webpages and other documents involves numerous steps to integrate with the existing sections of the Finger Lakes Community College websites. These steps may include and not be limited to: The creation of new links from existing pages; the adaptation to a FLCC template that resembles the FLCC branding of online documents; editing the information of other sections of the site to accommodate new information; training personnel that will be using online applications associated with webpages; and modifying the content to meet web content accessibility standards required by the State University of New York and the World Wide Web Consortium (W3C).

Basic Steps for Website/Page Creation and Modification

The steps required for site updates varies greatly from department to department. In many cases, short meetings and email correspondence is efficient in communicating most information needed throughout a project. Below are the basic steps followed for the majority of the projects carried out on the Finger Lakes Community College websites.

1. Contact the Web Team to set up an initial meeting to discuss the scope of the project and put together a timeline leading up to the posting of the webpage documents.
2. Either during the first meeting or shortly after, a rough web navigation map/outline will be drafted to illustrate the structure of the webpages/site to be developed.

3. After review and approval of the web navigation map/outline, the Web Team will request all materials in electronic format needed to begin webpage creation.
4. The Content Manager organizes all content to be submitted to the Web Team.
5. All submitted information will be evaluated and the conversion into webpage format by the Web Team will begin. A revision to the rough web navigation map/outline may be required during this step.
6. Once content is moved into the new webpage templates, The Web Team will request a review of the newly created web documents. At this time, a temporary webpage address will be provided so that all parties involved in the project can review completed work online using a Web browser.
7. Revisions to draft pages will be made and the review process of step 6 will be revisited.
8. If necessary, training for any web-based applications that will be maintained by a content manager.
9. Upon completion of revisions or training, the new web documents/site is posted to the Finger Lakes Community College website. A confirmation email will be sent to the Content Manager and, in some cases, the Vice President representing the department for the project.

Responsibility

The Web Team and/or Marketing Department may seek input on accuracy, style, etc. from other College offices. This process may include seeking input from appropriate administrative staff and/or the President's Cabinet. The Web Team and/or the Marketing Department reserves the right to delay the publishing of content on the FLCC website until appropriate review and approval has been obtained.

Eligible Links to Web-based Resources

The linking to documents that provide detailed information and resources to the college community is essential to making a website visitors experience complete. website links will be provided for:

- Links internally from one section of the FLCC website to another related section.
- Links to websites of organizations that provide content essential to the day-to-day functions of the college and provide information essential to website visitors.
- Links to public or private organizations if these organizations offer services that complement the information or services offered by FLCC.

It is the responsibility of the Content Manager to routinely monitor non-flcc.edu hyperlinks to verify that links are appropriate for usage on the FLCC website.

The Web Team may remove links from the FLCC website when a link becomes broken, out of date, or no longer links to an appropriate web resource. The Web Team will contact the Content Manager when links are removed in these cases.

FLCC does not endorse any commercial products, services or websites via links to externally located webpages or any other Internet based service.

Graphics

Graphics may include photos, illustrations, charts, drawings, etc. All photography currently on the FLCC website is maintained and selected by the Marketing Office. The Marketing Office routinely updates the photographic images on the website. The focus of these routine photographic updates is to provide an up-to-date website with a common design across all webpages located at www.flcc.edu.

The following guidelines must be followed by individuals, departments, and organizations who desire to post graphics to the FLCC website that are not owned or managed by the Marketing Office.

Permission to Publish Graphics

The individual, department/organization who submits graphic files to the Web Team for website posting is responsible for obtaining permission from the graphic owner before it is made available on the FLCC website. The individual, department/organization submitting graphic files are also responsible for obtaining the permission of all those pictured in a graphic and/or the permission of any identifiable components within the image that may be trademarked, copyrighted, etc.

Approval
Prior to graphics being made available on the FLCC website, all graphics must be approved by the Marketing Office. In addition, should you have photos that include current students as subjects (where a photograph focuses on a single or small group of students) you should submit the names of students to the Office of Community Standards and Counseling to review records of photographed students.

Submitting Graphics/Acceptable Formats
For graphical content, all files must be saved in modern file formats. GIF format is for low-color drawings, graphs, illustrations. JPG and PNG formats are most commonly used for photographic images. After graphics are submitted to the Web Team, any final graphic optimization will take place such as sizing changes or image compression to accommodate the FLCC website format and to allow for fast download times. All attempts will be made to preserve graphic quality, but not all images are appropriate for delivery via webpages. The Web Team reserves the right to not publish graphics of poor quality or graphics that are not suitable for use with website template styles.

Accessibility
To meet web accessibility standards, all images imbedded in a webpage must include what is called an ALT="image description'' attribute. This attribute provides information to screen reading software describing the contents of the image when viewing of the actual image is not possible. This description is also viewable when a mouse pointer is placed over an image in some web browsers. ALT= "image descriptions" should be submitted in a document that identifies the graphic by file name along with the corresponding text.

Webpage Design/Layout
The actual import of graphic content into FLCC page templates is implemented on a case-by-case basis. There are several methods and techniques that can be used to share graphical content via the World Wide Web. Content editors should work directly with the Web Team to establish a webpage template that will identify the location, format, dimensions and number of images that can be made available. This template will be used as the accepted format for submitted graphics.

Downloadable Files
The size of files such as PDFs can have a significant impact on download time and web performance. PDF documents should be optimized for the web. The Web Team will evaluate files to determine optimization and may request that Content Managers modify the files to meet specifications.

Forms/Online Processes:
None

Appendix:
None