

Standard Operating Procedures of the Saddleback College Website

Introduction

The Saddleback College website showcases and communicates our vision and mission to students, faculty and staff, and the community. For many students, the website is the first glimpse they see of the College; therefore, in its simplest form, the Saddleback College website is a marketing tool. It is integral that the Saddleback College website projects an image that is consistent with the quality programs and events that make the College dynamic.

It is in the interest of marketing and communications and maintaining a quality website that the Website Task Force has established these Standard Operating Procedures. Our hope is to implement a process in which uniformity, integrity, and consistency are kept intact so that the Saddleback College website can serve as an effective tool to our students and the community.

Mission Statement

The primary mission of the Saddleback College website is to provide access to up-to-date and well-organized information to students and the community about registration, classes, programs, events and services. While the website serves as a tool for current students, it is also a vehicle to promote our programs and services to prospective students, their parents, and the community at large.

Goals

The goals of the Saddleback College Website Task Force are to:

- Create and maintain a user-friendly website that is up-to-date, clearly organized, and helpful to students and college staff
- Address the need for the website to be accessible to all users
- Be representative of the entire Saddleback College community
- Be responsive to questions, comments, and concerns
- Create a website that is visually appealing and consistent, and is representative of diverse populations

Proposing Changes to the Website

In order to ensure that the Saddleback College website remains consistent, any proposals for changing core design elements, overall site organization, or text on the Saddleback College homepage must be requested to the Webmaster via a work order form (<http://mercury.saddleback.edu/itcwork.php>). The decision to implement the proposed change will be up to the Website Task Force.

Content Management and Server Access Guidelines

All College web pages are stored on the web server. To ensure the security and integrity of the server, access will be granted to authorized Content Managers.

Content Managers will be responsible for uploading web pages to the web server and will be authorized access only to the directories they will be responsible for maintaining. This access should not be shared with anyone. Content Managers must ensure that web pages meet all criteria outlined in this document.

Authorization for Content Managers to access the web server must be requested to the Webmaster by the prospective Content Manager's supervising Administrator. If a Content Manager must transfer access to another person, the Webmaster should be contacted by the supervising Administrator.

Content Managers should regularly review the web pages under their jurisdiction to ensure that they adhere to the Standard Operating Procedures.

The Student Development Office will be responsible for periodic review of student club or organization pages ***and will be contacted should any of these said pages be in violation of the Standard Operating Procedures.***

Web Page Standards

Good web sites have a clear and coherent message that is presented with an attractive layout. Text should be well written, graphic designs should be eye-catching yet simple, and web pages should be user-friendly, organized and fluid.

Four types of content apply to creating pages on the Saddleback College website:

Required Content

- A template approved by the Website Task Force will be provided to Content Managers. For the purposes of continuity and uniformity and to ensure that the entire website is user-friendly, *it is recommended* that this template is used on all College web pages.
- Active links, not “dead” ones
- All content must follow Priority One of the [W3C web accessibility guidelines](#) that meet [Section 508 of the Federal Rehabilitation Act](#), which mandates electronic information and web pages be usable by persons with disabilities.
- Link to Saddleback College homepage (www.saddleback.edu)
- Navigational links (i.e. navigation bar or menu) provided in approved template

Prohibited Content

- Unapproved advertising of any kind
- Content not related to professional or academic use
- Unapproved content promoting private businesses, enterprises, or entities
- College websites must not include links to college employees’ personal email addresses, and personal, social networking profiles (Facebook, LinkedIn, Twitter, etc.), websites, etc.

Conditionally Required Content

- If copyrighted material is not owned by the Content Manager, permission for use of copyrighted material must be obtained
- Link to the SOCCCD Board Policy on Electronic Communication:
<http://www1.socccd.cc.ca.us/docs/board/policies/BP-4000.2.doc>
- If using the Saddleback College logo, use only the official logo and not a variation

Strongly Suggested Content

- Contact information of the Content Manager of the page
- Link to appropriate Department page
- Current, updated information
- Links to educationally or professionally related web pages
- Links to other websites must appear in a separate browser window, or “spawn,” with a disclaimer saying the following: You are now leaving the Saddleback College website. The website you are about to enter is not affiliated with Saddleback College.

Web Page Conventions

The following conventions should be followed when creating web pages:

- Because file names are case sensitive, HTML tags must match file names exactly
- File names can be any length, but no spaces are allowed. Please use underlines or dashes
- Only college-approved web development formats will be supplied and supported
- The “main” web page is the default file name of “index.html” or “index.htm”
- Advanced FrontPage features or extensions are not supported at this time
- All content on college web pages must be relevant to the subject of the page. For example, division and department web pages should be focused solely on the mission of the division and/or department, and should not include superfluous information that is found on other web pages. For example, library offerings are included on the library web page and don’t need to be repeated on another college web page. Such repetition gives the college’s website a disorganized and cluttered appearance and creates unnecessary work for content managers and ITC staff.

Graphics

Please design for the minimum screen size of 800x600 pixels. Images that require scrolling because they are larger than one screen are annoying and should be avoided. The same is true with scrolling left to right to see an entire graphic. The useable width after subtracting for the scroll bars is 600 pixels.

Dispute and Complaint Procedures

Reviews of web pages hosted by the college web server may be conducted at any time by the Webmaster or Website Task Force to ensure that the Website Standard Operating Procedures are properly implemented.

Complaints of non-compliance with the Standard Operating Procedures may be reported to the Webmaster via e-mail by an employee of Saddleback College. The complaint must include the reason or reasons for the complaint and specifically why the web page in question is in violation. Complaints that do not reference the specific items will not be addressed.

Complaints will be initially reviewed by the Webmaster. If the complaint is determined to be valid, the Webmaster will contact the appropriate Content Manager to discuss the complaint and explain the violations.

If the Content Manager disagrees with the Webmaster's findings, the Content Manager will request to the Webmaster that the matter is reviewed by the Website Task Force. This review will consist of at least three members of the Website Task Force, excluding the Webmaster. If, after this review, the group concurs with the Webmaster's findings, the Content Manager will be notified of the web pages that are in violation.

The Content Manager may then choose to fix the violations or dispute them. If the Content Manager disputes the findings, the Website Task Force will schedule a meeting with the Content Manager's supervisor to discuss the violations.

Saddleback College Website Task Force Disclaimer

Saddleback College does not endorse and is not responsible for the contents of any faculty, staff, student club or organization web page. If you believe the content of any web page is offensive, obscene or inconsistent with the Website Standard Operating Procedures, please express your concerns by e-mailing the college Webmaster.

The college reserves the right to review any web page receiving a complaint from a responsible party. If a web page is deemed in violation of the Standard Operating Procedures outlined in this document, the college reserves the right to delete the web page and take appropriate disciplinary or criminal action, if necessary.

The College Webmaster and other staff members of the Information Technology Center (ITC) will not be responsible for assisting Content Managers in the building or editing of college web pages that do not use the approved website template.