

Saddleback College Website Standard Operating Procedures

The Saddleback College website showcases our vision and mission to our students, community, and employees, and projects an image that is consistent with our quality programs and student services. Ensuring that our website upholds a clean, organized, and easy-to-navigate structure is critical for its long-term success as an effective tool for visitors.

The website work group was established to:

- Create and maintain a user-friendly website dedicated to student success that is mobile responsive, up-to-date, organized, and helpful to users
- Be representative of the college community
- Be responsive to questions, comments, and concerns
- Maintain a website that remains visually appealing and consistent, and is representative of and accessible to diverse populations

Content Management

Content editors/managers have access to specific web pages and are responsible for editing the content on these pages. Content editors must ensure their web pages meet all criteria outlined in this document, the website style guide, and the college branding and communications guidelines.

Authorization for content editors to update pages will be provided by a college webmaster. If access must be transferred to another employee, a webmaster must be contacted. Access to pages must not be shared with anyone.

Content editors should regularly review the web pages under their purview and make updates to ensure that all information is current and that links and attached documents are working.

Content Standards

The website work group strived to create an attractive website that is easy to navigate. Based on student feedback and best practices, the work group recommends thinking about the following ideas as you edit your pages:

- Usability: How easy are your pages to navigate?
- Website visitors don't read, they scan. Keep your content as simple as possible to help visitors quickly find what they are looking for.
- Creating lots of content for the sake of avoiding phone calls doesn't work. The more content the user has to sift through, the more likely they won't find what they're looking for (and they'll pick up the phone).
- To keep the appearance of the new design intact and maintain brand continuity, the inclusion of photos, artwork, charts, and tables should be kept to a minimum. Users don't typically visit webpages to admire photos and artwork. In most cases, they are looking for information despite the design.
- White space is a good thing and helps the user digest the information and identify what they are looking for.
- Avoid using capital letters, bold, and italics, especially in headings, as they are hard to read.

- Images are powerful, but can be overused quite easily. Use photographs and graphics only where it makes sense and is relevant to the content.
- Pages must be organized in a manner that is usable for all visitors. Content should be in single column, block display elements such as paragraphs and lists.

Required Content

The approved template, logo, menus, colors, and fonts are provided for content editors. Other templates, logos, menus, colors, and fonts may not be used.

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 useable by persons with disabilities.

Content on college pages must be relevant to the subject of the page. Division and department web pages must be focused solely on the mission of the division and/or department, and should not include superfluous information that is found on other pages.

Links must be active and all information must be kept up-to-date.

Prohibited content

Unapproved advertising of any kind

Content not related to official college business

Unapproved content promoting private businesses, enterprises, or entities

College websites must not include links to employees' personal email addresses, websites, or social media accounts (Facebook, LinkedIn, Twitter, etc.).

Proposing Changes to the Website

In order to ensure that the website remains consistent, any proposals for changing core design elements, overall site organization, or links and/or text on the homepage or main pages that are administered by the marketing department (i.e., a page that is not managed by a content editor), must be requested to the website work group. A request may be sent to any member who will bring the request forward to the task force for discussion.

The Role of the Website Work Group

The work group will meet as needed to review the website, discuss requests, and determine if any changes should be made. The work group may ask content editors to update their pages in the spirit of maintaining content standards.