BRAZOSPORT
COLLEGE WEBSITE

The BC website is a publication of Brazosport College. Its primary goal is to provide information in a clear and consistent manner. To achieve this goal:

1. Textual content must be carefully edited and tailored for web publication.

2. Images must be relevant to the textual content of the page on which they appear.

3. Navigation items and in-content links must be labeled using unambiguous terms that are understood by the audience.

4. Information must be kept factually accurate.

5. All information must conform with applicable College policies, procedures, and legal requirements.

It is important to recognize that the BC website, or any website, cannot be all things to all people. Internally focused information should be located where only the proper audience can access it, this includes but is not limited to personnel documents, student grades and information, and individual course documents. Instead of the public facing BC Internet website, inter-office networked file systems and software, employee drives, and learning management systems can be used for these purposes.

The Brazosport College website and all sub-sites will:

1. Support the overall purpose and mission of Brazosport College
   a. All areas of the College will report in their annual Basic Unit Reviews and Basic Program Reviews the status of their websites and pages.

2. Conform to the style guidelines established by the College
   a. The Marketing & Communications department and College Webmaster, with the support of the Website Leadership Committee, will define the style and use guidelines.
   b. Style guidelines will be located at http://brazosport.edu/faculty-and-staff/resources/marketing-communications/ .

3. Remain factually accurate with up-to-date information

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a. All areas of the College will submit on-going reports throughout the academic year to their dean and/or vice president and to the Website Leadership Committee via the Committee Chair.

WEB SITE ACCESSIBILITY

Insofar as it required explicitly by a federal grant or federal terms, the College intends that all BC websites will comply with Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794 (d)).

Regardless of any explicit applicability of Section 508 to the College, it is the College's intent that all BC websites will conform, as much as practicable, to applicable website accessibility guidelines as published in the Website Accessibility Initiative's Web Content Accessibility Guidelines (WCAG).

The Webmaster will serve as the point of contact and coordinator for implementation of all WCAG guidelines related to accessibility of website based electronic resources, including but not limited to HTML, PDF, and content management systems.

WEB SITE ROLES & RESPONSIBILITIES

INDIVIDUAL FACULTY AND STAFF WEB PAGES

Faculty and staff members who choose to create an individual sub-site or other page on the BC website or web servers shall:

• Attend website training provided by the College Webmaster the prior to the creation of their site.

• Ensure that all posted content; including contact information, office hours, and courses taught are current and correct.

• Ensure that course related content and/or links are current and correct.

• Conform to the style guidelines provided by the department of Marketing and Communication.

• Conform to any accessibility guidelines as may be published by the Webmaster.

• Adhere to all copyright laws. Faculty and staff members that create pages or websites on College servers will be held individually responsible, up to or including discipline or termination, for any violation of copyright, fair use, or other Internet Acceptable Use Policy as may be published or amended.

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- Not use the public facing BC website for day-to-day necessities and activities of their classes and students.

Deans, division chairs, directors, and vice presidents shall be responsible for review of all web content posted by their employees to ensure these guidelines have been followed.

DEPARTMENT WEB PAGES

Department web pages and sites are defined as any content on the web created and maintained by any academic or workforce departments or divisions, community education, support service departments, or recognized faculty or student organizations, etc. Each department should maintain a web site containing, at a minimum, the following:

- Description of the department, including available services.

- Current personnel, including job title and contact information.

- All applicable degree plans and courses offered by that department, if instructional.

- Hours of Operation.

Each academic division may choose the most appropriate way to divide their web presence among individual departments. For example, the Division of Math and Life Sciences may create three individual web sites, one for each department. Each department supervisor and administrative office professional shall:

- Attend website training provided by the College Webmaster the prior to the creation of their site.
- Ensure that all posted content; including personnel program information, is current and correct.
- Ensure that course related content and/or links are current and correct.
- Conform to the style guidelines provided by the Department of Marketing and Communication.
- Conform to any accessibility guidelines as may be published by the Webmaster.
- Adhere to all copyright laws.
- Clearly define specific site maintenance duties and assign them to appropriate department personnel (excluding student

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workers).

Based on the classification of the department's site, supervisors shall submit a brief written report annually, once a semester, or monthly to their Dean or Vice President describing changes, updates, and improvements made to the department web sites. Once reviewed by the Dean or Vice President, the reports will be submitted to the Website Leadership Committee via its Committee Chair for final verification and inclusion in the committee's annual report. Deadlines for reporting shall be included on the yearly schedule of reports.

Each department is encouraged to publish appropriate content and/or links that will promote student success.

MARKETING AND COMMUNICATIONS

The Department of Marketing and Communication and College Webmaster shall assist each department in the creation and maintenance of their sites by:

- Providing style guidelines approved by college administration.
- Informing supervisors of any outdated content found on either department of faculty and staff web pages as it is brought to their attention.
- Assisting in the creation of web page structure (including URL hierarchy and subdomain structure) and links.
- Assisting in the creation of appropriate graphics and templates.
- Assisting the Employee Development Center in the creation and implementation of any needed training and updating any training as needed.
- Verifying, with College Administration and or Legal review, that all policies and training are in conformance with applicable laws and regulations.
- Periodically reviewing all college web site content to ensure that style guidelines are being followed.
- Periodically review all college web sites to verify that said sites meet accessibility goals and guidelines.

Marketing and Communications is not responsible for the creation or maintenance of program specific content on each site.

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EMPLOYEE DEVELOPMENT CENTER (EDC)	At regular and appropriate intervals, the Employee Development Center (EDC) shall offer training to faculty and staff training to facilitate web development as taught by the College Webmaster. Training curriculum shall include:

- Technical training in the College Content Management System.
- Approved style guidelines.
- Applicable copyright laws.
- Approved accessibility guides.
- College policies and procedures related to web pages and sites.

The content management company and/or its official training partners will provide Website training through the EDC.

INFORMATION TECHNOLOGY	The Information Technology department will maintain the backend support of the website by:

1. Performing regular maintenance, and monitoring health of all web servers.
2. Installing system updates as released by content management system.
3. Working directly with the College's content management company concerning any site issues and site maintenance.
4. Assisting College Webmaster in troubleshooting site errors or other server or Information Technology issues.

WEBSITE CONTENT	Accuracy of website content is the responsibility of everyone at the College, especially the deans, directors, vice presidents and their designees.
INCORRECT CONTENT	All website content shall conform to College identity standards and is a public representation of the College. If any content is found to be out-of-date, misleading, and/or incorrect it should be reported to the Webmaster. The Webmaster will then work with the appropriate department representative, subject to College policy, to remove or make any necessary changes as soon as practical.
NONCONFORMING CONTENT	It is the policy of the College that all content posted on College websites shall conform to and be construed in accordance with the College's Academic Freedom and Responsibilities policy located at DGC (LOCAL), insofar as applicable. If any website content is found to violate College policies, applicable regulations or laws, or

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be outside the bounds of DGC (LOCAL), it shall be reported to the Webmaster. The Webmaster shall report the content for review to the Director, Marketing & Communications, the appropriate supervisor and vice president, and if necessary to the Vice President of Human Resources. If, after review, the content is to be considered a violation of this section, the Webmaster will remove the content immediately.

DISCLAIMER
REQUIRED

All websites, sub-websites, pages, or other materials put onto the Colleges website or servers are required to carry a disclaimer—unless they are official and approved departmental or other College pages—that the website or server in question is maintained by an Employee, Staff member, student, or affiliated organization of the College and that the views and content do not necessarily reflect the views of the College and the College claims no liability for content posted on the same.

The disclaimer should be placed at the bottom of every page on an applicable website, in legible font, and read exactly as follows:

> "The views and/or opinions expressed on this individual web page or pages are strictly the views of the author(s) of the page(s) and are not official statements or views of Brazosport College. Brazosport College makes every attempt to monitor its servers, but shall not be held responsible, in any manner, for content or materials posted by this page's author(s). If you have a complaint about the content on this page, please contact the author(s) or for further information contact the Brazosport College Webmaster at webmaster@brazosport.edu."

DISPUTES

If content has been removed from the College website, but the employee responsible for posting the content feels it is necessary to remain on the site, they shall submit a written request to the Webmaster. The webmaster will submit the request to the College's Executive Council for review and resolution.

If any employee responsible for posting content disagrees with the application of this Policy to their content or website, or a removal of that content as described above, that employee may utilize the grievance process found in the College's policy DGBA (LOCAL).

Insofar as is applicable to a decision adversely impacting a student's educational opportunities, if a student is responsible for posting content to a College website and disagrees with the application of this Policy to their content or website, the student may utilize the complaint process found in FLD (LOCAL).

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