

Aims Community College Procedure

Marketing and Communications

Website

Purpose: The purpose of this procedure is to establish guidelines for all members of the College community (including but not limited to faculty, staff, students, administrators, academic and administrative units) who are responsible for creating, editing, or publishing web content (i.e. Website Content Authors). All Website Content Authors are expected to comply with these procedures and related protocols.

The Aims Community College website serves as a primary source of institutional information. As a result, the website should maintain and enhance the anticipated image of Aims through the use of the highest-quality content, visuals, website accessibility, and adherence to best web practices, brand guidelines and internal *Website Protocols*.

This procedure is also intended to reduce the College's vulnerability to legal risks associated with the operation of its website.

A. General Information

1. The College's website (www.aims.edu) is the only official website for Aims Community College.
2. The Department of Marketing and Communications (MarCom) oversees the Aims Community College web presence, both internal and external.
 - a. Exceptions include website experiences built by current employees using Aims Community College approved tools (such as, but not limited to, Google Sites) with the intent to supplement and/or enhance a class, internal project, or inter-departmental communication. These website experiences shall still follow proper best practices outlined in the *MarCom Website Protocol Manual*.
3. The guidelines specified in this procedure and the *MarCom Website Protocol Manual* apply to all employees, faculty, staff, and students at the College.
4. A Website Content Author may post information to the Aims website, following established procedures outlined in the *MarCom Website Protocol Manual* to ensure that the website is operated and maintained in a consistent and secure manner and that the site complies with local, state, and federal laws.
5. All other website update requests shall be submitted by filling out a Website Help Desk Ticket.
6. All web pages are a part of the overall web structure of Aims Community College. No unit may go outside the Aims web structure and represent itself or activities unless an exception is granted by the Web Team.

B. Mandatory Standards

1. All web pages are required to follow the Aims Community College Style and Brand Guides.
2. Website Content Authors are required to work with MarCom to ensure topics, content, and all external websites are appropriate and relevant to Aims Community College and its programs and services.
3. All web pages published or hosted by the College must comply with the World Wide Web Consortium's standard: Web Content Accessibility Guidelines (WCAG). (See Website Accessibility Procedure for more information.)
4. Where compliance is not technically possible or may require extraordinary measures due to the nature of the information and the intent of the web page, a request for exception must be made to the Web Team.
5. Under this exception, information from associated web pages must be made available to individuals with a disability in an equally effective manner.

C. Commercial Advertising

1. Commercial advertising is not permitted on pages published on the Aims Community College website.
2. This restriction includes banner advertisements, text links, or graphic images that promote a commercial service unless approved by the Department of Marketing and Communications.
3. External employment opportunities are permitted through a login accessible career portal.

D. Copyright

1. Copyright laws apply to electronic publishing as well as to print publishing.
2. Editors must have permission from copyright owners to copy and display text, graphics, or photographs on their pages.
3. Editors must have a reasonable basis for believing that their use of the copyrighted materials of others constitutes fair use or that the materials are in the public domain.

E. Personal Business and Web Resources

1. College resources may not be used to create web pages for personal business, personal gain, or partisan political purposes, except as permitted by other College policies or by law.

F. Technical Support

1. The Department of Marketing and Communication provides technical and content

support for the website and for Website Content Authors.

G. Website Content Authors

1. Website Content Authors must be classified as an employee or approved contractors through Aims Community College.
2. Request for website edit access must be submitted via a Web Help Desk Ticket. The Department of Marketing and Communications must approve each access request.

H. Website Content

1. Content must be updated regularly by Website Content Authors.
2. Drafting of web content (including web pages, media, and data) and ensuring that pages within a unit are up to date, meaningful, appropriate, and follow the official Aims Community College Web Style Guide and *MarCom Website Protocol Manual*, is the sole responsibility of the corresponding department and its designated Website Content Author(s).
3. Not all pages on the website can be drafted by a Website Content Author. Updates to those pages should be submitted to the Website team via a Web Help Desk Ticket.
4. Content that is already published elsewhere on the website shall not be duplicated. See *MarCom Website Protocol Manual* for instructions on how to reference existing content on the website.

Adopted: College Council, December 12, 2022
Responsible Administrator: Executive Director of Marketing and Communications