County College of Morris
Website Policies, Guidelines and Responsibilities
Website Management Committee
As of January 1, 2010

<u>Mission Statement</u>

The County College of Morris Website Management Committee ("the Committee") was established in November 2008 to oversee the functioning and ongoing development of the new County College of Morris website. In performing its role, the Committee operates with the full support of the President of the college and the President's Cabinet. The Committee is therefore empowered to set policy, establish procedures, determine process and to set editorial guidelines for the CCM website. The Committee's responsibility and oversight include, but are not limited to, three general areas:

<u>Website Policy</u>

In setting policy for the CCM website, the Committee will establish priorities for the site. This will include setting priorities for creating and posting new pages as well as posting changes and updates to existing pages. In doing so, the Committee may determine that certain pages or areas of the website have "top priority" and that other work on the site, although requested, may be delayed. The Committee will also determine the appropriateness of material that is posted as well as any hyperlinks from the CCM website to any outside websites or materials. The Committee will establish a presentation style for content to be created and posted (including guidelines for photographs and other visuals). In addition, the Committee will determine those departments that will be responsible for creating content as well as the procedures for posting new and revised material.

<u>Process</u>

The Committee will determine the method in which new content is created, posted, updated or replaced. The Committee will also establish guidelines for the content itself.

<u>Editorial</u>

As part of its mission, the Committee will determine the procedure for reviewing new material before it is posted, as well as the departments authorized to post, update or remove content from the website.

Policies

News and Events that appear on the Homepage and News & Events section

New and events that appear on the home page will primarily target the general public. However, from time to time news and events that just pertain to current students may also appear, if they have recruitment and/or promotional value.

(Policy on News and Events approved by the Web Management Committee August 10, 2009)

Policy on Content and Links to Outside Websites

The County College of Morris website (*ccm.edu*) is an institutionally-owned and operated website. As such, the website's content must advance the mission and goals of the College and should not advance private business interests or ventures.

- Content or links from the CCM website to outside websites that express the personal or political views of the author are not permitted.

- Content or links that promote outside consulting, businesses or employment of an individual are prohibited.

- Content or links to sites that solicit money to support non-College sponsored organizations are prohibited.

- CCM web pages will comply with legal requirements regarding the use, reproduction, and distribution of copyrighted works. Information on the CCM website must be consistent with applicable state and federal laws governing intellectual property, libel and privacy, as well as FERPA regulations and all college policies.

- Links to external websites must have direct relevance to CCM and its programs, services and organizations.

- Links to outside sites do not indicate endorsement of that site or verification of the information contained on those sites.

The Website Management Committee reserves the right to remove content and/or links to outside websites that do not adhere to these standards.

(Policy on links approved by the Web Committee Sept. 3, 2009.)

Policy on the use of Student Photos and Names

Photos of students who can be clearly identified may be used on the website or in other college publications only if the student has signed a *Photo and Name Release Form*. News stories and spotlights that contain only a student's name will also require a *Photo and Name Release Form*. Forms can be found on Spider at http://www3.ccm.edu/spider/pdf/releaseform.pdf
Signed forms should be sent to the Department of Communications and College Relations where they are kept on file.

Release forms are not required for CCM employees. However, as a courtesy, it is suggested that employees' permission be sought before a photo is taken. Employees should be notified that their photos may appear in a college related publication.

(Approved by Web Management Committee Oct. 22, 2009)

Responsibilities, Guidelines & Processes

Dynamic Content (News Story, Spotlight, Events, Did You Know, Banner Ads)

It is the responsibility of departments to enter Dynamic Content in the Content Management System (CMS). Anyone, who has been trained in the CMS may do so. Content will remain in the "Review" stage and approved for publication on the website by Communications and College Relations, based on guidelines set forth by the Website Management Committee. Authors can include pictures when entering text in CMS as long as all pictures meet specifications required by CMS. Or, pictures can be e-mailed to Communications and College Relations separately for approval. (Anyone who needs to be trained may contact the the Help Desk.)

(Approved by Web Management Committee on June 25, 2009. Revised for clarity 7/17/09)

Web pages

Any changes to the home page must be done by the Office of Communication and College Relations. Anyone else who is authorized to make changes to web pages, as noted below, is authorized to make changes only to the specific area for which they have been assigned responsibility. Any changes are subject to review by Communication and College Relations and this committee.

(Approved by Web Management Committee on June 25, 2009. Revised for clarity 7/17/09)

Academic Affairs – Content Approval Progess

Academic Divisions:

1. Existing content is electronically edited / new content is developed electronically.
2. Chairs review all content for department and forward approved content to Dean
3. Dean reviews all content for division and forwards to Communication and College Relation for review and publication on web site.
4. Pages related to CAL, CASE, Horizons will be reviewed by the Vice President of Academic Affairs and the Vice President of Student Development and Enrollment Management before being sent to Communications and College Relations, based on guidelines set forth by the Website Management Committee.

Learning Resource Center:

1. Members of existing 'web support group' who have developed current pages will continue to do so.
2. Any changes or new content approved by Director of LRC
3. Content published to web site by designated web master(s).

Corporate & Community Programs:

1. Members of existing 'web support group' who have developed current pages will continue to do so.
2. Any changes or new content approved by Dean of CPP.
3. Content published to web site by designated web master(s).

Content Approval Process for Other Administrative Areas

1. Members of existing 'web support group' identified for each division
2. Any changes or new content approved by division VP/designee.

Content published to web site by designated divisional web master

(Approved by Web Management Committee on June 25, 2009. Revised for clarity 7/17/09)

Department and Division Welcome Pages

Each academic division will be given a "Welcome" page on the new website. Plus, every academic department will have a homepage.

The Department home pages will link to Degrees & Certificates Offered. It can also link to faculty spotlights, department news, biographies, the directory, student showcase works, faculty

showcase works, and other information students should know pertaining to the operation of an academic department.

Guidelines for Division/Department Homepages

- Copy should be typed in Word and be no longer than 250 words or 1200 characters without spaces. (To view counts, go to File Properties.)
- Copy should be written in the first person and sound as if it's a personal message from the Dean or Chair to a perspective student.
- A headshot of the Dean or Chairperson will accompany homepages.
- Topics covered on the homepages can include: programs offered in the department, career paths and transfer opportunities.
- Deans should send their Word document directly to the Director of Communications and College Relations who will review it based on the guidelines set by the Website Management Committee.
- Department chairs should send their Word document first to their Dean for approval. Once it has been approved, the Dean can forward the Word document to the Director of Communications and College Relations.

Updating the Directory

Department administrative assistants will continue updating the directory using the same database system that existed before.

- Add new names and contact information.
- Delete names of people who no longer work here.
- Update office hours at the beginning of a semester.
- Delete office hours at the end of a semester.

News Stories for Academic Department Pages

Faculty who have newsworthy information may type a news story in Word and submit it to their Division Administrative Assistant. The Division Administrative Assistant will post the story in the CMS. Photo may be included. This information, which will appear on Department Welcome pages, may include topics such as awards, books published, new programs and new faculty members.

Spotlights for Academic Department Pages

Faculty who would like to supply a spotlight of themselves on a Department page should submit the text in Word to their Division Administrative Assistant who will post the Spotlight in the CMS. Two photos are required for Spotlights.

A "spotlight" is a very brief personal introduction that gives a potential student a glimpse into your philosophy of teaching and the attitude you bring to the classroom. For example, you can answer one of these questions.

1. What is my philosophy of teaching?
2. Why do I like teaching at a community college?
3. How do I help students succeed?
4. Why do I enjoy the subject I am teaching?