

II-2.0352

Internet Use-Web Pages

Web pages to be stored on GTCC web servers contain information that will be seen by individuals outside GTCC and, therefore, should be accurate, consistent, and support the GTCC mission. Information provided should support recruitment, admissions, retention, and the educational goals of students. It should enhance the image of Guilford Technical Community College. No web page may include fraudulent, false, misleading or obscene material; nor may it libel or defame any person or entity. Faculty, staff, students, and organizations providing pages should be able to publish freely as long as they meet these goals and follow current copyright laws and applicable local, state, and federal laws.

Page creators using copyrighted material must obtain written permission from the copyright holder and complete a web page agreement (see Forms)* to be filed with the Webmaster. If photographs of students are used, written releases must also be completed and filed.

* The necessary forms are also available at: <http://technet.gtcc.cc.nc.us/inside/forms>

Procedure:

1. College Web Pages

College web pages are those official documents such as institutional forms, the GTCC catalog, class schedules and pages representing various departments and divisions of the college.

- a. Official college documents will be converted and maintained by the GTCC Webmaster.
- b. New pages will be reviewed by the Webmaster prior to being uploaded to ensure compliance with the GTCC mission and standards.
- c. Pages representing college departments/divisions are the responsibility of the organizational unit creating them. The details, including web page goals, scope and content must be submitted for approval to the Webmaster, in writing. The document should specify who will be responsible for page maintenance and how often the pages will be changed. The responsible party may use the appropriate Web Site Submission Form, available in the Forms Section of the Management Manual and on the college website at <http://technet.gtcc.cc.nc.us/inside/forms>. E-mail and MS Word documents are also acceptable forms of submission.
- d. Each page should follow a design that complements the new college website design. Failure to follow guidelines could result in rejection and/or removal of the page by the college Webmaster.

2. Distance Learning – Internet Classes

- a. Internet classes, courses conducted via the Internet using the college's course management software, include online, web-enhanced, and web-supplemented courses. The courses are designed and taught by GTCC faculty and are limited to students enrolled at GTCC.
- b. Internet classes must comply with provisions of the TEACH Act, the Fair Use provisions of the copyright laws, and the GTCC Copyright Policy (II-2.030).
- c. Internet classes will be accessible to all students who enroll in them, including those students with disabilities. All course pages must pass the tests administered by the BOBBY software.

3. Employee-Sponsored Pages

On occasion, a GTCC employee volunteering with a North Carolina community college-affiliated professional organization may be asked to host the organization's website on GTCC web servers.

- a. The Webmaster will decide if the pages meet the requirements outlined in these procedures and if such pages should be hosted on GTCC web servers.
- b. A Web Site Submission Form must be submitted to the Webmaster for approval. This form will include information about the purpose of the pages, the community college connection, the GTCC employee who will serve as the sponsor and who will be responsible for page creation and maintenance, space required, and the length of time pages should be hosted.
- c. The Office of Marketing and Public Information will review the pages to ensure consistency with the GTCC mission and standards.
- d. Due to performance factors and resource allocation considerations, such pages may not exceed 5 MB. The GTCC Webmaster may reject pages he/she believes would be difficult to administer.
- e. If the college sponsor leaves the employment of GTCC, pages will be removed unless a new sponsor is found.

4. Web Page Format Guidelines

- a. Each site must link to the GTCC home page and have a revision date.

- b. Each link must be tested prior to uploading.
 - c. Pages that are not maintained on a regular basis may be removed.
 - d. Graphics should be chosen carefully, and the code for all graphics must include the ALT tag. Fewer, smaller graphics improve this feature for browsers without graphics capacity.
 - e. Pages must be accessible to all persons, including those with visual disabilities. Each page must pass the tests administered by BOBBY software.
 - f. Each set of related pages must contain a “mail to” link for the person responsible for creating and maintaining the page.
 - g. Pages must be in compliance with all relevant local, state, and federal laws, including copyright laws.
5. The Webmaster will review web pages on a random schedule for compliance with procedures.

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