

# Bakersfield College Web Policy, Procedures and Style Guide

## 1. Policy

### 1.1. Appropriate Use

#### 1.1.1. To facilitate the sharing of information in the support of college and auxiliary departments and functions.

1.1.1.1. Faculty may create and maintain personal web sites containing their curriculum vitae, as well as office hours, course syllabi, and any other information in support of that faculty member's role in the college.

1.1.1.2. Faculty and Staff may create and maintain web sites for the support and dissemination of information related to the purpose and goals of an academic or administrative department, or other college entity.

1.1.1.3. Students working under the responsible, direct supervision of a staff or faculty member may create and maintain web sites for the support and dissemination of information related to the purpose and goals of an academic or administrative department, or auxiliary entity.

#### 1.1.2. To create and support an online learning community.

1.1.2.1. Faculty may create class web sites for use in the instruction of students online and in conjunction with more traditional learning environments. Faculty may utilize any technology that will enhance the learning process in the creation and maintenance of a class web site, provided that the technology they wish to use has been approved for use in the college web environment by both the district and college Information Services Departments with the exception of HTML, CSS, client-side scripting languages, and FrontPage Components.

#### 1.1.3. To promote college programs and activities to the general public .

1.1.3.1. Faculty and Staff may create and maintain web sites for the purpose of promoting a college or auxiliary event or non-academic program. All such sites shall be done in coordination with the Public Information Office and existing publicity for the event or program.

1.1.3.2. Web sites may also be created to promote academic programs, with the stipulation that all representations of class schedule and college catalog information will be taken directly from the online schedule and catalog databases to ensure the accuracy of the information.

1.1.3.3. Web sites presuming to represent Bakersfield College offices or programs that are hosted on servers other than College/District servers are considered Official pages and are subject to the Bakersfield College Web Policy, Procedures and Style Guide.

### 1.2. Top-Level Domain Use

1.2.1. The use of top-level domains (domain names ending in .com, .org, and .net) in conjunction with the college Web Site is regulated.

1.2.2. Top-level domain names allow the public a more user-friendly mode of access to specific websites. For example, [www.bakersfieldcollege.org](http://www.bakersfieldcollege.org) is much easier to communicate and remember than [www.bc.cc.ca.us](http://www.bc.cc.ca.us).

- 1.2.3. Appropriate use of top-level domains: Top-level domains should be used to direct users to the college home page, within the college web site.
- 1.2.4. Inappropriate use of top-level domains: To avoid user confusion and site fragmentation, top-level domains should not be used to direct users to sub-sites within the college website.
- 1.2.5. Use of top-level domains will be determined by the Internet Services Administrator and the Marketing and Public Relations Office with direct input from the ISIT committee, working in conjunction with the District. This determination will be based on factors including benefit to the college and possible alterations to the navigational structure of the college web site.

### 1.3. Appropriate Commercial Use

- 1.3.1. Ecommerce, which is defined as the process by which a complete transaction takes place on a college/district site, hosted on a college/district secure server, and where the fulfillment of the transaction is handled and supported by the Bakersfield College Foundation, Bakersfield College Bookstore, or Bakersfield College Food Services is limited to the following:
  - 1.3.1.1. All Ecommerce projects must be recommended and approved by the Bakersfield College Foundation, Bakersfield College Bookstore, or Bakersfield College Food Services, with input from the internet Services Specialist, based on the following criteria:
    - 1.3.1.1.1. The products sold or services offered must meet the products/services criteria of the Bakersfield College Foundation, Bakersfield College Bookstore, or Bakersfield College Food Services.
    - 1.3.1.1.2. The benefits of selling the products/services online must merit the amount of time estimated to establish and implement the Ecommerce solution.
  - 1.3.1.2. All web sites with Ecommerce must:
    - 1.3.1.2.1. Be hosted on a secure server maintained by the college/district.
    - 1.3.1.2.2. Manage the sale, distribution, and accounting functions of products sold by the Bakersfield College Foundation, Bakersfield College Bookstore, and Bakersfield College Food Services.
    - 1.3.1.2.3. Be approved with submission of a formal plan for order fulfillment, customer service, and implementation, and financial accountability.
    - 1.3.1.2.4. Be implemented with the understanding that profits will be directed to the Bakersfield College Foundation, Bakersfield College Bookstore, or Bakersfield College Food Services.
- 1.3.2. All participation in Affiliate Programs occurring on web pages within the Bakersfield College web site domain is prohibited. An Affiliate Program is defined as a transaction that is initiated on a college/district site, hosted on a college/district server, and where the completion and fulfillment of the transaction is handled and supported by the affiliate company, on a secure server, and where the college/district receives a

portion of the generated profit. The Bakersfield College Foundation, Bakersfield College Bookstore, and Bakersfield College Food Services, in concert with the Internet Services Specialist and the Marketing and Public Relations Department will regulate participation in all affiliate programs for web sites outside of the Bakersfield College domain.

- 1.3.3. All Advertising on behalf of, or in conjunction with an outside agency on web pages within the Bakersfield College web site domain is prohibited. Any exception must be approved by the college president, with rationale for exceptions being communicated by the college president to the ISIT committee. Advertising is defined as a hyperlink from the college website to a specific website that is provided in the form of a graphic or text, either in exchange for goods, services, or monetary compensation from an outside source. The Marketing and Public Relations Department, in consultation with the Internet Services Specialist, will regulate all advertising on web pages hosted outside of the Bakersfield College domain. Advertising links to other web sites should be direct links to a corporate home page, or to a page containing general information about the entity being linked to.

## 2. Procedures

### 2.1. Creating an Informational/Educational Web Site

- 2.1.1. The requesting party will contact the Internet Services Administrator with a request for space on the web server, communicating the specific needs for the site at this time. In most cases, the requesting party will be required to supply a person who is willing/able to take responsibility for the maintenance of the website information.
- 2.1.2. The Internet Services Administrator will determine the site's location within the Information Architecture of the college website. If the web site is to be included in the core section of the website, a design template will be provided to the requesting party. If the web site falls outside of the core section of the college website, then the requesting party may determine the visual design of the web site within the limitations of the Style Guide.
- 2.1.3. The user will be given the address of his/her web site, along with a user name and password for use in editing his/her site. If the user wishes, web development software will be installed on the user's college computer for use in editing the site. Faculty and staff members may edit their web sites from home, but all editing done by students shall be done on campus, under the supervision of a staff or faculty member.
- 2.1.4. When the user has completed the design and construction of the web site, a request for review will be submitted to the Internet Services Administrator, who will review it according to the Style Guide. If the web site is to be included in the core section of the website, the site will be submitted to the Marketing and Public Relations office for review. If the website falls outside of the core section of the college website, then the site may be submitted to the Marketing and Public

Relations office at the Internet Services Administrator's discretion for review.

2.1.5. When the site has been reviewed and all corrections have been made, the Internet Services Administrator will link to the site from the main website, making it live for everyday traffic.

2.1.6. The website will be reviewed periodically for timely updates, accuracy and conformance to the Web Style Guide.

2.2. Creating a Web Site with ecommerce, affiliate programs, or advertising capabilities. The requesting party will contact the Internet Services Administrator with a request for space on the web server, communicating the specific needs for the site at this time. In most cases, the requesting party will be required to supply a person who is willing/able to take responsibility for the maintenance of the website information.

2.2.1. The requesting party will meet with the Internet Services Administrator, and Representatives from the Bakersfield College Foundation, Bakersfield College Bookstore and/or Bakersfield College Food Services as well as the Marketing and Public Relations office to discuss the specifics of the project, and to prepare a formal presentation, including a cost-benefit analysis. After the proposal has gone through the approval process and approval has been granted, the requesting party will meet with the appropriate technical and operational staff to develop a timeline and plan for implementation.

### 3. Style Guide

This Style Guide section addresses five aspects of the style and development of the Bakersfield College website itself. These areas are addressed in order to ensure that the college website is developed and maintained with the same professional standards that are expected of any publication which is developed by an institution of higher education. Furthermore, the concerns addressed in this Style Guide will ensure that the content is kept current and relevant to each area, and is part of an easily navigable structure, for students, community members and college staff.

If a party on campus would like to request that an exception be granted to an area of the Style Guide, the party's request will be heard and decided upon by a Web Review Board, composed of the following people:

- The Requesting Party
- The Dean responsible for the requesting party's area
- The Marketing and Public Relations Director
- The Internet Services Administrator
- The Director of Information Services
- If related to Ecommerce, a representative from the Bakersfield College Foundation, Bakersfield College Bookstore, and/or Bakersfield College Food Services.

If any web pages or web sites under the BC Web Site do not adhere to this Style Guide, they are subject to removal from the web structure until they are revised to meet the Style Guide specifications.

### 3.1 Visual Appearance

#### 3.1.1 Main Site

The visual appearance of any and all pages which are determined by the Internet Services Administrator and the Marketing and Public Relations Office to be a part of the Main Web Site will be determined by the use of a template, which will be developed as part of the Main Site design process.

#### 3.1.2 Sub Sites and Class Sites

The visual appearance of all Sub Sites and Class Sites within the college Web Site will be left to the Site Owner, given the following constraints:

- 3.1.2.1 Content must be organized in a readable fashion.
- 3.1.2.2 Graphics and design must be appropriate for use on a community college campus.
- 3.1.2.3 Backgrounds and text must not detract from the readability of the text content.
- 3.1.2.4 Designs and graphics must not display any illegal, or unauthorized copyrighted material.

#### 3.1.3 The design and visual appearance of any page on the BC Web Site and its Sub Sites and Class Sites is subject to the review of the Internet Services Administrator and the Marketing and Public Relations Office.

### 3.2 Navigation

#### 3.2.1 In order to promote and facilitate navigation throughout the entire college Web Site, each page in the Main Site and Sub Sites, as well as the introductory page of all Class Sites, will contain a common footer, which will be determined by the Main Site design process, and will be supplied by the Internet Services Administrator in the form of HTML code. The footer will contain the following:

- 3.2.1.1 An email link to the Internet Services Administrator
- 3.2.1.2 An email link to the Site Owner
- 3.2.1.3 A last updated message
- 3.2.1.4 A navigation component, linking back to the Main Site.

#### 3.2.2 Each Sub Site will contain a navigation structure which will be appropriate for its size and scope, in order to facilitate access to the information it contains. This navigation structure should allow the user to return to the home page of the Sub Site from any page within the site, and should be accessed from a common component or area of each page.

3.2.3 The Navigation of each Sub Site is subject to the review of the Internet Services Administrator and the Marketing and Public Relations Office.

### 3.3 Content

3.3.1 The content of each Sub Site and Class Site is owned by the department or individual who has requested the site, or who is responsible for that area of the college, unless other arrangements are made in advance with the Internet Services Administrator.

3.3.2 All hyperlinks and image links must be valid, updated, and accurate.

3.3.3 No commercial content, except under those conditions stated above, is permitted.

3.3.4 All Class Sites are subject to the general curriculum guidelines of the College.

3.3.5 All content must be appropriate for use and display on a community college campus.

3.3.6 The content of each Sub Site is subject to the review of the Internet Services Administrator and the Marketing and Public Relations Office.

### 3.4 Accessibility

3.4.1 All areas of the college Web Site, including the Main Site, Sub Sites, and Class Sites must conform to the Priority 1 guidelines as set forth in the Web Content Accessibility Guidelines 1.0 Document. (<http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505/#priorities> - Appendix A)

3.4.2 All areas of the college Web Site will conform to Priority 2 and Priority 3 guidelines in the above document, when it does not significantly interfere with the page design, the presentation of information, or the use of other technologies.

3.4.3 The accessibility of each Sub Site is subject to the review of the Internet Services Administrator.

### 3.5 Development Tools and Practices

3.5.1 All web design and development on the college Web Site will be done using FrontPage, unless special permission to use an alternative development platform is granted by the Internet Services Administrator.

3.5.2 The following technologies can be implemented without special approval:

- 3.5.2.1 HTML
- 3.5.2.2 DHTML
- 3.5.2.3 Client-Side Scripting
- 3.5.2.4 FrontPage Components
- 3.5.2.5 Portable Document Format

3.5.3 The following technologies must be approved by the Internet Services Administrator and the district technology department prior to implementation:

- 3.5.3.1 Rich Media Content
- 3.5.3.2 Streaming Audio or Video
- 3.5.3.3 Server-Side Components
- 3.5.3.4 Server-Side Scripting
- 3.5.3.5 CGI Scripts

3.5.4 All development tools, technologies, and programming languages used on the BC Web Site are subject to review by the Internet Services Administrator.

## Appendix A

### Summary of Priority 1 Web Accessibility Recommendations

1. Provide a text equivalent for every non-text element (e.g., via "alt", "longdesc", or in element content). *This includes:* images, graphical representations of text (including symbols), image map regions, animations (e.g., animated GIFs), applets and programmatic objects, ascii art, frames, scripts, images used as list bullets, spacers, graphical buttons, sounds (played with or without user interaction), stand-alone audio files, audio tracks of video, and video.
2. Provide redundant text links for each active region of a server-side image map.
3. Until user agents can automatically read aloud the text equivalent of a visual track, provide an auditory description of the important information of the visual track of a multimedia presentation.
4. For any time-based multimedia presentation (e.g., a movie or animation), synchronize equivalent alternatives (e.g., captions or auditory descriptions of the visual track) with the presentation.
5. Ensure that all information conveyed with color is also available without color, for example from context or markup.
6. Clearly identify changes in the natural language of a document's text and any *text equivalents* (e.g., captions).
7. For data tables, identify row and column headers.
8. For data tables that have two or more logical levels of row or column headers, use markup to associate data cells and header cells.
9. Organize documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document.
10. Ensure that equivalents for dynamic content are updated when the dynamic content changes.
11. Ensure that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page.
12. *Until user agents* allow users to control flickering, avoid causing the screen to flicker.
13. Make programmatic elements such as scripts and applets directly accessible or compatible with assistive technologies [Priority 1 if functionality is *important* and not presented elsewhere, otherwise Priority 2.]
14. Provide client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
15. Title each frame to facilitate frame identification and navigation.
16. Use the clearest and simplest language appropriate for a site's content.