

# Website Guidelines

## North Orange County Community College District



# Website Guidelines

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## Document Approval Dates

Approved by the Technology Coordinating Council August 20, 2013.

## Review Process for these Guidelines

This document will be reviewed by the Technology Coordinating Council every year in April.

## Purpose of Website Guidelines

Websites at each campus and at the district are used for marketing and information dissemination. These sites are designed to serve students, staff, and the general public with timely and relevant information about the campus and district. Maintaining an up-to-date and effective website is the work of many people. The purpose of these guidelines is to:

- identify the responsibilities of various groups on the campus and at the district for the website operation and content and delineate their respective authority,
- ensure that access to current campus information and services is being provided,
- provide for the uniqueness of each campus while maintaining consistency in look and feel,
- protect the security of the campus and district websites and the associated data,
- ensure that website content is device agnostic ,
- define the appropriate legal and policy requirements for the campus and district websites, and
- define the appropriate use of vendors and/or consultants in the development and maintenance of the campus and district websites.

## Responsibility for and Management of Websites

### Academic Computing Technologies / District Information Services

Academic Computing Technologies (campus websites) and District Information Services (district website) are responsible for all the technical aspects of maintaining the website. Academic Computing Technologies and District Information Services will administer and assign web accounts to individual users, provide help services, and coordinate with campus staff to provide user training.

### Public Information Offices / District Public Affairs Office

Public Information Offices and the District Public Affairs departments are responsible for the review of content and policy recommendation with regards to the appropriate content and use of the websites.

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## Training

It is recommended that all those responsible for websites are trained in accessibility, copyright policy, and best practices. Further, those responsible should be trained in the tools to create effective and efficient web content.

## Design Guidelines

Design of each campus website is the responsibility of the campus. The design of the District website is the responsibility of the District Public Affairs office. This includes the organization of the site, the look and feel, the navigation and the security of the site. The only district guideline is that the campuses strive for consistency within each site and for ease of use and understanding by the user community.

Specifically, websites should be designed to be responsive to screen size and use current standards such as HTML5 and CSS3.

## Content Guidelines

The data available on a web page such as text, images, hyperlinks, audio, and video, is referred to as *content*. The North Orange County Community College District commits to providing accessible web content to people with disabilities and usable web content for everyone. Content of each campus website is the responsibility of the campus. The content of the District website is the responsibility of the District Public Affairs office. Content must meet legal and professional standards as set forth in Board Policy as identified in the sections below. No content may violate local, state or federal law or statute. The creator of web content is accountable for meeting these guidelines.

## Use of the College / District Branding

All websites must use campus or district branding. Web pages not residing on campus or district web servers may not be labeled with the college or district name or logo, and may not market themselves as part of the colleges or district websites except in cases where a contract has been executed to protect the district. If branding is used outside the district servers it shall be removed when discovered to protect the District and Colleges.

## District Websites Hosted by a Third Party

Website hosting is the hosting on non-college or district servers of web pages or sites. Where possible, websites should be hosted on college or district servers. Website hosting takes users away from the official campus website. This depletes the content of the official site and disables the consistent look, brand, and navigation common throughout the main website and its sub-sites. The campus and district community are encouraged to request features be provided to better develop the website. Website hosting should not be used for interactive input or e-commerce applications,

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whereby personally identifiable information is collected from users of the site. Website hosting should only be used for static data.

There are exceptions when website hosting is required such as in the case of Athletics and instructional materials. Should website hosting be necessary there must be a contractual agreement between the district and the hosting entity. Required contract provisions include:

- Compliance with FERPA, HIPAA, Privacy Regulations, Board Policy and Procedures and all legal mandates
- Mutual indemnity
- Expected service levels
- Service contacts
- Ability to un-link for any violations of law or regulation, breach or violation of any contract provisions
- PCIDSS annual certification verification
- Breach handling procedures and responsibilities

## Third Party Web Consultants

Third party consultants hired to do any work on the campus or district websites must conform to these standards and any Board Policy, law or statute that pertains to their work with the district.

Required contract provisions include:

- Appropriate insurance
- Mutual indemnity
- Compliance with FERPA, HIPAA, Privacy Regulations, Board Policy and Procedures and all legal mandates
- Security standards
- Ability to un-link for any violations of law or regulation, breach or violation of any contract provisions

## District Policies/Procedures

The following NOCCCD web policies and procedures are some which apply to campus and district web authors and developers.

### *Board Policies*

BP 3710 Intellectual Property and Copyright (Under Construction)

BP 3740 Web Sites

[http://www.nocccd.edu/Policies/PDFs/3740.BP.final\\_032904.pdf](http://www.nocccd.edu/Policies/PDFs/3740.BP.final_032904.pdf)

BP 3720 Computer and Electronic Communication Systems:

[http://www.nocccd.edu/Policies/documents/BP3720\\_101606.pdf](http://www.nocccd.edu/Policies/documents/BP3720_101606.pdf)

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## *Administrative Procedures*

AP 3710 Intellectual Property and Copyright (Under Construction)

AP 3740 Web Sites:

[http://www.nocccd.edu/Policies/PDFs/3740.AP.final\\_032904.pdf](http://www.nocccd.edu/Policies/PDFs/3740.AP.final_032904.pdf)

AP 3750 Use of Copyrighted Material:

[http://www.nocccd.edu/Policies/PDFs/3750.AP\\_072505.pdf](http://www.nocccd.edu/Policies/PDFs/3750.AP_072505.pdf)

AP 3720 Computer and Electronic Communication Systems:

<http://www.nocccd.edu/Policies/documents/AP3720.revised.C-Cabinet4-28-08.pdf>

## Accessibility Laws and Standards

### *Section 508 and WCAG 2.0*

The campus and district websites will as a minimum requirement adhere to the Section 508 Web Accessibility guidelines and the W3C World Wide Web Consortium's Web Content Accessibility Guidelines 2.0 latest version.

## Site Removal and Unlinking

Questionable content is defined as any content that exists on a campus or district web page or sub-site, or, content linked to a college page or sub-site that violates the NOCCCD Administrative Policy 3720, *Computing Resources Acceptable Use Policy*, or Administrative Policy 3740, Web Sites, the local campus policy, or any applicable state and federal laws. If questionable content appears on a web page, the college or district entity who operates the website reserves the right to immediately remove or unlink a web page or sub-site.

The campus and district websites will adhere to the Section 508 Web Accessibility guidelines and the W3C World Wide Web Consortium's Web Content Accessibility Guidelines 2.0. (WCAG 2.0) latest version. The content author is responsible for correcting any errors within a web page or site that fails an accessibility review. The college or district reserves the right to remove or unlink a web page or sub-site upon continued failure to adhere to web accessibility guidelines.

In accordance with district policy, NOCCCD employees and students shall not reproduce copyrighted materials without prior permission of the copyright owner. The college/district reserves the right to remove or unlink a web page or sub-site upon continued failure to adhere to Administrative Procedure 3750, *Use of Copyrighted Materials*.

The district and campus may also remove or unlink a web page or sub-site which contains incorrect or out-of-date information.

Failure to adhere to the aforementioned policies and procedures, local campus policies, state or federal law or statute, or the posting of incorrect or out-of-date information may put the District/College at legal risk.

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## Maintenance of NOCCCD Websites

The maintenance of the content of any North Orange County Community College District website regardless of the purpose or intent of the website is the responsibility of the content author in coordination with the Public Information Office or the District Public Affairs office that is most closely associated with the website. Maintenance of the hardware and or software used to operate websites that are not hosted by any part of the information services or academic computing technology departments are not the responsibility of those departments. Content authors publishing materials that are found to be in violation of the intent of any part of these NOCCCD Website Guidelines agree to update, change or take down the offending pages within one business day when advised by the campus Public Information Office or the District Public Affairs office. If the content author is unable to update, change or take down any or all offending pages the content author agrees to cooperate with the update, change or take down of the offending pages by the Academic Computing Department (campus websites) or District Information Services (district website).

## Security of Websites and Content

The security of websites and website content is the responsibility of District Information Services and Campus Computing Technologies and includes multiple layers of defense. Some of the security practices that should be followed for both onsite and offsite hosting include:

1. Maintain the physical security of servers (ie. kept in a secured facility).
2. Harden virtual data centers (ie. activate VMware recommended security).
3. Harden server operating systems (ie. disable unneeded services and ports).
4. Maintain updates and security patches for server Operating Systems and web services to limit vulnerabilities.
5. Maintain anti-virus/anti-malware software on servers.
6. Maintain controls on website administrative access (ie. complex passwords).
7. Implement event logging to track security events (ie. login attempts).
8. Implement tools to detect server intrusion (ie. monitoring system configuration files).

District Information Services has developed a set of guidelines for offsite hosting titled, "Guidelines for Outsourcing Webhosting Services and Instructional Resources."



Guidelines for  
Outsourcing Webhost

It provides a list of questions to ask web hosting vendors in order to

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assure that an appropriate level of security is provided. The guidelines list three data privacy categories, each defined by the type of data to be stored and/or collected on the website:

- Category I – Public Information Only: The information displayed is not personally identifiable information and there is no collection of data from students or staff.
- Category II – Public Information and Collection: Public information is displayed and non-private information is collected from students and/or staff.
- Category III – Personally Identifiable Information (PII): Collection of PII from students or staff. Governmental regulations such as FERPA and California Civil Code 1798.29 provide definitions for PII and how it should be protected. Tutorials for FERPA information are provided in the “Employee Links” channel of myGateway.

It is the objective of the district to minimize the number of locations where PII data is stored and, when possible, have websites obtain real-time data from Banner or other source databases. When it is necessary to collect and store data on non-Banner databases, Information Services has developed a series of questions that will determine the sensitivity of the data to be stored. These questions can be found in the procedure, "Guidelines for Requesting To Store Student Data on a Departmental Server."



Guidelines for  
Requesting to Store S

## Help and Support

For help with these guidelines you can contact:

Deborah Ludford, x 84866 [dludford@nocccd.edu](mailto:dludford@nocccd.edu)  
Tom Wallace, x84875 [twallace@nocccd.edu](mailto:twallace@nocccd.edu)  
Fred Rocha, x84858 [frocha@nocccd.edu](mailto:frocha@nocccd.edu)  
Co Ho, x27021 [cho@fullcoll.edu](mailto:cho@fullcoll.edu)  
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