

## CCS Administrative Procedure

### 8.00.01-D Website Governance and Ownership

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#### Implementing Board Policy [8.00.01](#)

Contact: Chief Institutional Advancement Officer, 434-5109

#### 1.0 Purpose

The Community Colleges of Spokane's ("CCS") official websites are essential tools to communicate with its current and potential students as well as community partners and other constituents. Websites must be established and maintained in a manner that meets all regulatory requirements, conveys accurate and clear information and adapts to changing technology. To that end, CCS shall centrally manage its official websites through a partnership between the Institutional Advancement and Information Technology divisions.

#### 2.0 Definitions

- 2.1 Official Websites:** External websites that are owned and operated by CCS for official purposes. This includes, but is not limited to, the following external website: [www.ccs.spokane.edu](http://www.ccs.spokane.edu), the official website of the Community Colleges of Spokane; [www.sfcc.spokane.edu](http://www.sfcc.spokane.edu), the official website of Spokane Falls Community Colleges; [www.scc.spokane.edu](http://www.scc.spokane.edu), the official website of Spokane Community College; and [www.spokane.edu](http://www.spokane.edu), the official marketing website of the Community Colleges of Spokane.
- 2.2 Intranet:** Internal websites designed and developed for CCS employees. These shall be owned and managed by CCS, are password protected and shall be used for sharing internal information and resources.
- 2.4 Affiliated Websites:** These are websites created by an official affiliated organization such as the CCS Foundation. These websites must meet all regulatory requirements, appropriate CCS branding and are provided with operational support by the Institutional Advancement and Information Technology Divisions.
- 2.5 UX and User Centered Design:** User experience (UX) design is the process of creating products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.
- 2.6 Canvas** is a current course learning management system that supports learning and teaching. It allows faculty to post grades, information, and assignments online.

#### 3.0 Creation of Official Websites

- 3.1** CCS shall limit the number of official external websites so that information is centrally housed and easily accessed. Limiting the number of external websites to those that are essential allows resources to be focused and provides greater assurance of accuracy and adherence to regulations.
- 3.2** Official Websites may only be created by the Institutional Advancement Division, in coordination with the Information Technology Division. These shall always include official sites for each college and the district. Other sites may be added when necessary to meet specific needs. An example is the official CCS marketing and

recruitment website.

- 3.3 Affiliated websites, such as the website for the CCS Foundation, are very limited and must follow all regulatory and accessibility laws and CCS branding guidelines. These sites may only be created and provided with CCS support following approval from the divisions of Information Technology and Institutional Advancement.
- 3.4 Faculty websites are discouraged, and faculty are instead encouraged to keep course information inside the current CCS Learning Management Software ( e.g. Canvas) so that it can be easily found and easily managed to meet accessibility requirements. The Institutional Advancement Division does not provide support or services to faculty websites, nor does it govern their use. Any such faculty website is required to follow all regulatory requirements for retention, accessibility and information accuracy.
- 3.5 The creation of unauthorized public-facing websites on behalf of CCS, SCC or SFCC presents a possible risk of liability for the College because CCS is subject to penalties and repercussions if these sites fail to adhere to the requirements and laws regarding accessibility, retention, information accuracy and functionality. Because of this, when unauthorized external websites are found, the employees who created them will be asked to take these sites down and assistance will be provided to move essential and relevant information to one of the Official Websites as described above.

#### 4.0 Official Website Content Organization

- 4.1 All websites shall reflect the CCS brand and strategic goals and shall be accurate, easy to navigate and adapt to changing technology. All pages should be mobile responsive in their design. Color, logo usage, text fonts, and branding should all comply with [CCS branding standards](#).
- 4.2 All CCS web pages are required to use the standard design/themes, templates and navigation developed for the Official Websites.
- 4.3 The designated audiences for Official Websites are current students, prospective students and community members. Because of this, information and content aimed primarily at CCS faculty and staff shall be kept on CCS Intranet pages, not official external websites.
- 4.4 Every department, program and division is expected to review its content at least annually and submit requests with necessary updates and improvements. Website information should be kept up to date to the greatest extent possible.
- 4.5 Clear, simple and inviting language is encouraged throughout the website so that it provides the greatest service to its audience. To the greatest extent possible, content on CCS websites shall be written to a sixth-grade reading level and efforts should always be made to avoid abbreviations and academic jargon.
- 4.6 Whenever possible, information should be in a single place to avoid creating unnecessary pages and duplicate content. Content that needs to appear in multiple locations should be in a single place and shared dynamically.

- 4.7** Photography and videos on official websites must be high quality, must have required permissions and CCS photo releases and must be replaced on a regular basis to maintain freshness throughout the site. As much as possible, photos and videos should be from CCS or our partners, rather than from stock image sites.
- 4.8** Links are considered a type of content and all links must relate to the purpose of the web page. Official CCS websites will not link to non-governmental private organizations unless they are under contract with CCS or have an official relationship of some type with CCS.
- 4.9** As much as possible, Official Website design, content and organization should follow the concepts of UX and User Centered Design to ensure they are best serving students, prospective students and community members. User experience testing is recommended when significant changes are proposed.

## **5.0 Advertising and Commercial Solicitations**

- 5.1** There shall be no advertising nor commercial solicitations for any non-CCS service, event or program on CCS websites.
- 5.2** Examples of allowed promotions include CCS services such as The Greenery or Orlando's as well as CCS events such as drama productions.
- 5.3** Any website payment portals or sales tools must be approved by the Chief Financial Officer as well as the Chief Institutional Advancement Officer before they can be implemented to ensure all financial and accounting rules are followed.

## **6.0 Emergency Notifications**

- 6.1** The Official Websites shall include emergency notification functionality that shall be used in accordance with the [CCS Emergency Management Plan](#).

## **7.0 Accessibility**

- 7.1** Websites, web pages and web content must meet all accessibility requirements in state and federal laws. This includes all PDFs, which must meet accessibility testing before they can be posted on an official website.
- 7.2** Images must meet accessibility requirements with short descriptions (alt tags) for all images and captions for all videos.
- 7.3** As accessibility regulations change, website content changes also may be required and shall be addressed as quickly as possible.

## **8.0 Governance and Decision Making**

- 8.1** It is understood that all Official Websites are living tools that require constant updating, re-organization and improvements. Adapting and improving official websites is a shared responsibility among the Institutional Advancement Division, Information Technology Division and the colleges, programs, departments and divisions whose information resides in the official websites. As such, there is a structure and process for making these modifications.

- 8.2 Each Cabinet member shall determine who in their area of responsibility is authorized to request website changes and who must approve those changes to ensure consistency and shared purpose are met.
- 8.3 Institutional Advancement and Information Technology teams shall respond to web change requests received through the request portal and shall make necessary changes as promptly as possible. Priority shall be given to changes necessary to meet safety, regulatory or accreditation requirements.
- 8.4 Additional people outside of these two divisions may be trained by the Institutional Advancement Division in website content, design and functionality including staff from the CCS Foundation and CCS Athletics to allow for direct editing of their sites. Access will not be granted until training is completed.
- 8.5 Major website change requests may require testing for user experience to ensure student needs are met. Significant changes also may require a web design/content review meeting with Institutional Advancement for allocation of resources and strong outcomes.
- 8.6 If there are disputes about website content that cannot be resolved between Institutional Advancement and the primary expert for that information, the supervising Cabinet member shall be consulted. If the issue still cannot be resolved, the matter shall come to the full Cabinet for discussion.

## **9.0 Related Information**

- 9.1 CCS Board Policy - [8.00.01 Information Technology](#)
- 9.2 CCS Administrative Procedure - [8.00.01-A Accessible Technology](#)
- 9.3 [Section 508 for Electronic and Information Technology](#)
- 9.4 [Washington Tech Policy 188](#)
- 9.5 [Web Content Accessibility Guidelines](#)
- 9.6 CCS Board Policy – [7.50.12 Copyright – Works Created without District Assistance, Support or Sponsorship](#)
- 9.7 CCS Board Policy – [7.50.13 Copyright – Works Created with District Assistance, Support or Sponsorship](#)