



Web Policy

02/11/2013

A. Background and Introduction

Dalton State's website (www.daltonstate.edu) is the face of the College on the World Wide Web and therefore the College's most significant tool for disseminating news and information to its various constituencies including students, prospective students, faculty and staff, prospective employees, alumni, donors, community members and other visitors. It is essential that the site accurately reflect the College's mission and goals.

B. Guiding Principles

1. All content posted on the Dalton State website must be:
 - a. College-related
 - b. Factual
 - c. Current
 - d. Consistent across the website and with the College's printed materials
 - e. Grammatically sound
 - f. FERPA-compliant. No information or images of students will be posted without permission.
 - g. Collegiate in tone and should always maintain the dignity of the College
 - h. In compliance with copyright and fair use laws. For information on use of copyrighted text or media (i.e., video, images), refer to <http://www.usg.edu/copyright/>
 - i. In compliance with College policy on Graphic Standards and Institutional Identity.

2. The Office of Marketing and Communications (OMC) has overall responsibility for the development and maintenance of the website of Dalton State College with oversight provided by the College's Web Advisory Committee. The work is carried out by the Webmaster with assistance from school/departmental Web Monitors.
 - a. Office of Marketing and Communications responsibilities
 1. Convene Web Advisory Committee
 2. Supervise Webmaster
 3. Review official and unofficial web pages for accuracy and appropriateness of content and compliance with policy
 4. Develop procedures for processing requests for information on the website
 - b. Web Advisory Committee responsibilities
 1. Determine overall look and feel of website
 2. Recommend changes to Web Policy
 - c. Webmaster responsibilities
 1. Linux System Administration
 2. Oversees the general style and technical aspects for the public Dalton State website (www.daltonstate.edu)
 3. Website design, maintenance, testing and troubleshooting
 4. Work with all College schools and departments to create and adhere to official Dalton State website standards
 5. Assist with special projects and web programming
 6. Audit the official College pages for compliance with policy
 7. Maintain regular correspondence with Web Monitors to ensure all content provided on the public site is accurate, up-to-date, and appropriate
 8. Provide training and technical support to faculty, staff, and students who maintain both official and unofficial pages.
 - d. Web Monitor responsibilities
 1. Routinely review school/departmental web pages for accuracy and appropriateness of content
 2. Report needed changes to Webmaster

C. Official Pages

Any page of the Dalton State website is considered official if ANY of the following apply:

1. It represents a School, department, or other entity of the Dalton State campus other than individual faculty, staff, or student clubs/organizations. This includes, but is not limited to, pages that represent publications, labs, or other offices that provide services to students of Dalton State.
2. It provides information about a program, degree, or certificate offered through Dalton State. This includes, but is not limited to, program description sheets, course catalogs, etc. Any reference to such materials should be referenced via its official location and shall not be re-located to a non-official page or altered in any fashion.
3. All official pages of the Dalton State College website must use one of the Dalton State templates. A templates folder will be included in every directory that has unique permissions on the site.
4. All official pages of the Dalton State College website will have a common look and feel and will include:
 - a. Official name of institution and official logo (Appendix A)
 - b. Official name of School, department, or organization
 - c. Official colors and fonts adopted by Dalton State for website use (Appendix B)
 - d. Equal Opportunity/Affirmative Action Program statements where required
 - e. Link to Dalton State College homepage
5. Hosting of faculty pages on the Dalton State College domain and servers is a service provided to all currently employed faculty. Faculty pages are official pages of the College website. The first page of each faculty member's site, called the "index page" will be uniform in format to all other faculty index pages and will include the following information:
 - a. Contact information
 - b. Degrees earned
 - c. Office hours

The faculty index page may also include:

- a. Professional photo
- b. Biography
- c. Links of interest

Faculty members may choose to have secondary pages beyond their official faculty index page. Please be aware that secondary pages, as well as all official pages, must adhere to appropriate and inappropriate use standards as defined in this policy. All secondary pages must include:

- a. Disclaimer statement (Appendix C)
- b. Identification of author, with email address
- c. Link back to faculty index page

D. Unofficial Pages

Hosting of Registered Student Organization (RSOs) sites on the Dalton State College domain and servers is a service provided to recognized organizations sponsored by a currently employed faculty or staff member. Such pages are considered unofficial pages.

Sponsors of RSOs and other student groups may request that a currently enrolled Dalton State student have access to maintain the webpage(s) which they oversee. Dalton State does not create the website for the RSO but merely hosts it from the Dalton State domain. Organizations will design their site themselves or find assistance from a trusted source.

All RSO requests for website hosting must be made in writing to the Webmaster. Only active RSOs may have a page on the College website; if the organization is inactive, the Webmaster will deactivate the associated accounts and/or delete the club directory completely. Requests for website hosting must be renewed at the beginning of each semester. If the role of maintaining the site is passed on to another individual within the club, the new account must be established. Account usernames and passwords are not to be shared.

All unofficial pages must comply with standards for appropriate and inappropriate use.

E. Appropriate and Inappropriate Use

Appropriate use may include any or all of the following:

1. Information regarding the College and its programs
2. Information to support administrative processes
3. Information to support class instruction or other educational endeavors
4. Research and planning
5. Information regarding Schools and departments of the College
6. Information regarding individual faculty, staff, or students
7. Information about Registered Student Organizations and activities
8. Faculty and staff development

Inappropriate use may include any or all of the following:

1. Commercial activities
2. Copyright and licensing violations
3. Pages containing malicious code
4. Threatening or harassing language and/or materials
5. Violation of personal privacy
6. Content that is clearly of a personal nature

7. Vandalism and/or mischief that incapacitates, compromises, or destroys college resources
8. Violation of System or institutional policies
9. Violation of federal or state laws
10. Posting sexually explicit materials

Because it is not possible to anticipate every violation, users must weigh their actions against the purpose provided in this policy statement. The right to use Dalton State College computing and telecommunications resources can be revoked if misused or abused, even if unintentionally.

- F. FERPA (Federal Educational Rights and Privacy Act) requirements apply. Permission must be secured from students before publishing content about them, and photos/video should not be posted without permission.

Appendices

Appendix A:



Appendix B:

College Colors are:

Dark Blue - PMS 539 (Hex value #003049)

Light Blue – (Hex Value #d3dce8)

Cool Grey #10 (Hex value #737373)

Light Grey (Hex Value # c7c8ca)

Appendix C:

Disclaimer Statement

The page author or authors are solely responsible for the content, and the content does

not necessarily reflect the views or mission of the College. Dalton State College does not accept responsibility for the content of sites accessible through the Internet, nor does it accept responsibility for the content of secondary links.

Please note that non-compliant sites are subject to removal from the site.

Official college pages(including faculty index pages) are not required to include the Disclaimer Statement.

Appendix D:

Accessibility:

Dalton State College is committed to providing alternate means of presentation of the Dalton State website to all audiences. The College has implemented a text-only version of the site that is created dynamically upon request so that all information is always accurate and up to date. Every page hosted on the Dalton State domain has access to this tool. Please contact the Webmaster for additional information.

Any official pages that are unable to fulfill accessibility guidelines set forth by section 508 by having a text only version will be provided in an alternate format on the web upon request. Pages that fall into the second category are required to display the following notice:

“The information on this page is available in an alternate form upon request.”