



WEB GUIDELINES

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Introduction

The following guidelines acknowledge the importance of the Web for open communication and scholarly activity, while also recognizing that users have the responsibility to make use of these resources in an efficient, ethical, and legal manner.

Web page content presents an image of the College of Southern Nevada (CSN) to the world; therefore, official CSN pages must undergo the same professional scrutiny and careful preparation given to any other official College publication. Page Owners at CSN are responsible for the content of the pages they publish and are expected to abide by the highest standards of quality and responsibility.

These guidelines are intended to assist Page Owners in professionally and consistently representing CSN on the Web.

In addition to the publishing guidelines included in this document, all publishers should comply with established [Nevada System of Higher Education](#) and institutional policies, as well as state and federal laws.

COLLEGE OF SOUTHERN NEVADA

WEB GUIDELINES

GOVERNANCE STRUCTURE

- **TECHNOLOGY EXECUTIVE COUNCIL**

The Technology Executive Council is responsible for:

- Establishing and articulating institutional technology directions.
- Reviewing and approving technology strategic and operational plans.
- Establishing technology priorities.
- Reviewing and approving proposed technology policies.
- Developing technology budget alternatives for the institution.
- Overseeing information security.

- **WEB ADVISORY COMMITTEE (WAC)**

The Web Advisory Committee is responsible for:

- Developing and assisting with the enforcement of Web policies.
- Overseeing Web infrastructure analysis.
- Assisting with strategic alignment.
- Developing need and vision statements.
- Recommending and prioritizing tactical deployment.
- Making recommendations to the Technology Executive Council.

- **WEBMASTER**

The webmaster is responsible for:

- Maintaining logical and consistent navigation throughout the CSN Web site.
- Providing guidance and recommendations to the Web Advisory Committee.
- Supporting the faculty and staff in maintaining “official” Web pages.

- **THE VICE PRESIDENTS AND DEPARTMENT HEADS**

The Vice Presidents and Department Heads are responsible for:

- Assigning Page Owners
- Assisting the Webmaster and WAC when needed

- **THE PAGE OWNER**

The Page Owner is responsible for:

- Creating and/or maintaining content on “official” CSN Web pages
- Following the guidelines listed in the document

GUIDELINES

All Page Owners assigned to CSN's Web site are bound by CSN's [Information Systems and Electronic Resources Acceptable Use Policy](#).

In addition, the following Web-specific guidelines apply:

- **WEB ADMINISTRATION**

Each instructional department, administrative department and recognized student organization may publish to CSN's Web site. The respective vice president, director, department chair, dean or faculty advisor is responsible for designating an individual as a Page Owner for an area. All Page Owners are granted publishing permissions from the Webmaster.

CSN Web Guidelines may be amended or put into effect by means of the established governance structure. Suggested measures are 1) discussed by the Web Advisory Committee and 2) recommended to and finalized by the Technology Executive Council.

- **OFFICIAL PAGES VS. UNOFFICIAL PAGES**

OFFICIAL PAGES

Official pages are those Pages created and/or maintained on behalf of instructional departments, administrative departments and recognized student organizations of the College of Southern Nevada (CSN). Further, Official Pages shall:

- Must reflect the mission, goals and objectives of CSN.
- Must conform to the guidelines defined within this document.
- Must conform to the image/branding efforts of CSN as set forth in the [CSN Style Guide Manual](#).

UNOFFICIAL PAGES

Unofficial pages are those pages created by individuals to chronicle professional pursuits or interests, as in the case of faculty and staff pages. Additionally, Unofficial pages:

- Should not be in conflict with the mission, goals, or objectives of CSN.
- Should feature a text link to the CSN homepage within the footer region.
- Are not bound to conform to the standards set forth in the [CSN Style Guide Manual](#); however, the guidelines set forth in this document do apply to unofficial pages unless expressly stated otherwise.
- May not use CSN's logo or mascot or in any way imply that the page is an official document sanctioned by CSN.

Please note: The amount of time an unofficial page is posted is not guaranteed. Additionally, if a threat is coming from an unofficial page's server, OTS reserves the right to isolate that server for an unspecified amount of time.

- **PAGE OWNERS**

Page Owners are *responsible* for:

- Maintaining the relevance and accuracy of their content.
- Responding to Web user inquiries about their content.

Page Owners are *prohibited* from:

- Adding content to official pages that endorses or otherwise promotes an outside entity.
- Divulging their Site Builder Tool (SBT) login and password to any individual who may use the CSN Web site for non-College purposes.

- **CONTENT**

DEPARTMENT LOGOS AND GRAPHIC BANNERS

In order to portray a professional and consistent look for all CSN Web pages, the Web Advisory Committee advises Page Owners not to place graphic banners, logos, and/or clipart on official CSN Web pages; logos are more appropriate for Intranet Web pages or pages on the Site Server. Official CSN Web pages should remain simple, concise, and free of distracting elements.

MULTIMEDIA ELEMENTS

With a plethora of technologies now supporting audio, video and animation on the Web, multimedia is steadily gaining popularity. This increased access to multimedia design elements provides page designers with far more options than static text and photos; however, it requires greater design discipline. Unconstrained use of multimedia results in user interfaces that confuse users and makes it harder for them to understand the information. Multimedia elements used for educational or teaching purposes should reside on "unofficial" Web pages, such as those on the Faculty Site Server (sites.csn.edu). On the other hand, videos produced and approved by the College for the purpose of promoting schools, department, programs, and student success stories could reside on the main CSN Web server Streaming Video page (Windows Media Server) or the Site Server.

We suggest Page Owners:

- Avoid using animation on Official CSN Web pages, as it may distract viewers from reading vital text. Slideshows with slow, smooth transitions are an exception.
- Not use music as a standalone multimedia element.

PHOTOGRAPHS

The general recommendation for the placement of a photograph is the top right side of the page content area. The size should be 144w x 216h pixels. Additional related photographs should be placed on a separate photo gallery page with a thumbnail size of 150w x 100h pixels or incorporated into a slideshow. Any and all photographs depicting students, faculty, and staff are required to have Individual **Image & Press Release Forms** signed by the person(s) photographed prior to being published to the Web site.

- **CONTENT DISPUTES**

CSN's Web Advisory Committee is responsible for assisting with the enforcement of Web guidelines and may, at their discretion, recommend the editing or removal of material or the suspension of a Page Owner's access. In such instances, a written (e-mail) notice will be sent by the WAC chair to the Page Owner's College e-mail address. Disputes will be resolved by the appropriate vice president, director, department chair, and dean or faculty advisor.

- **DISCLAIMERS AND PRIVACY**

Unofficial pages must include the following disclaimer: **The page you are viewing is not sanctioned by CSN.**

The College will not be held responsible for the content of personal Web pages. Personal Web pages shall not imply that they are representing or speaking on behalf of the College or any part of the College without prior written authorization from the WAC to do so.

The College does not actively monitor Web page content; however, it reserves the right to remove a Web page from any CSN server found to be in violation of federal, state or local law, or any NSHE/CSN regulation, policy, or procedure.

- **WEB HOSTING**

CSN will not host a Web page/site for any external organization unless exception is made in writing by the Web Advisory Committee. In that case, the WAC chair will send a written recommendation to the CIO.

- **MISUSE**

Web pages cannot be used to single out individuals or groups for degradation or harassment in violation of Federal or State laws.

Web pages cannot be used to engage in any illegal activity.

Consult the [Information Systems and Electronic Resources Acceptable Use Policy](#) for more information.

- **ACCESSIBILITY (SECTION 508 COMPLIANCE)**

[Section 508 of the Disabilities Act](#) requires that federal agencies or agencies receiving federal funds have electronic and information technology that is accessible to people with disabilities. Web accessibility addresses the needs of people with visual, auditory, physical, speech, cognitive, or neurological disabilities, which may affect their interaction with the Web. These measures should be taken where appropriate

- Images/buttons should contain alt text to convey their function to screen reader programs (which read pages for blind or visually impaired persons).
- Avoid using frames to control your layout (not easily understood by screen readers).
- Do not rely on colors to convey information (ex. Select the text highlighted in red).
- Text and background should have a strong contrast.
- Refrain from blinking or scrolling text (epileptic seizures can be caused by blinking text; scrolling text can freeze screen readers).
- Audio/video should be accompanied by captions and/or transcriptions if possible.
- Designate headings on Web pages.
- Keep table data simple and understandable as if it were to be read line-by-line.
- Use intuitive text for hyperlinks (avoid “click here”).
- Refrain from centering paragraph text. Centering should only be considered for headings (and used judiciously at that).
- The use of animation (including Flash) should be limited. If vital information is conveyed within an animated element the same information should be available online in text format as well.

- **BEST PRACTICES**

- Develop content for the site. Pay careful attention to spelling, grammar, punctuation and word use.
- Maintain editorial consistency throughout your Web site.
- Avoid long pages — especially for your initial or “home” page. It is better to have

several small documents linked from a table of contents than one large document.

- Organizations creating pages should provide links, if necessary, to pages containing authoritative information outside their areas of responsibility (i.e. policies, admissions, university mission and history, etc.) rather than creating the pages themselves. This is to ensure that the most up-to-date and accurate information is being provided.
- Adobe PDF files – Use PDF files only when an HTML version of the same content cannot be created, or until an HTML version of the material can be created. When creating PDF files of print publications, create them so that pages are displayed in twos, matching the printed piece. Keep file sizes for PDF files as small as possible and test thoroughly in older versions of Adobe Reader.
- Proprietary files – Creating files for public download that are in proprietary formats like Word or Excel is strongly discouraged. These files require the user to own a particular application in order to view them. Some document file types to consider include PDF files and rich text files.
- For more information, please contact the Webmaster.

- **TEMPLATES**

Web page templates will be provided to help the users create an attractive page for their department or organization.

SCHOOL / DEPARTMENT TEMPLATES

The Interim Vice President of Academic Affairs has developed the content guidelines for a School or Department Web page. Web page templates are provided through SBT to assist Page Owners in creating complete and consistent Web pages for schools, departments and faculty/staff listing pages.

INTRANET

CSN reserves the right to designate certain content to be for internal use only. This type of information must be published to protected areas within CSN's intranet to prevent it being accessed by the general public. Recommendation on what content is more appropriate for intranet should come from the WAC.

COPYRIGHT MATERIAL

Page Owners cannot include material that is owned by another on their Web site without the express written consent of the original author. You should assume that materials you find on the Web are copyrighted unless a disclaimer or waiver is expressly stated. If you want to include something from another Web page it is recommended that you link to it rather than copy it.

PROCEDURES

- **REQUESTING A PAGE**

- **OFFICIAL PAGE**

- The Vice President, Director, Department Chair, Dean or Faculty Advisor should contact the Webmaster using their CSN e-mail account to request a page and Page Owner for a particular area. The Webmaster will contact the Page Owner with the date and location of the next Site Builder training. Access will be granted after the Page Owner has completed the training.

- **UNOFFICIAL PAGE**

- Those individuals who are eligible for personal pages should contact the Webmaster for further instruction. Maximum amount of server storage will be defined by WAC.

- **CREATING A PAGE**

- Every page should have a unique title to make it easy to find through search. For example, if Financial Aid has a scholarship and FAFSA page they should each be titled accordingly -- not both named "Financial Aid."

- Every page should have a purpose. A page that scrolls on for what would be 10 printed pages and covers every topic under the sun is not useful or professional. For advice on organizing your department's navigation, please contact the Webmaster.

- **FORMS**

- If you wish to have a form (to collect user information) added to a page within your section, please contact the Webmaster for assistance.

- **SITE MAINTENANCE REQUIREMENTS**

- Page Owners are expected to adhere to the following minimum maintenance procedures:

- Review Web pages and the related navigation links at least once a month to ensure they are functional, accurate and up-to-date.
 - Only pages that are ready for the public should be published. Do not use apologies or teasers such as "under construction" or "coming soon."
 - Provide contact information for someone capable of replying to questions in a timely fashion. Ideally, the e-mail address on an official page should be a department alias, such as admission@csn.edu, so that the address may remain the same despite staffing changes.
 - Keep Web pages free of spelling and grammatical errors. Please use the Site Builder Tool Spell-check feature before publishing or consult with Public and College Relations.

- Use an appropriate name when saving a file. Do not include spaces or special characters (< > () [] { } : ; ? ! # & % + * = @ ~ ^ \$ / _ ").
 - Do not use gimmicky features like "hit" counters or "welcome to my page" message.
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- **PROMOTION ON THE HOME PAGE**

To request that a particular piece of information be included within the NEWS or EVENTS sections of the home page, contact CSN's Director of Marketing.
 - **REQUESTING A DIFFERENT IMAGE FOR THE HEADER REGION**

Page Owners using the Site Builder Toolkit will not have access to edit the header section.
 - **EXPIRED CONTENT**

Page Owners are asked to remove their department or organization's expired content (such as old versions of PDF files which will never be used again) for the sake of server space. Please be sure that all links to the expired file are removed first (before file deletion) to avoid "page not found" messages to your users.

Please direct questions regarding CSN's Web Guidelines
to the Web Advisory Committee
by calling **Dave Morgan**
at (702) 651-7353.

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