



SAN DIEGO COMMUNITY COLLEGE DISTRICT

Administrative Procedure

Chapter 5 – Student Services

AP 6100.1 - WEB PRINCIPLES AND STANDARDS

1. PRINCIPLES AND STANDARDS

- a. The District wishes to allow the academic community the greatest possible freedom to use computing resources creatively and responsibly in accordance with the District's mission. Computing resources are available as a privilege to members of the faculty, staff and student body in a manner similar to resources in the library. With the privilege of access comes the responsibility to use it within the guidelines established by the District, colleges and other government entities.
 - 1) Information posted on sites is subject to State and Federal law and District policies, including copyrights, confidentiality, conflict of interest and privacy of information.
 - 2) Information that references the District, identity or operations of the District, its colleges or Continuing Education, must have appropriate approval.
 - 3) The website Content Manager is responsible for maintaining the currency and accuracy of information on the site. If the information is not reviewed in a timeframe appropriate for the material posted, and is proven to be outdated and/or misrepresented is subject to deletion.
 - 4) Development of any web page or site must conform to all District, college and Continuing Education publication standards.
 - 5) The name of the department or person responsible for the web page, the e-mail address of the Content Manager or webmaster, must be included on all web pages.
 - 6) Faculty/Staff using developmental sites must follow established approval processes prior to publishing.
 - 7) To ensure accuracy and consistency of information, Content Managers should determine if the information they wish to publish already exists on the official District, colleges or Continuing Education web pages.
 - 8) Official District websites and materials must be accessible to persons with disabilities in accordance with Section 504 and Section 508 of the Rehabilitation Act and the Americans with Disabilities Act.
 - 9) District, College and Continuing Education websites will contain a disclaimer regarding accuracy and currency of information.
 - 10) Individual websites must contain a disclaimer regarding unofficial status of the sites.

2. STANDARDS OF CONDUCT FOR OFFICIAL WEBSITES AND PAGES

- a. Privacy of Members - This procedure prohibits intentionally seeking out or divulging access, personal, or sensitive information to unauthorized individuals or groups without explicit authorization or to encourage others to seek out or divulge such information.
- b. Rights of Members - This procedure prohibits behavior that creates an atmosphere discouraging intellectual and creative freedom, disparaging individuals or groups, or expressing intolerance based on ethnicity, religious belief, or sexual orientation.
- c. System Security and Integrity - This procedure prohibits activity that threatens the security of District websites and information resources, unreasonably taxes system resources, makes frivolous use of system resources, or interferes with the efficiency of system resources. All SDCCD community members are encouraged to safeguard personal information, account passwords, authorization codes, and other confidential data.
- d. District Policies - This procedure prohibits use of information resources or technology, networks, or other computing resources that violate general District policies or procedures or violate the ethical or legal use of software or administrative data. Information posted on official or individual websites hosted on District web servers is subject to District policies and procedures, including but not limited to those dealing with copyright, confidentiality, and privacy of information.
- e. Legal Standards - This procedure prohibits use of the District web or information resources that violate penal or civil law, including but not limited to accessibility, intellectual property, trademark, computing resources, libel, or other civil rights violations.

3. DEFINITIONS

- a. Official Websites - Official websites are those that have received authorization in accordance with established procedures stated below.
 - 1) Only authorized individuals (Content Managers) may create official web pages and sites and are responsible for keeping the information accurate and current.
 - 2) All official websites and pages will contain an official designation on the home page as follows: copyright SDCCD (current year)
 - 3) An address section with the name and e-mail address for the responsible person or party must be provided.
 - 4) Each website must contain a disclaimer to the following:
 - a) The SDCCD attempts to maintain the highest accuracy of content on its website. Any errors or omissions should be reported for investigation;

- b) The SDCCD makes no claims, promises, or guarantees about the absolute accuracy, completeness, or adequacy of the contents of this website and expressly disclaims liability for errors and omissions in the contents of this website. No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose, and freedom from computer virus, is given with respect to the contents of this website or its hyperlinks to other Internet resources. Reference in this website to any specific commercial products, processes, or services, or the use of any trade, firm, or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the SDCCD or its employees or agents;
- c) This website has links to sites which might be useful to the public and which may provide other services or information. When the user links to another site which is not an official SDCCD website, the user is no longer on a SDCCD website. The SDCCD disclaims any responsibility or liability for the services or information provided on other websites.

4. ESTABLISHING OFFICIAL WEBSITES/PAGES

a. Server Access

- 1) Access to the District's administrative web servers will not be granted to non-SDCCD personnel unless approved and coordinated through the Information Technology department.
- 2) The District, its colleges and its Continuing Education will establish procedures for implementing websites and/or web server access.
- 3) Faculty may request access to college/campus designated web server for posting instructional material and must follow college/campus established procedures.
- 4) Faculty may request an online course shell on the official Online Learning Management system (e.g., BlackBoard) by going to www.sdccdonline.net/faculty and completing a request form. The Dean of Online Learning Pathways is responsible for this procedure. Use of online course and online course syllabi must receive authorization via the normal approval process prior to being published or used as an online or distance-learning course.

b. Authorization

- 1) Authority to establish and maintain official websites or pages on SDCCD web host servers will be granted in accordance with the procedures established by the District, each college and Continuing Education. Content Managers must receive approval prior to publishing content for public access. This approval authority may be granted by a President, Vice Chancellor, Vice President, Dean or Department Chair as defined by the District/college governance structure.

- 2) The District, colleges, and Continuing Education are responsible for administering these principles and standards and may establish their own committees to address priorities and issues, as well as review the principles as new technologies arise.
- 3) All web pages hosted on SDCCD web servers are subject to review for adherence to District policies, procedures and relevant State and Federal laws as stated herein.

5. UNOFFICIAL WEB PAGES

- a. All other web pages and sites are unofficial. These pages are constructed by individuals or groups of individuals to discuss, portray or illustrate various topics, and are hosted or linked with District servers. Unofficial web pages have not undergone the District approval process as defined. While authors of such information are encouraged to adhere to standards of civility and professionalism, this information remains the property and responsibility of the individuals who create them, not the District.
- b. The District and college names and logos are the property of the District. The names may not be used to "imply, indicate or otherwise suggest that any organization, or any product or service of the organization is connected or affiliated with, or is endorsed, favored, or supported by, or opposed by one or more California community colleges..." (Ed Code 72000).
- c. The District does not routinely edit, screen or monitor information posted by unofficial authors, whether or not originated by unofficial authors or third parties, and does not accept any responsibility or liability for such information.
- d. Unofficial pages can embody useful information, or provide a service to the college community, including expression of opinion or artistic sensibility not universally shared. Oversight of such pages is not a District obligation or prerogative, even when they are conveyed through District-owned servers.
- e. The first page of an individual's website MUST carry the following disclaimer:
"This unofficial website or page is maintained and owned by (enter your name here). Content provided does not reflect the views or opinions of the San Diego Community College District, (College Name or Continuing Education site. Comments about the content on this site should be directed to the webmaster (include email link) or website owner at: (include e-mail address)."
- f. Unofficial hosted sites or pages are not to be used for personal profit or gain.

6. ROLES AND RESPONSIBILITIES

- a. Systems Administrator - Assigns access, performs back up, maintains operating system software and hardware.
- b. Information Architect/Web Designer/Webmaster - Designs the look and structure of menu system, flow of information and presentation, and hierarchy of information.
- c. Web Designer/Webmaster - Develops code consistent with requirements of Information Architect; responsible for accessibility, creating user interfaces including graphics/photos, and web safe colors.

- d. Information/Content Authority - Individuals responsible for the specific content of the site/page consistent with the management protocols for the colleges, Continuing Education and the District. Review within organizational structure of college/ Continuing Education and the District.

Reference: Accessibility Guidelines: District Student Services
 Copyright Laws: Risk Management
 Privacy of Information: District Student Services
 Publication Standards: District Advancement Office

Approved by
the Chancellor: April 13, 2010

Supersedes: Procedure 6100.1 - 4/26/01