



POLICY TITLE
Website Policy

POLICY NUMBER
13-001

Responsible Office: <i>Marketing and Public Relations</i>	Effective Date: <i>06/28/2018</i>
Responsible Official: <i>Executive Director, Marketing and Public Relations</i>	Last Reviewed Date: <i>06/28/2018</i>
Policy Classification: <i>Marketing and Public Relations</i>	Origination Date: <i>06/28/2018</i>

I. POLICY STATEMENT

Responsibility for the coordination of all content, design, and accessibility requirements for the Baton Rouge Community College (BRCC) website rests with the Office of Marketing and Public Relations.

This policy sets the College’s standards for establishing acceptable usage, and creation for the website.

The BRCC website is one of the primary communication vehicles between the College and its varied audiences—principally, prospective students and their parents, current students, faculty and staff, alumni, and the surrounding regional community. For many, it will be their first look at the College. Therefore, the site needs to convey BRCC’s brand—and connect with the right prospective students and all other target audiences in a meaningful and supportive manner.

II. POLICY RATIONALE AND SCOPE

The website policy ensures the accessibility of the BRCC website for students, parents, and members of the community with disabilities as noted in the Americans with Disabilities Act.

III. POLICY AUDIENCE

This policy applies to all BRCC faculty and staff.

IV. POLICY COMPLIANCE

The Office of Marketing and Public Relations is responsible for the content of the BRCC website and creates web pages for various college constituents. Additionally, the Office of Marketing and Public Relations maintains the college's content management system (CMS) and various approved standard web templates, which are mandated for use on most administrative webpages. The office assists and supports designated web content authors with consultations, design and publishing services, content maintenance, CMS training, and creation of documentation. Only the designee in the Office of Marketing and Public Relations will have administrative rights to publish content to the website.

It is the responsibility of each department or office to designate a web contact and attend trainings. Each designated content provider must ensure that all information in their responsible portion of the website is accurate, current, and adheres to college policies.

V. POLICY IMPLEMENTATION PROCEDURES

Accessibility

BRCC is committed to making its website accessible to people with disabilities. To facilitate compliance with the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, BRCC shall continually review its website and modify pages to remove accessibility problems for people with disabilities.

BRCC is committed to providing web pages that are universally accessible to all users. All BRCC webpages shall meet a minimum of W3C Level 2 compliance in line with the Web Accessibility Guidelines. Webpages that are designed by and in conjunction with the Office of Marketing and Public Relations are tested and validated in line with these standards.

Any existing content, functionality and accessibility prior to the effective date of this policy shall comply with “benchmarks for accessibility” timeframes as required by any agreement(s) entered into by Louisiana Community and Technical College System (LCTCS) with the U.S. Department of Education, Office of Civil Rights (OCR).

Any new or modified content, functionality and accessibility provided after the effective date of this policy and afterwards shall comply with “benchmarks for accessibility” as required by the US. Department of Education, Office of Civil Rights (OCR).

Internal, written procedures will be developed that specify the following:

- 1) The offices or positions responsible for content, functionality and accessibility and their respective roles/duties as related to the management of websites under their administration.
- 2) The written procedures shall specify a documentable process by which content, functionality and accessibility issues are reviewed and tested for compliance with “benchmarks for accessibility” prior to their implementation in a live environment.
- 3) A process by which all content delivered electronically under their administration are reviewed and tested, at a minimum once quarterly, via software specifically for the purpose of identifying non-compliance with “benchmarks for accessibility”
- 4) Notice shall be made available to persons with disabilities regarding how to request the webmaster or other appropriate personnel.

External Links

BRCC's website contains links to certain websites that are not affiliated with the college. These may include state and local governmental agencies and private entities. BRCC cannot attest to the accuracy of information provided by such websites. If we provide a link to such a website, this does not constitute an endorsement by BRCC or any of its employees of the information or products presented on the non-BRCC website. Such websites are not within BRCC's control and may not follow the same privacy, security, or accessibility policies. Once individuals visit an external site, they are subject to the policies of that site.

Terms of Use

BRCC's website is governed and controlled by the policies and procedures of Baton Rouge Community College. Any use of the website shall conform to all BRCC policies, state and federal laws, rules and regulations. Unauthorized attempts to upload information or alter information on the website are strictly prohibited.

Copyright and Intellectual Property

The website and its components, including design, images, written content, and all other content, are copyrighted by BRCC and may not be copied, modified, used on other sites or repurposed without expressed, written permission from the College.

Information created and posted on the BRCC Website is the intellectual property of the institution. Content providers must comply with copyright and fair use laws and all relevant College policies, including those governing use of computing resources, nondiscrimination, harassment, use of College facilities and services for commercial purposes, and student and employee conduct.

Security and Privacy

BRCC is committed to protecting the private information of its website visitors. Any personal information collected through the College's website (www.mybrcc.edu) or official BRCC third-party vendors is used solely for internal College purposes, such as responding to questions or inquiries, sending information about the College, or gathering attendee information for a College event.

The College may automatically collect non-personal information, such as IP addresses or geolocations, to collect statistical information about the website and to better understand website users to improve BRCC processes and outreach to prospective and current students and other users.

BRCC does not sell or share personally identifiable or confidential user information collected on the website with any third party, unless required to by law.

BRCC uses software programs to monitor network traffic and identify attempts to change information on this website or otherwise cause damage to this site. This information is not

reported or used in any manner that would reveal personally identifiable information, except as may be required to support authorized law enforcement investigations.

VI. POLICY RELATED INFORMATION

Policy Reference:

LCTCS Policy #7.008, Accessibility of Content Delivered Electronically

VII. POLICY HISTORY AND REVIEW CYCLE

This policy is new and is effective upon the date of the Chancellor’s signature. The policy shall be reviewed annually.

VIII. POLICY URL

This section identifies the College Website – www.mybrcc.edu.

IX. POLICY APPROVAL - SIGNATURE, NAME, TITLE, AND DATE OF OFFICIAL



Larissa Littleton-Steib, Ph.D.
Chancellor

06/28/2018

Date
Effective Date of Policy