BP 3721 - WEB STANDARDS

Reference:
Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. Section 794d); 36 CFR1194.1 et seq.; Government Code Section 11135; Title 5 Section 59300 et seq.
The Superintendent/President, in a new manner consistent with District Policy 1200 on Shared Governance and consistent with this policy, has the right to establish procedures for the management and maintenance of a comprehensive District-wide web site. The procedures shall include provisions for compliance with pertinent college policies and federal, state, and local laws including copyright, license and accessibility laws and electronic communication policies as well as definitions of page types, official college information, content and style guide requirements and limitations, and responsibilities and processes for the development and maintenance of District web pages. Information and applications available through www.sbcc.edu and related web pages should provide ease of navigation, universal access, accuracy and currency of information.

PROCEDURES

This section provides definitions, and identifies authority and responsibility, and policies and procedures for six levels (types) of web pages accessed through www.sbcc.edu.

- Type I (One) - District Home Page
- Type II (Two) - Directory Pages
- Type III (Three) - Department/Organizational Unit Home Page
- Type IV (Four) - Content/Resource Pages
- Type V (Five) - Instructional pages: course and faculty
- Type VI (Six) - External Sites

Type I – District Home Page

Definition: www.sbcc.edu (aka www.sbcc.net) serves as the official Santa Barbara City College Home Page.

- The primary audience of the SBCC Home page is prospective (new) students.
- The sbcc.www.edu site also serves other constituents including vendors, agencies, companies and individuals needing to interact with and secure information about the college.
- The site also serves as a repository of information and selected tools that serve current students, faculty and staff either through direct access via www.sbcc.edu or in
conjunction with other college web systems such as I-Portal, Campus Pipeline and Oracle’s Student Information System.

Executive Publisher: Web Committee  
Content Area Administrator: Director of Marketing under direction of the Web Committee by authority of the Superintendent/President

Policy
♦ The SBCC Home Page must comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.¹
♦ The Web Committee will recommend and review constituent requests for content on the SBCC Home page.
♦ The President will have final authority to determine the content and style of the SBCC Home page. The President may delegate this authority to a cabinet member or other college staff and/or may provide the Web Committee with standing guidelines.
♦ The Director of Marketing is responsible for recommending design, layout, style and content of the SBCC Home page in consultation with Web Committee and the Style Guide Work Group. The President has final authority for approving design, layout, and style of the SBCC Home page.
♦ The SBCC Home Page must comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
♦ Linked sites posted on the SBCC Home page will include links to TypeTwo Parent Directory pages and may include links to Type Four and Type Five pages (including other college web systems such as I-Portal, Campus Pipeline and Oracle’s Student System) as well as other graphic and variable text content.
♦ Type Three pages (Departments and Organizational units) other than links to Continuing Education and the Foundation for SBCC will not be posted to the SBCC Home page² except where approved by the College President.
♦ No links to non-district–based sites (Type Five or Type Six) will be posted on the SBCC Home page except as approved by the President for board approved third party systems and sites which serve as an integral college service that has been “out-sourced” or with which a formal agreement for collaboration or partnership has been approved.
♦ Appeals for inclusion or exclusion, prominence (e.g. size and color) and location of an item on the Home Page will be reviewed by the President’s Cabinet in consultation with the Web Committee. The President has final authority for appeal decisions.

Procedure:
➢ Requests for changes (edits, additions, deletions) to the SBCC Home pages should be initiated with the Director of Marketing.

¹ WAI and Section 508 http://www.section508.gov/index.cfm?FuseAction=Content&ID=11#web
CCCCO legal opinion - http://archives.lists.cdl.edu:81/cats/att-0169/01-cccco_508_applies_memo.doc

² The most frequent and impassioned demand on any web master is the request and expectation from departments or functional units to be linked directly from the District’s Home page. Given the large number of organizational units within the district, it not logistically possible to do so. From the perspective of multiple user constituents needs and good navigation practices to do so would not be effective or efficient. Specific departments/ organizational unit pages accessed via the home page “Search” function. Links to specific departments/ organizational unit pages can be included on one or more Type Two Directory pages which are accessed from the college’s Home Page.
The Director of Marketing should confer with any other stakeholders that may be affected by implementation of the initiator’s request for changes.

- The Director of Marketing will consult with IT Web Master to review technical feasibility and IT support needs of proposed changes to the SBCC Home page and pages linked from SBCC Home page.
- The Director of Marketing should confer with the appropriate Vice-President(s) and/or the designated Content Area Administrator(s) prior to removing established links and prior to making any editorial, style or location changes to an existing link located on the SBCC Home page.

The Director of Marketing may periodically confer with major stakeholders when major changes to the SBCC Home Page design and content are planned.

Changes to the SBCC Home page will be made by IT web staff at the request of the Director of Marketing under authority of the Web Committee. The Director of Marketing may authorize individuals to have posting rights to specified content and/or content areas of the SBCC Home page when such individuals have been certified by the IT Web Master as technically qualified to post directly to the www.sbcc.edu site.

The content of the SBCC Home Page should be reviewed by the Web Committee on a quarterly basis (four times a year).

### Type Two (Type II) – Directory Pages

**Definition:** Type Two pages are major collections of related items, primarily links, organized around the needs and interests of a **user group** (e.g. prospective students, enrolled students, alumni, faculty and staff) or **functional themes** (e.g. on-line college, employment/jobs, student success) designed to enhance and refine navigation. A Type Two Directory page is characterized by menus and sub-menus of links but may also include graphics and text related to the constituent group or functional theme.

While the primary content and purpose of a Directory Page is a menu of links to help navigate, the content area may include highlighted and variable promotional links (e.g. “What’s Hot”, “What’s New”, “Warnings and Advisors”, “Key dates”) as well as standing narrative text and brief descriptions of the link headings that help explain the use and the purpose directory guide the user. Directory page content may cross organizational units and may include “child” directory pages.

**Executive Publisher:** Each Directory page will have an Executive Publisher designated by the Web Committee in consultation with the Vice-President with line responsibility for the designated Executive Publisher.

**Content Area Administrator(s):** Each Executive Publisher may designate Content Area Administrator(s) for their respective parent and child directory pages.

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As of Fall 2004 these include:
- Prospective Students – Pablo Buckelew, Dean
- Student Support – Keith McLellan, Dean
- Continuing Education – Lynda Fairly, Vice-President
- On-Line College – David Wong, Director / Dan Watkins, Student support
- Visitors – Karen Sophoea, Director of Marketing
- Faculty and Staff (aka Administration) William Hamre – Vice President
- News and Events - Kay Bruce, Public Information Officer
- Employment - William Hamre, Vice President
- Foundation for SBCC – Charles Vinick, Executive Director
Policy:
♦ All Type Two pages must comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
♦ Links to all ‘parent’ Directory pages will be included on the SBCC Home page
♦ The Web Committee will determine Type Two ‘parent’ Directory pages.
♦ Department or organizational unit directory pages are not classified as Type Two Directory page (refer to Type Three Page policies and procedures)
♦ Directory pages will comply with a Web Committee approved Type Two style guide(s)
♦ Directory page content may include links to any other page level.
♦ The Web Committee will decide the name of Directory pages in consultation with the appropriate Executive Publisher responsible for the Directory page.
♦ Each designated Executive Publisher will be responsible for the content of their respective parent and child directory page(s).
  ▪ Content areas may include drop down menus, images, image maps, approved Java applets or servlets, and Flash objects. These items must comply with approved style guide and accessibility specifications. Parent directory pages may link to child directory pages (also Type Two) that further refine or expand primary directory information or that organize and provide refined and/or more detailed navigation menus. Child directory pages will comply with approved Type Two style guide(s).
  ▪ The display section may include images and/or graphics consistent with the college’s web style guide requirements for images and which are appropriate to the enhancement of the navigation and purpose of the directory.
  ▪ All content is subject to copyright laws, trademarks and license agreement
  ▪ Style guide specifications for Type Two pages: (TBD)

Procedure:
➤ Definitions, specifications and related resource tools for verification of compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of the IT Web office in consultation with the district Assistive Technologies Specialist.
➤ IRD Web staff shall verify that directory pages are in compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 prior to publishing.
➤ Executive Publishers, or their designee(s) should conduct an annual review to assure that content is accurate, current and that all links are working and that content of linked information is accurate and current.
➤ All required official college content should be database driven where feasible pending available technology and human resources. When content can be database driven, exceptions to the use of the common database to present official college information must be approved by the Web committee upon recommendation of the appropriate Vice President.
➤ Individuals and or organizational units desiring to publish new directory pages or make major modification to existing directory pages are to expected to consult with the IT Web Master and the district Assistive Technology Specialist prior to commencing with their project to discuss page layout, organization and desired graphics to assure compliance and compatibility with web standards and to assure effective navigation and presentation of content.
➤ Unless otherwise approved, IT web staff or their approved designees (i.e. division and or department web developers) will be responsible for publishing new web pages and making edits to web pages. Where possible, IT Web staff will be developing tools that
will allow auto updating and editing of designated content by executive publishers, content area administrators or content owners

- Published definitions, specifications and related resource tools for verification of compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of the IT Web office in consultation with the district Assistive Technologies Specialist.

**Type Three (Type III) – Department/Organizational Unit Home Page**

**Definition:** The official college sub-pages for any college organizational unit including administrative, governance and instructional divisions, departments, programs, major college-wide initiatives, cross functional teams, and committees and labs.

**Executive Publisher:** Each department/organizational unit site will have an Executive Publisher designated by the appropriate Vice-President for the sites within their respective organizational unit.

**Content Area Administrator(s):** Each Executive Publisher may designate Content Area Administrator(s) for their respective organizational unit pages or content area.

**Policies**

- All Type Three pages must comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.

- All Type Three Pages (organizational unit home page) are required to follow one of the following style guide options:
  1. Type Three style Guide templates approved by the SBCC Web Committee, **or**
  2. Organizational units desiring to publish Level Three pages in styles that vary from approved style guide templates may petition to the Web committee upon recommendation of the appropriate Vice President. All alternate Type Three Pages must include the following:
    - The words **Santa Barbara City College**
    - The name of the organizational unit (e.g. Biological Science)
    - The words **SBCC Home** that links to the SBCC home page

- Type Three pages will include “Official College Information”. “Official College Information” will be defined by the appropriate Vice-President or their designee and where applicable must be consistent with board, local, state and federal policy and laws (i.e. College Catalog) and should include the following information:
  - All Type Three Pages:
    - Description of the organizational units (i.e., purpose and/or functions).
    - Links to sub-units
    - Department/Office location(s) and phone number(s)
    - Faculty/Staff Directory information: name, office, phone number.
  - Educational Programs:
    - Instructional Departments/Divisions:
      - types and names of Degrees, Certificates and Awards offered and the requirements as published in the official college catalogue
      - link to the official SBCC General Education and requirements if AA or AS degrees are offered
• links to general academic policies
• **Educational Programs - Non-Instructional Departments/Units:**
  • description of programs and services
  • policies as approved by the Board of Trustees
  • procedures as approved by the college president or designee(s)
  • link to the Instruction Directory page
• **Administrative Units** (organizational units not under the educational programs division)
  • description of programs and services
  • policies as approved by the Board of Trustees procedures as approved by the college president or designee(s)
• **Committees and Cross Functional Teams**
  • description of purpose and/or functions
  • policies as approved by the Board of Trustees procedures as approved by the college president or designee(s)
  • membership

♦ The order of presentation and location of the required content and or links on the department home page is flexible.
♦ Variations, adaptations, and modifications to “official college content” must be approved by the appropriate vice-president. The Vice-President for organizational unit pages has authority to determine content of Type Three pages.
♦ Each department may add additional ‘local’ content to their home page subject to the limitations and requirements of content that is designated as “official college information”.
♦ Individual and organizational units and second party designers and developers (i.e. executive publishers, content area administrators, consultants, interns) are responsible for developing content. IT web staff or their approved second party designers and developers (i.e. faculty, staff, students, consultants, volunteers) are responsible for the development and publishing of web pages.
♦ Second party designers and developers (i.e. faculty, staff, students, consultants, volunteers) must be approved by and are responsible to the IT web office for compliance with web standards.
♦ All content is subject to copyright laws, trademarks and license agreement
♦ **Style guide specifications for Type Three pages: (TBD)**
  • Directory and file structure

**Procedures:**
- Individuals and or organizational units desiring to publish new pages or make major modification to existing department home pages are expected to consult with the IT Web Master and the district Assistive Technology Specialist prior to commencing with their project to discuss page layout, organization and desired graphics etc. to assure compliance and compatibility with web standards and to assure effective navigation and presentation of content.
- When style and/or content agreement between Content Area Administrator, Executive Publishers and appropriate Vice-President and the IT Web master cannot be reached the matter should be referred to the Web Committee for resolution.
- IT web staff or their approved designees (i.e. division and or department web developers) will be responsible for publishing new web pages and for making edits to web pages unless individuals have been authorized to update and edit content using tools provided by the IT web office.
IT Web staff will verify that new pages and or sites are in compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 prior to publishing new web pages.

- Approved second party should submit a report to the IT web office that accessibility requirements have been satisfied by attaching an IT web office approved checklist or an IT web office approved accessibility evaluation tool report such as JAWS prior to publishing new pages.

All required official college content should be database driven where feasible pending available technology and human resources. When content can be database driven, exceptions to the use of the common database to present official college information must be approved by the Web committee upon recommendation of the appropriate Vice President.

Design and development and/or major modifications (html coding etc) of non-instructional web pages shall be provided by IT Web staff in consultation with the initiating staff and faculty.

Design and development and/or major modifications (html coding, etc.) of instructional (course pages) web pages shall be provided by FRC staff, or by instructional faculty/staff, consultants or interns in consultation with the FRC office or IT web office.

Published definitions, specifications and related resource tools for verification of compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of the IT Web office in consultation with the district Assistive Technologies Specialist.

Executive Publishers, or their designee(s) should conduct an annual review to assure that content is accurate, current and that all links are working and that content of linked information is accurate and current.

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**Type Four (Type IV) – Resource Pages**

**Definition:** A Type Four page refers to a content or resource page that is maintained on a college owned or operated (funded) server and cannot be defined and designated as a Type One, Two, Three, Five or Six page. These pages may include department or organizational unit’s “splash pages” accessed from a department gateway home page as well as content pages, graphics, links, PDF documents, charts, tables and applications maintained on a college owned, operated or sponsored server.

**Executive Publisher:** The executive publisher of the department/organizational unit to which the Type Four page is associated.

**Content Area Administrator(s):** Content Area Administrator(s) for the respective organizational unit pages or content area.

**Policies**

- All Type Four pages must comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Type Three template(s) are strongly encouraged for Type Four pages but application of the Type Three template is not required. Type IV pages that do not use a Type Three template should open in new browser window.
- All Type Four pages will be assigned or sponsored by a department or organizational unit.
Type Four pages, where feasible, should comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.

Content areas may include drop down menus, images, image maps, approved Java applets or servlets, and to Flash objects. These items must comply with style guide specifications that will be clearly defined in the web style guide and updated whenever necessary.

Official college information may be published on Level Four pages. However, the appropriate Vice-President or their designee will define when Level Four content is designated as official college information. Modifications to official college information must be approved by the appropriate Vice President.

Variations, adaptations, and modifications to official college content must be approved by the appropriate vice-president.

Where feasible, pending available technology and human resources, all required official college content published to Level Four pages will be database driven. When content can be database driven, exceptions to the use of the common database to present official college information must be approved by the Web committee upon recommendation of the appropriate Vice President.

Type Four pages that do not utilize a Type Three template should, where feasible, include a logo or text at or near the top of the page that indicates that the content is from Santa Barbara City College.

Type Four pages, that do not utilize a Type Three template should, where feasible, include at or near the top of the page, a link or links to the parent page, home page, source directory page(s) and or source department page.

All content is subject to copyright laws, trademarks and license agreement

Procedures:

- Individuals and or organizational units desiring to publish content/resource pages are expected to consult with the IT Web Master and the district Assistive Technology Specialist prior to commencing with page development to discuss page layout, organization and desired graphics etc. to assure compliance and compatibility with web standards and to assure effective navigation and presentation of content.

- When agreement between Content Area Administrator, Executive Publishers and appropriate Vice-President and the IT Web master cannot be reached the matter should be referred to the Web Committee for resolution.

- IT web staff or their approved second party designees (i.e. division and or department web developers) will be responsible for publishing content/resource web pages and for making edits to content/resource pages unless individuals have been authorized to update and edit content using tools provided by the IT web office.
  - Second party designers and developers must be pre-approved by the IT Web Master.

- IRD Web staff will verify that new pages and or sites are in compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 prior to publishing new web pages.
  - Approved second party should submit a report to the IT web office that accessibility requirements have been satisfied by attaching an IT web office approved checklist or an IT web office approved accessibility evaluation tool report such as JAWS prior to publishing new pages.

- All required official college content should be database driven where feasible pending available technology and human resources. When content can be database driven,
exceptions to the use of the common database to present official college information must be approved by the Web committee upon recommendation of the appropriate Vice President.

- Published definitions, specifications and related resource tools for verification of compliance with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of the IT Web office in consultation with the district Assistive Technologies Specialist.
- Executive Publishers, or their designee(s) should conduct an annual review to assure that content is accurate, current and that all links are working and that content of linked information is accurate and current.

### Type Five (Type V) – Instructional Pages and Faculty and Staff Home pages

**Definition:** A page or site on a college server that has been designed for the purposes of credit, non-credit, and/or co-curricular instruction under the auspices and purview of a college department or organizational unit. Type Five pages may include course instructional materials, including course syllabuses. Type Five pages include faculty and/or staff personal pages if supported by the college through a college server. Department home pages are classified as Type Three pages and are not considered Type Five pages.

**Policies:**
- All Type Five pages must comply with PRIORITY ONE Accessibility Checkpoints [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Instructional pages may include links to official college content but may not duplicate, replicate or include modified official college content including course of study outlines, course number/abbreviations, course titles course unit values, transfer status, college policies and procedures. Exceptions must be approved by the appropriate Dean in consultation with the Dean(s) overseeing matriculation, counseling, transfer and articulation.
- All content is subject to copyright laws, trademarks and license agreement.

**Procedures:**
- Procedures for publishing and maintaining instructional pages may be secured by contacting the SBCC Faculty Resource Center.
- **Who:** Contact: John Morrison (Web Developer)
- **What:** E-mail: morrisoj@sbcc.edu, in the subject area includes “New web space” in the body of the e-mail include: Your name, department, phone extension, e-mail address.
- **Note:** You will receive an email containing your user name, password and log in instructions.
- **Where:** Faculty Resource Center R5
- **When:** Anytime. If desired you can set up an appointment with the Web Developer to go over procedures for posting your files on the web.
- **Note:** If you are creating web pages you must follow SBCC’s web standards policy. [http://www.sbcc.edu/accessibilitystandards/index.php?sec=637](http://www.sbcc.edu/accessibilitystandards/index.php?sec=637)
Type Six (Type VI) – External Pages/Applications (third party applications)

Definition: a web-based site, page, file or application external to the www.sbcc.edu site. Includes non-college web sites as well as college-based applications such as I-Portal and Campus Pipeline, DARS and online student registration system.

Policies:
♦ All external pages/applications must open in new browser window.
♦ All linked sites must comply with college, state and federal policies and laws.

Procedures:
♦ Content Area Administrators should frequently test links to assure that the linked sites are viable.
♦ Requests for edits, deletions and additions to links to external sites should be directed to the IT web office, or in the case of links on instructional pages, these changes may be made following procedures developed by the Faculty Resource Center.