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(1)   Columbus State strives to maintain a modern, comprehensive and easy to navigate presence on the World Wide Web (Web). This presence provides information and services in a timely and accurate manner to all visitors. The web presence for the College contains password-protected information as well as open-access information.

(2)   Information presented on the Web is a part of the College's official publications and shall remain in the College's control. Open-access pages shall conform to the web presence standards. Password-protected pages designed for delivery of course content or specialized applications may deviate from the standards as required by other established College standards. This procedure does not infringe on academic content decision-making criteria.

(3)   The College's web presence:

        (a)   Presents a desirable image of Columbus State specific to the mission and vision of users.

        (b)   Provides faculty and students access to informational resources available on and via the Web.

        (c)   Disseminates official College information to all audiences.

(4)   Departments must designate at least one individual as an Information Provider before content is published to any College website. Information Providers are responsible for the management of the information and coordination of the content on Columbus State websites.

(5)   WEB PRESENCE

        Marketing and Communications, with help from Information Technology (IT) and Information Providers, create and maintain standards for the College's web presence. The standards developed also comply with state and federal accessibility guidelines.

        Information Providers are:

        (a)   Designated by the department head in all areas of the College. More than one Information Provider may be designated by an area or department.

        (b)   Trained on how to create and manage content using web content creation and management systems as well as associated templates and standards.

        (c)   Provided access to web content management systems by Marketing and Communications.

        (d)   Responsible for creating and maintaining their information and content.

(e)   Accountable to ensure the content and information along with all web links provided on their websites are accurate, timely and relevant to the College, the stated mission and are of the highest value to students in meeting their Columbus State's general education outcomes and/or specific course objectives.

(f)   Expected to ensure websites, pages and/or other contents adhere to the web presence standards.

(6)   ACCESS APPROVAL PROCESS

Marketing and Communications maintains the user access approval process for maintenance and update of Columbus State's online presence. Information Providers must submit a request to publish the area/department's online content to Marketing and Communications using the designated interface.

(7)   CONTENT APPROVAL PROCESS

Marketing and Communications establishes appropriate processes for approving and moving content submitted by Information Providers to the appropriate websites. The decision whether content should be password protected may be made prior to submission.

Data protection standards established within the College's Information Security Program must be adhered to when handling data as part of the content.

(8)   SERVICE APPLICATIONS

Columbus State may use delivered applications to provide online services to users. When feasible, the College will customize these applications to adhere to the web presence standards.

All online service applications, regardless of their hosting environments, must be reviewed for information security and contract management by IT.

(9)   THIRD-PARTY HOSTED SYSTEMS

All Columbus State web pages will be hosted exclusively on College servers unless a formal agreement/contract is in place for third party hosting services. Web pages using the Columbus State logo or College-owned content outside of the Columbus State server environment must be reviewed by IT. Academic course content must follow standards established by the Office of Academic Affairs.

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(10)   UNIFORM RESOURCE LOCATOR (URL) ADDRESSES

         Departments may need to request a specific URL other than the College's URL address:
         www.cscc.edu. The rationale for this request must be provided to Marketing and Communications.
         If approved, the URL address must be obtained through IT.

(11)   LINKAGE

         No personal homepages on College open-access websites will be permitted. Links to personal
         homepages are approved for academic use only.

         Information Providers and their respective department are the owners of and are responsible for
         their content. Determining appropriateness of all external links presented as part of their
         department's online content is the responsibility of Information Providers and their respective
         department.

         Marketing and Communications is responsible for monitoring web content to ensure it is accurate,
         timely and relevant to the College and the mission. Marketing and Communications will assist any
         College area requesting support concerning the appropriateness of web content and work to ensure
         content of the website and web links are of highest value to students in meeting Columbus State's
         general education outcomes and/or specific course objectives.

(12)   SOCIAL NETWORKING SITES

         The College allows for social networking sites such as blogs, wikis, etc. as part of its web
         presence subject to prior approval from Marketing and Communications. The requestor(s) will be
         provided with site guidelines to ensure the highest quality of social networking experience.

(13)   ONLINE PRIVACY STATEMENT

         Marketing and Communications has the delegated authority to coordinate with other interested
         parties to establish an Online Privacy Statement. The statement will inform users of Columbus
         State's web policies concerning secure collection and use of personal identifiers and information.

         The statement will be periodically updated and available for review on the web and be consistent
         with applicable state and federal requirements.

(14)   COMPLIANCE

Noncompliance with this or any other College policies or procedures may result in removal of files from the web servers.

Last Effective Date(s): March 29, 2004 (previously titled World Wide Web)
*December 15, 2021: Administrative changes made to update department names and responsibilities.
Previously 15-01(K)