



Skyline College Web Site
skylinecollege.edu
Policies and Procedures

Purpose

The College web site is for:

- a) Current students
- b) Prospective students
- c) People who are looking for content information
- d) Skyline staff

I. General navigation

- A. Home page links are selected on the basis of their (1) possible interest to prospective students; (2) breadth; (3) marketing value.
- B. Links to external sites should not be within 3 clicks of home.
- C. Links will not be made to web sites that host faculty and course evaluations that are not sanctioned by the College.
- D. No commercial advertisements.

II. Procedures for web sites on Departments and Programs

Note: Individuals are discouraged from developing a department page on a personal faculty site because (1) annual updating is needed, (2) users should see the same format when they are looking at official College information, (3) one person does not own a department, even when their is only one regular instructor,

1. Creating an Informational/Educational Web Site

- A. The **Webmaster** will determine the site's location within the Information Architecture of the college website. If the web site is to be included in the core section of the website, a design template will be provided to the requesting party. If the web site falls outside of the core section of the college website, then the requesting party may determine the visual design of the web site within the limitations of the Style Guide.
- B. Core sections of the website include program and department descriptions as well as catalog course descriptions.
- C. If the web site falls outside of the core section the requesting party will contact the **CTL** with a request for space on the web server, communicating the specific needs for the site at this time. In most cases, the requesting party will be required to supply a person who is willing/able to take responsibility for the maintenance of the website information.
 - a. The user will be given the address of his/her web site, along with a user name and password for use in editing his/her site.
 - b. When the user has completed the design and construction of the web site, a request for review will be submitted to the Webmaster, who will review it according to the Style Guide.
 - c. When the site has been reviewed and all corrections have been made, the Webmaster will link to the site from the main website, making it live for everyday traffic.

- d. The website will be reviewed periodically for timely updates, accuracy and conformance to the Style Guide.

III. Style Guide

This Style Guide section deals with five aspects of the style and development of the Skyline College website itself. These areas are addressed in order to ensure that the college website is developed and maintained with the same professional standards that are expected of any publication which is developed by an institution of higher education. Furthermore, the concerns addressed in this Style Guide will ensure that the content is kept current and relevant to each area, and is part of an easily navigable structure, for students, community members and college staff.

A. Visual Appearance, Main Site

1. The visual appearance of any and all pages which are determined by the Webmaster to be a part of the Main Web Site will be determined by the use of a template, which will be developed as part of the Main Site design process.

B. Sub Sites and Class Sites

1. The visual appearance of all Sub Sites and Class Sites within the college Web Site will be left to the Site Owner, given the following constraints:
2. Content must be organized in a readable fashion.
3. Graphics and design must be appropriate for use on a community college campus.
4. Backgrounds and text must not detract from the readability of the text content.
5. Designs and graphics must not display any illegal, or unauthorized copyrighted material.

C. Navigation

In order to promote and facilitate navigation throughout the entire college Web

Site, each page in the Main Site and Sub Sites will contain

1. An email link to the Site Owner
2. A navigation component, linking back to the Main Site and appropriate (related) departments and programs