

## BECKER COLLEGE WEBSITE POLICIES AND PROCEDURES

The pages contained within [www.becker.edu](http://www.becker.edu) are intended to provide information about Becker College to a variety of constituencies and stakeholders for the College, including: prospective students and their families, current students and their families, faculty, staff, alumni, members of the news media, and the general public.

The policies and procedures that follow are designed to maintain Becker College's presence on the World Wide Web; promote the College's mission, core values, strengths, successes, and other positive information; comply with accessibility guidelines; and satisfy NEASC Standard 10 requirements.

### WORLD WIDE WEB CONSORTIUM GUIDELINES

Guidelines provided by the World Wide Web Consortium set standards for assuring accessibility for a number of populations and addressing users operating in contexts different from the College's. These include:

- Use text whenever possible with graphics to convey what is being shown. Don't rely on graphics/photographs to "tell the story."
- Make content understandable; make the language clear and simple. Whenever possible, use bullets to emphasize key points rather than blocks of text.
- Make pages easy to navigate; provide understandable mechanisms for navigating within and between pages. Users should be able to "retrace" their path to a page or advance to other pages with ease.
- Ensure that pages featuring new technologies transform gracefully. Avoid using large files that can affect the time to download materials.
- Group elements, content, and links in the most intuitive way. Use headers to break up text blocks, make pages easy to visually navigate, and so on.

### COMPONENTS OF THE BECKER COLLEGE WEBSITE

The Becker College website **upper-level/institutional pages** represent the College as a whole. Institutional pages include the home page and main menu pages, the Office of the President, and general information representing the College. The content and graphics on these pages are created, developed, and maintained by the Office of Marketing & Strategic Communications and reflect the policies of institutional and administrative authorities.

**Landing pages** represent the home pages of particular departments (e.g., Academic Affairs, Student Life, etc.). The content and graphics on these pages are created by the Office of Marketing & Strategic Communications, in partnership with each department's administrators, and are posted after approval by the Office and the respective department administrators.

**Department/office pages** are subpages of the Becker College website that represent individual departments, offices, etc. Examples include major programs of study within Academic Affairs, Admissions pages, Accelerated Programs pages, Athletics, etc. These pages are developed by the authorized Content Area Manager, or Author, for the respective department or office and may be subject to other approvals.

## CONTENT AREA MANAGERS (“AUTHORS”)

Each department/office will designate a member who will hold primary responsibility as a Content Area Manager, or Author, for that department’s/office’s web page content. Authors will be responsible for contacting the Office of Marketing & Strategic Communications for training as well as for ongoing support. Support includes assistance with page mapping, text development, selection of photos, design, creation, and the posting of pages.

Authors are charged with the responsibility for updating and maintaining accurate content that represents their respective areas on the College’s website. Authors must familiarize themselves with the following policies.

### Information Suitable for Posting

Information posted on the Becker College website must be suitable for distribution to the campus community (internal) as well as the outside community (public). In general, the information should describe the College’s academic programs, resources, policies and procedures, staff, upcoming events, and services available to students and the public.

Examples of suitable information are: program descriptions, course descriptions and schedules, faculty rosters, calendars and announcements of upcoming events, official college policy statements, and college/departmental accomplishments and distinctions. In many cases, information suitable for posting can be taken from official College publications (e.g., admissions materials, undergraduate and accelerated print materials, department brochures, etc.).

*NOTE: The Office of Marketing & Strategic Communications reserves the right to remove information that is outdated, inaccurate, detrimental to the College, or otherwise inappropriate.*

## WEB CONTENT GUIDELINES

Posted content, photography, and other graphics must be in accordance with all applicable laws. Posted material must not:

- Defame or threaten others
- Infringe upon copyrighted material—photographs, logos, musical recordings, software, graphics (charts, tables, graphs, etc.), text, photographs, and video
- Use registered trademarks of other institutions, organizations, or companies without the knowledge and consent of its owner
- Advertise or promote products or services other than those offered by the College
- Solicit funding or encourage fundraising for other organizations unless it is an officially College-sanctioned sponsorship or partnership
- Provide links to external sites that are not related to the College’s primary functions
- Photos of people, especially minor children, will not be used without written permission from the subject’s parent or guardian.

*NOTE: Becker College cannot be responsible for or routinely screen, approve, or endorse the contents of links to external sites or products or services advertised at such websites. Additionally, Becker College cannot warrant that such sites are free of viruses or other harmful components.*

## WEB POSTING PROCEDURES

The following procedures will be followed by Authors and anyone who has access to website posting:

- All departmental pages will follow the official approved College format, using a template that specifies the use of the College logo and some standard headings and footers. Use of this template will create a consistent, recognizable look for the Becker College pages while offering, at the same time, flexibility in the design of pages to reflect positively upon the content delivered.
- Every department page must have contact information. The contact might be a specific individual, a generic contact such as "ABC Department," or a link to a page of contacts for department or office. The contact(s) should include a physical mailing address, e-mail address(s), and telephone number(s).
- Content needs to be carefully checked for proper grammar and spelling.
- Update and maintain content in a timely manner.
- Written permission must be obtained for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used on the Becker College website rather than in a print publication. This applies to the use of text, logos, photographs, drawings, video clips, sound clips, or other copyrighted visual images.
- The content of the department/office pages must be reviewed by and approved by the appropriate department chair/director and vice president prior to posting. The Office of Marketing & Strategic Communications must also review and approve the content for grammar, style, and consistency with other College information.

*NOTE: Approval is not required for minor edits made to a page or to updated listings of events, such as athletics game schedules. However, it is advised that content be proofread to avoid misspelling, poor grammar, or inconsistency in style.*

- Authors must review and update pages, at a minimum, at least once each semester. Updated information must be approved by the appropriate administrator.

*NOTE: The Office of Marketing & Strategic Communications will periodically scan web pages and notify Authors if their pages are outdated and need updating.*

Marketing approval is needed:

- Whenever there are major information changes to pages
- For any layout changes to a page or posting of external links
- For the use of photographs of the College president, members of the Board of Trustees, College administrators, donors, and/or friends of Becker College

### Image Posting Procedure

Large images can cause a web page to download slowly or portray a poor image. Images must go through an optimization process to ensure optimal quality and size for web viewing. Images can be submitted to the Office of Marketing & Strategic Communications so they can be optimized and resized to meet website standards.

### Audio and Video

Audio and video files can be valuable marketing tools. However, audio and video should be considered **supplemental information**. Users should be able to get all the information they need from website content without such files.

*NOTE: The Office of Marketing & Strategic Communications needs to be contacted prior to production of audio and video files in order to determine appropriate file size and requirements.*

### **Monitoring and Enforcement**

The Office of Marketing & Communications reserves the right to remove any page or site that is:

- Outdated
- Not in compliance with Becker College website standards
- In violation of the Becker College Student Handbook or website policies