

Administrative Policies and Procedures Manual - Policy ####: Official College Webpages

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1. General

The College's presence on the Web is an essential tool for fulfilling its mission of teaching, research, and service. Administrative and academic units, faculty, staff, and students are encouraged to take full advantage of Web technology as a medium for providing access to official information and fostering the free exchange of ideas.

Due to the diverse purposes and constituencies served by College websites, as much freedom as possible should be granted to those creating and maintaining websites. However, the contents of official College webpages on College servers, or on other servers funded by College budgets, must comply with local, state, and federal laws and with College policies. As the reputation and image of the College is determined, in part, by the quality of the information published on its websites, the information should be accurate, accessible, and consistent.

Though "websites" are a collection of "webpages," for the purpose of this policy these two distinct terms are used interchangeably.

2. Applicability

2.1. Official College Webpages

The requirements of this policy apply to all of the College's official webpages, which are public-facing pages written in hypertext markup language (HTML). Official webpages generally reside on the College's servers, but in some instances may reside on non-College servers.

Staff, faculty, students, and contractors authorized to develop official webpages for any administrative or academic unit of the College.

2.2. Unofficial College Webpages

Unofficial webpages residing on the College's servers are outside the scope of this policy. Examples of unofficial webpages include:

- personal webpages of staff, faculty, and students

- webpages for consortia, professional journals, or internal College use
- Instructional webpages and Web applications, such as Eagle mail, MyNNMC and Blackboard Learn.
- webpages of student organizations

3. Web Content Management System

In order to help administrative and academic units comply with this policy, the College has obtained a site license for a [WordPress](#), a free tool for use by the College community. Use of the WCMS simplifies the creation, maintenance, and control of Web content. It allows administrative and academic units to create their own webpages without reliance on outside consultants for assistance, and without acquiring programming skills or dedicated software. Use of the WCMS is not required.

4. Requirements of the Web Standards

To help promote accurate content and an accessible and consistent experience, the College has developed a set of Web Standards for official College websites. Though the Web Standards are primarily guidelines, the Standards do contain several required elements. Administrative and academic units are expected to come into compliance with the requirements within three (3) years of the effective date of this policy, or at the time that they are developing a new website or refreshing an existing one. The required elements of the Web Standards are described below in Sections 4.1 through 4.3.

4.1. Logo, References, and Contact Information

An [approved NNMC logo](#) must appear at the top of every official College webpage. The words "The College of New Mexico" must appear in the HTML title tag and on the website's homepage. A link back to the NNMC homepage must be included on the pages of the site. A link to contact information for the department must appear on the home page, including an email address, phone number, and mailing address.

4.2. Accessibility

All websites are required to make reasonable efforts to comply with the standards for accessibility in Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973.

4.3. Domain Names

All administrative and academic websites on the College's servers should use *NNMC.edu* domain names in the form of *NNMC.edu/xxxx*. Domain names should accurately reflect the department, program, or activities to which they refer.

4.3.1. Exceptions

Administrative and academic units wishing to use a non-*NNMC.edu* domain name should seek permission from the Web Advisory Committee through the exception process discussed in Section 7.

5. Web Governance

5.1. Web Advisory Committee

The AQIP Web Team works to improve communication & cooperation among the various College entities charged with Web-related responsibilities. There is broad representation from several units of the College.

The team is charged with:

- maintaining the integrity of the College's websites
- creating and recommending policies pertaining to the College's presence on the Web
- overseeing compliance with and reviewing requests for exceptions to the required elements of the Web Standards

5.2. Manager of College Web Communications

The Marketing and Communications Director and the associated team:

- help to implement the WAC's decisions
- provide guidance and support for policy and standard implementation
- assist campus entities in interpreting and adhering to standards

5.3. Marketing and Communications Director

The Marketing & Communication Director or designee:

- establishes identity standards for the College's websites
- advises the WAC on marketing issues related to the College's websites

5.4. Director of Information Technology Services

The Director of Information Technology Services or designee:

- advises the WAC on the tools and infrastructure appropriate to support the College's Web efforts and may also provide that infrastructure
- advises the WAC on security and confidentiality issues related to Web content

6. Compliance with NNMC Web Standards

Consistent with Section 4 of this policy, the web team is authorized to require that administrative and academic units bring websites under their control into compliance with the required elements of the Web Standards. Continued failure to comply with the required elements of the Web Standards shall be reported to the cognizant Vice President or Dean. Serious breaches involving security and legal issues may result in an immediate shutdown of noncompliant sites.

Administrative and academic units may have Web policies and standards specific to their websites that are more restrictive than the College's Web Standards.

7. Exceptions

The College understands that in some cases a technical or business need may arise that does not fit into the defined policies and standards. With this in mind a process exists for cases where an administrative or academic unit wishes to request an exception. The WAC considers all requests for exceptions, which should be submitted on a [Web Policy Standard Exception Request Form](#).

Exception requests can be submitted via email to webmaster@NNMC.edu. Requests received by the first Friday of the month will be placed on the agenda for that month's meeting. A representative of the unit may attend the meeting to discuss the exception.

Exception requests must include the following:

- the specific section of the Web Standards for which an exception is requested
- a business or technical reason for needing the exception
- approval by the appropriate Dean or Director