

# Essex County College College Regulation

## REG 1: 1.16 WEB CONTENT MANAGEMENT

### **Purpose:**

To establish guidelines and procedures with respect to communication and updates of the College's official website (essex.edu) through Web Content Representatives working in concert with the College's Department of Marketing & Communications.

### **Definition(s):**

**Area/Divisional Content Representatives (CR):** Individuals appointed by the academic division and administrative departments who are responsible for the timely updates, removal of outdated material, and accuracy of web content pertaining to their area.

**College Content Manager (CCM):** Final approval of all ECC official pages, with respect to editorial determinations, and consistency in style, format, and delivery, resides with the College Content Manager in the Department of Marketing & Communications.

### **Application:**

1. The official Essex County College website, or "College website" is ultimately the responsibility of the Department of Marketing & Communications (DMC).
2. All content on the College website must be consistent with the College's mission, values, standards, policies and branding of the College.
3. All institutional web pages that represent Essex County College, a College area, division or department must be developed and designed by the Department of Marketing & Communications.
4. Each Area Head shall designate at least one Content Representative (CR) for his/her area/division. The area/divisional CR is required to review his/her area/divisional web pages, at a minimum, once a month.
5. The role of the CR is to maintain, review and gather new information that should be posted to the area/divisional web pages. The CR makes recommendations for changes/additions to modify the content to his/her Area Head who approves the content. Only approved content will be posted.
6. A list of Content Representatives will be maintained in the DMC. Questions about content from DMC will be directed to the Content Representative.
7. Postings to the Web must reflect accurate, truthful information. No changes to courses, pre-requisites, degrees, etc. are allowed unless they have received appropriate academic approval.

8. News should be monitored and a reasonable time line should be established for maintaining content as "news." As a guideline, "news" items should be related to the current semester, unless in rare circumstances, a "news" item will remain relevant for a full academic year. No notice of events should be posted once the event has occurred.
9. The College Content Manager (CCM) is responsible for reviewing and posting the site updates as requested by Area Heads in a timely manner. When possible, dated content should be submitted to the CCM at least (7) days in advance of the required posting, although shorter turn-around times may be available on a limited basis.
10. Only College sanctioned student organizations may provide content for their organizational Web pages on the College Web server through a CR as designated by the Executive Dean of Student Success.
11. The Department of Marketing & Communications reserves the right to remove (without prior notice) any content from its servers deemed inappropriate or obscene material, copyrighted material, or material that misrepresents the College and/or its constituents. The removal of content may be appealed to the Director of Marketing and Communications.
12. The Department of Marketing & Communications is responsible for the content, graphic design, visual branding, and overall architecture of the site.

<b>Regulation History: 12/11</b> <b>Posted: 12/9/2011 - 12/16/2011</b>	