

Delaware Valley College  
Web Site Policies & Procedures

**Goals:**

The goals of the Delaware Valley College Web site are:

- to provide a marketing tool to attract prospective students to the College
- to provide communication through interactive content
- to provide educational, administrative and business resources in support of the mission of the college

**Process For Adding/Changing Information:**

The College Administration has the ultimate authority over the official Web site and its contents.

The approval process is as follows:

- The Delaware Valley College name should be predominantly displayed in every major site. Each official site will have the College name on it and links to other sections of the Web site.
- Departmental information to be placed on the Web site must be reviewed by the respective department head for review to verify accuracy, quality, and appropriateness.
- Once the respective department head, coordinator, or director reviews and approves the submitted information, it will be forwarded to the Office of Communications and Public Relations (OCPR) to be placed on the Web site. Copy may be submitted in electronic format (rich text or Word), photos in hard copy and/or digital format (electronic is preferred), or by email with appropriate instructions and the link that is to be updated.
- Any minor changes, such as spelling and grammar mistakes, and reorganization of approved information, may be made at the OCPR 's discretion. Any questions or concerns of the OCPR will be referred back to the originator for resolution.
- Information that is on the College Web site, that is taken directly from the current College Catalog, cannot be changed unless the Vice President for Academic Affairs approves the change/s.
- A department head can delegate to another faculty member in his or her department the responsibility to oversee and submit information for the Web site. The department must advise the OCPR if another person is appointed to review the department's Web site information.
- The OCPR will be responsible for taking the information and posting it to the Web site. The OCPR will set priority levels for the new information received. All time-critical information should have a specified target date for posting as well as a withdrawal dates. Withdrawal dates should be forwarded to the OCPR in a timely manner.

**Conflict Resolution:**

If the OCPR cannot resolve a conflict, it will be referred to the Technology Systems Planning Committee who will be responsible for resolving any conflicts and violations of the Web policies. The Technology Systems Planning Committee, the academic deans, the

Vice President for Academic Affairs, and the President of Delaware Valley College have the right to restrict any information that is placed on the Web site and can direct the OCPR to change the Web site if needed. AAUP Guidelines for Academic Freedom of faculty will be followed.

### **Privacy Issues:**

The information on the Web site will not violate any individual's right to privacy. The College will not place any private information about students, faculty, or staff on the Web site. Email addresses and phone numbers will be placed on the Web site unless a waiver is submitted to the OCPR to have this information withheld. At any time the individual may submit a written request to the OCPR to have his information removed from the Web site. All federal, state, and local laws regarding privacy will be followed.

### **Copyright Issues:**

The use of images, recorded sounds, copyrighted materials, trade secrets and trademarks is subject to legal restriction. No one may use photographs, video clips, sound clips, or material which may be subject to copyright, trademark or trade secret restrictions without written permission of all parties involved. No student, faculty, or staff of the College may use the College seal, pictures, or any other copyrighted materials without permission of the College. Anyone violating copyright laws may be punished in accordance with federal, state and local laws.

### **ADA Compliance:**

The web site maintains compliance with ADA recommendations.

### **Violations of the Web Site Policy:**

Any Web site that violates the College's Web site policies will be removed from the server immediately. Any person/s violating federal, state, or local laws will be held responsible for their actions. It is the responsibility of the department head, club advisor, or director to review information submitted for the Web site and to see that the information adheres to the College's Web site policies. Anyone violating the College's rules of conduct or ethics, located in the College Handbook, is subject to disciplinary action in accordance with College policy.

### **Faculty Web Sites:**

The following procedures are for faculty members who want to develop and maintain their own course related Web sites on Delaware Valley College's Web server. To request access to the Web server, a faculty member must fill out the Web Server Access Request Form and submit it to the OCPR. He/she must also submit a sample Web site electronically that demonstrates the faculty member's competence in using HTML and in web design. If approved, the faculty member will receive information and

instructions on accessing the Web server after the Request Form is submitted.

In applying for and receiving access to Delaware Valley College's Web server, the faculty member agrees to the following policies and procedures:

- Faculty Web sites must be created using the faculty Web site template developed by the OCPR including the following disclaimer: "The views on this page are those of the faculty member and do not necessarily reflect the policies of Delaware Valley College."
- The personal responsibility for the Web site lies with the author and not the College. Each Web site will include a statement as to ownership (e.g. This page created by.....) and the faculty member's email address.
- The respective faculty member must insure that sites are maintained and current. Any links to other Web sites must be kept current.
- Faculty Web sites must be course related. Any links added to Web sites must relate to the course material. Web sites may not be used for personal or financial gain.
- When a faculty member leaves the College, access to the Web server will be removed, and Web sites will be removed from the server.
- The OCPR will periodically review any faculty web pages and bring any concerns to the faculty member. Issues that cannot be resolved will follow the conflict resolution procedures outlined in this document.

### **Student Organization Web Pages:**

The following procedures are for student organizations that want to produce Web pages for inclusion on the Delaware Valley College's Web site. In applying for and receiving access to include information on the Delaware Valley College Web site, the student organization and advisor agree to the following policies and procedures:

- Approval for the Web page must be obtained from the organization advisor prior to the organization building the page.
- Organization Web pages will be limited to information on the group, meetings, and self-promotion.
- Each page will be under the "Student Life" link.
- Each organization must use the approved template provided by the OCPR in developing the page. Once the page is developed, the OCPR will review its contents. If there are discrepancies, the OCPR will communicate to the organization advisor. If the discrepancies are not resolved at this level, the Technology Systems Planning Committee will make the final decision.
- The OCPR will provide assistance for the groups so they can develop their own pages according to the guidelines.
- Information Services will provide each advisor with access to drive space for the organization to place completed Web pages for review. Once the Web pages have been reviewed and approved, the OCPR will post the approved information to the student organization's Web site.
- Organization pages will be stored on the Campus Web server and reviewed annually.
- Each organization will have the responsibility to obtain permission to use any materials that have been copyrighted, etc.
- Organization pages will contain the statement *"The views on this page are those of the organization and do not necessarily reflect the policies of Delaware Valley College."*

Modified June 2007