

## CHAPTER 1: Organization and Administration

### Policy 1A.12: Web Publishing

#### Purpose

This web publishing policy defines expectations and guidelines necessary to promote consistency in web page appearance. A positive, cohesive brand image is essential as Anoka-Ramsey Community College continues to adjust to growth and prepare for the future. Therefore, it is important that this policy and its accompanying procedures be followed closely to ensure the integrity of the Anoka-Ramsey Community College brand is preserved and not compromised.

#### Web Page Layers

- Layer 1—General academic, student service and public relations information.
- Layer 2—Specific academic, curriculum, and student service information. Examples include degree information, course schedules, admissions, financial aid, student activities, and the Center for Teaching and Learning.
- Layer 3—Department or program specific information.
- Layer 4—Online course delivery or course enhancement, personal faculty web pages, and student clubs.

#### Layer 1

The President assigns an administrator as the authority responsible for look, content, and information collection practices. This position has sole access to Layer 1 pages. College administration will determine the primary menu items of Layer 1 pages.

#### Layer 2

Administration determines areas and personnel suited to keep general content current in designated areas. Staff and faculty requesting and assigned access to Layer 2 content must demonstrate a working knowledge of Macromedia Contribute or Dreamweaver and must work within the parameters of a template.

#### Layer 3

Layer 3 pages are published with a college or campus specific header and are linked from Layer 1 or Layer 2 pages. Although Layer 3 pages are not held to style guideline parameters associated with Layers 1–2, users are encouraged to adopt the style guideline parameters associated with Layers 1–2. Templates are available and may be obtained by making a request to the Technology Department's Web Coordinator.

#### Layer 4

Faculty using the Internet for on-line course delivery or course enhancement are not held to header or style guideline parameters associated with Layers 1–2, but are encouraged to adopt the style guideline parameters associated with Layers 1–2. Templates are available and may be obtained by making a request to the Technology Department's Web Coordinator.

The advisors of student clubs or organizations utilizing Layer 4 pages should request authorization from the Director of Technology for student-developed web pages. These areas are not held to header or style guideline parameters associated with Layers 1–2, but are encouraged to adopt the style guideline parameters associated

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with Layers 1–2. Templates are available and may be obtained by making a request to the Technology Department’s Web Coordinator.

### General Expectations

- Publishers to the college Web site are expected to adhere to college [Policy 1A.10 Computer and Network System Use and Security](#). Failure to adhere to Policy 1A.10 will result in the loss of technology privileges at Anoka-Ramsey Community College.
- Web published information shall be kept current for items including schedules, calendars, special events, and similar time-sensitive topics.
- Links shall be checked frequently to ensure they are current and active.
- Consideration shall be given to whether content would be more appropriate for the college Intranet site.
- When an employee leaves the employ of the college or when a program is terminated, employee portfolio pages or program web pages shall be disconnected and destroyed.

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### History:

*05.2005 Adopted new policy*