

KAUA‘I COMMUNITY COLLEGE

Website Guidelines

1. Scope

This guideline shall apply to the official Kaua‘i Community College (Kaua‘i CC) website (i.e., kauai.hawaii.edu).

2. References

- A. Executive Policy 2.210, Use and Management of Information Technology Resources
- B. Executive Policy 2.213, System and Campus-wide Electronic Channels for Communicating with Students
- C. UHCCP 2.211, Social Media Site and/or Account Use and Management

3. Purpose

The intent of this policy is to detail requirements and provide governance guidelines for the Kaua‘i CC website.

4. Definitions

- A. Content Management System (CMS): An electronic system that provides for the management of websites and web pages, such as Drupal, Cascade, WordPress, and others.
- B. Department Content Managers: The person or persons responsible for overseeing the maintenance and development of a unit, program, and/or division site. He or she must regularly interface with the Kaua‘i CC marketing team.
- C. Webmaster: The person responsible for the overall management of any web page located on the CMS. He or she is responsible for ensuring compliance with existing policies and laws, as well as ensuring the information located on the pages of the CMS is current.

5. Policy

A. The Kaua‘i CC Marketing Team

- i. Kaua‘i CC’s web presence is a key communications medium to promote and enhance the college’s image by providing relevant and up-to-date information about its programs, services, events, and accomplishments. The Kaua‘i CC marketing team is

responsible for executing and coordinating external communications for marketing purposes. As part of these duties, this office is charged with

- a. Creating a web identity that captures the unique brand characteristics of Kaua‘i CC,
- b. Ensuring that the website reinforces and effectively supports the college’s marketing messages and goals outlined in Kauai CC’s strategic plan,
- c. Ensuring the website addresses audience needs and meets high standards of content and ease of navigation, and
- d. Coordinating with University of Hawai‘i (UH) Information Technology Services (ITS) and Kaua‘i CC IT to provide up-to-date website tools for area site administration and to manage and author sites within the kauai.hawaii.edu domain.

B. General Website Provisions

- i. The college will use a robust CMS.
- ii. The webmaster will be responsible for ensuring the website adheres to these guidelines and that the content is properly updated and maintained.
- iii. ITS will be responsible for hosting the site(s) and providing system updates and backups, as required.
- iv. The website will use an appropriate theme and be compliant to the standards set forth by the American with Disabilities Act (ADA) and uses stylesheets that can mirror other UH web pages.
- v. For web pages that exist on the CMS, all web page headers will use the approved Kaua‘i CC header and color theme.
- vi. For web pages that exist on the CMS, all web page footers will contain the following information for consistency:
 - a. Campus identification including the UH seal
 - b. Campus contact information
 - c. A link to the EEO/AA statement (i.e., <https://www.hawaii.edu/offices/eoo/policies/>)
 - (i) An equal opportunity/affirmative action institution statement. For more information about EEO/AA publicizing: <https://www.hawaii.edu/wp/wp-content/uploads/docs/eoo/publicizing.pdf>

d. Copyright with the date and copyright symbol

C. Kaua‘i CC website will have five general categories of web pages:

i. Type 1: Institutional and/or Marketing Pages

These are public web pages that address the interests and needs of key college audiences such as prospective students, parents, alumni, donors, current students, faculty, staff, and other important constituents. These include websites for academic departments and colleges, college offices, centers, institutes, and other official college units. These pages are managed through the college’s web, CMS and are reviewed by the webmaster for ADA and federal, state, and UH policy compliance prior to posting.

ii. Type 2: Specialty Websites

These sites, also referred to as “microsites,” provide supplementary highlights to Type 1 pages to demonstrate student or faculty work, or other distinctive aspects of a Kaua‘i CC program or service. Rather than explain core information about Kaua‘i CC and its various programs and units, these specialty sites usually showcase some unique aspect of the Kaua‘i CC experience. Examples of a specialty website might be an academic project, a field study site, or a virtual gallery of student work. These pages may or may not reside in the CMS, but should comply with Kaua‘i CC website guidelines and policies.

iii. Type 3: Faculty Web Pages

These are web pages for or about individual faculty, which are maintained, developed and managed by the webmaster.

(a) Failure to abide by EP 2.210, Use and Management of Information Technology Resources will result in the termination of the link to the web page in accordance with Section H, Termination of Links.

iv. Type 4: Web Application Sites or Pages

These are pages or sites that require special programming by ITS and/or a third-party vendor. Examples of web application sites or pages include online admissions applications, personnel directory, and Webmail. These pages may or may not reside in the CMS, but should comply with Kaua‘i CC website guidelines and policies.

v. Type 5: Privileged Information

These pages provide mostly confidential information and services such as student records, registration or advising services, and employee data. These require passwords and are not accessible to the general public or to all Kaua‘i CC students

and employees. These pages may or may not reside in the CMS.

D. Accessibility

- i. The updated web pages of the official Kuaʻi CC website will be built with web accessibility foremost in mind. From templates to training, the site strives to meet the standards of the World Wide Web Consortium’s Web Content Accessibility Guidelines 2.0, Level AA.
<https://www.w3.org/WAI/WCAG2AA-Conformance>
- ii. Abbreviations: All abbreviations will be tagged and there will be “Alt text” for images.
- iii. PDFs: Adobe Acrobat Pro DC and the latest versions of Microsoft Word (Microsoft Office) have the ability to render PDFs in an accessible format. New PDFs or existing PDFs that are frequently accessed or very important will be created in this format.
- iv. Video: Videos with people speaking should have closed captioning. YouTube, Facebook, and other video platforms are equipped to add captions to videos. It should also include descriptions of actions that are important that do not have narration. Videos should have a text description of the cover thumbnail.

E. Style Resources

- i. All websites will adhere to the UH Style Guide:
<https://www.hawaii.edu/style-guide/>
- ii. In general, the preferred UH Style Guide follows The Chicago Manual of Style. This style guide puts forth the preferred UH style on questions that are not addressed in standard references or where UH practice varies from the norm. It is based on various reference books and historic university image.
- iii. Graphics Standards manual
<https://www.hawaii.edu/offices/communications/standards/graphics-standards/>
The UH seal and signature are available for download at this site.

The manual provides guidelines for proper UH identification on published materials online and in print. It identifies the seal and signature of the University of Hawai‘i and includes guidelines for their use as well as information for business cards and stationery. It also covers appropriate use of affiliated identity marks and considerations for photographs and video.

F. Style Recommendations

- i. In general, hawaii.edu unit pages have three common elements: What we do, Contact, and Leadership.

- a. What we do: A short paragraph about the general services of the office. This is located prominently at the top of the page.
- b. Contact: Address, phone number, and email. This is located toward the bottom and often to the right of the page.
- c. Leadership: Names and positions of office staff. At the minimum, the director of the office's name. Pictures are optional. This is located at the bottom of the page.

The rest of the page can be customized for each unit.

G. Termination of Links

Kaua'i CC reserves the right to refuse providing a link on the official college website and to remove a link without notice. Content and/or links to areas found to be in violation of Kaua'i CC policies, local, state, or federal laws will be immediately terminated, especially content that:

- i. Does not adhere to the college's mission or policies,
- ii. Violates United States copyright laws, i.e., using unpermitted copyrighted material including text, graphics, photographs, sound and video clips, and software on a site within the Kaua'i CC domain (anyone using copyrighted material must obtain and submit to the webmaster written permission for each use from the originating author),
- iii. Is obscene, offensive, or threatening,
- iv. Designed for private financial gain or compensation not relevant to the mission of the college or in violation of official college policy and restrictions for non-profit organizations.
- v. Is used to intimidate or single out an individual or group for degradation or harassment in violation of federal or state law and official college policy, or
- vi. Is used to engage in or solicit any illegal activity in violation of federal or state laws or office college policy.

H. Content Management System Roles and Requirements of CMS Users

- i. Department content managers:
 - a. Each site or section within the CMS must be assigned a department content manager. This person is responsible for overseeing maintenance and development of the site and interfacing with the Kaua'i CC marketing team.
 - b. While individual units or site managers are responsible for keeping their sites'

contents up-to-date, at least annually, the webmaster will continue to review websites and offer ongoing information and advice to assist website managers.