Jackson State Community College Web Policy 1. Summary

1.1. The Jackson State Community College web site will provide accurate, current, and complete information to students and other visitors. The site will offer this information in a logical format allowing for easy navigation.

1.2. The Jackson State web site will serve as an extension of the professionalism, public image/reputation, and community that exists on its campuses.

1.3. The college recognizes the value of publishing on the Internet and encourages staff, faculty, and student organizations to use the college's web resources creatively, responsibly, and in accordance with the guidelines included in this document.

2. Purpose of the Policy

2.1. The web policy is designed to inform the general web audience of the published standards for all websites hosted by Jackson State.

2.2. This policy is not intended to serve as an application resource. Therefore, any technical specifications described herein will assume the implementer or designer knows the proper procedures within their particular web authoring software.

2.3. This policy will be the continued responsibility of the Web Steering Committee, which will meet regularly to discuss policy revisions. Approved revisions will be incorporated into this document.

2.4. Questions regarding issues not covered in this policy or any suggestions for amendments should be directed to any member of the Web Steering Committee.

2.5. This policy shall remain in effect unless, and until, appropriate amendments are made and approved by the Web Steering Committee and the College President.

3. Conformance with State, TBR, and other Jackson State policies

3.1. This policy is intended to be fully consistent with the State of Tennessee Internet Acceptable Use Policy, the Tennessee Board of Regents Information Technology Resources Policy, Jackson State's Computer Usage Policy, and other applicable state and TBR policies, as they currently exist or as they may be amended in the future with further development of the college website and jWeb.
3.2. In the case of a discrepancy, precedence will occur in the following order: State policy, TBR policy, and Jackson State policy.

4a. Purpose of Jackson State Official Web Site

4a.1. Jackson State will provide accurate, current, and complete information to students and other visitors through its official web site.

4a.2. The site will offer this information in a logical format with easily understandable navigation.

4a.3. The site will focus on providing recruitment information to prospective students and will serve as a comprehensive source of information for all students, prospective or current.

4a.4. The site will support the mission of the institution by providing another delivery method of student support and academic services.

4b. Purpose of Jackson State jWeb Site

4b.1. Jackson State will provide accurate, current, and complete information to current students, staff and faculty through its jWeb site.

4b.2. The site will offer this information in a logical format with easily understandable navigation.

4b.3. The site will serve as an avenue of communication and a complete source of information for current students, faculty and staff.

4b.4. The site will support the mission of the institution by providing another delivery method of student and employee academic and support services.

5. Web Steering Committee

5.1. The Web Steering Committee shall serve as an advisory body of the College for all web presences of the College. The Committee will develop and/or discuss issues related to the college web presence and make recommendations to the Web Administrator.

5.2. The President appoints Committee membership, which shall be as follows:

- Web Administrator (1), Chair
- Public Relations (1)
- Faculty (2) - 1 from Arts & Science, 1 from Professional and Technical Studies
- Student Services (1)
- Library Services (1)
- Finance & Admin (1)
- Student (1)
- OIT (1)

5.3. The Committee will remain chartered unless, and until, appropriate amendments are made and approved by the President. Alterations to the committee membership may be made at the discretion of the President, including but not limited to committee composition and appointment changes.

5.4 If a member misses three meetings, they will be subject to replacement on the recommendation of the Chair and with the approval of the President.
6. Definitions

6.1. Official Web Pages or Official Website
The pages which represent Jackson State's organizational and functional content are directly related to the mission of the institution, such as administrative departments and academic programs of study, and jWeb. These pages will only exist at the following locations: http://www.iscc.edu, http://library.jscc.edu, and http://conted.jscc.edu.

6.2. Unofficial Web Pages or Unofficial Website
Those pages which do not meet the above criteria, such as faculty websites, personal professional websites, or student organization websites.

6.3. Definitions of Responsibilities
See Appendix for further clarification.

6.3.1. Site Supervisor
The supervisor (such as director, dean, department chair, manager, etc.) that is administratively responsible for a given web site. The Site Supervisor approves, generates, and reviews all content within their respective area and approves any employee to be their area's Site Publisher.

6.3.2. Site Content Provider
A person that is responsible for assimilating and forwarding site content to a Site Publisher or the Campus Web Administrator. A Content Provider must be a Jackson State employee, but does not necessarily have to work in the same area of the site. Content Providers may only be responsible for a page, such as the News and Events or Inclement Weather status. Content Providers will default to the Site Supervisor until they designate one of their employees to be a content provider.

6.3.3. Site Publisher
A person that is responsible for both updating existing pages and developing new pages within a site, including designing the unofficial graphics used. An Official Site Publisher must be a Jackson State employee, but does not necessarily have to work in the same area of the site. A club representative, student, or community enhancement representative may be a Site Publisher for their respective function. Each Site Publisher is responsible for maintaining the accuracy of their respective site. Any unofficial site abandoned (i.e. without a Site Publisher) for more than 90 days will be removed. If an organization is no longer recognized, its site will be removed as well.

6.3.4. Web Administrator
The person responsible for development and management of Jackson State's web site, primarily any site which does not have a Webmaster. Along with the Web Steering Committee, the Web Administrator ensures that all web sites comply with appropriate policies, guidelines, and standards describe herein. The Web Administrator coordinates web site interconnections and creates new web sites with the guidelines prescribed in this policy. The Web Administrator also provides the primary web user support and training, when needed.

7. Web Site Structure

7a.1. Official Web Pages

7a.1.1. Standard Template
All official web pages will use the same design template to offer a consistent aesthetic quality.

7a.1.2. Universal Navigation
The Web Steering Committee will establish a consistent navigation mechanism that will be applied to all official web pages.
7a.1.3. Home Page
The home page, located at [http://www.iscc.edu](http://www.iscc.edu) will direct the web viewer to pages that are specifically designed for the viewer’s category, e.g. Prospective Students, Current Students, Faculty & Staff, Alumni & Friends, or Business & Community. Preserving the integrity of the site, the inclusion of requested links, notices or any other material on the home page will be left to the discretion of the Web Administrator and the Web Steering Committee. The primary concern of their decision will be to keep the content of the home from exceeding its current capacity; if something is added, something else must be deleted.

7a.1.4. Effective Communication
Informal, conversational language should be used whenever possible in order to facilitate effective communication with the target audience.

7a.1.5. Departmental Staff Pages
All departmental pages must include a single staff page that includes all pertinent contact information: email address, phone, fax, office building & room number, a brief job function description, and office hours for the staff member and a link to the personal faculty homepage.

7a.1.6. Required Footer
- The name and email address of the Webmaster and/or content keeper for the site
- A link to the Search, Sitemap, and College directory
- A link to Terms of Use and Accessibility page
- A link to Contact Us page
- The obligatory TBR statement
- Copyright

7a.1.7. Document Delivery
The only two approved document formats for Official Web Pages are HTML and Adobe Acrobat PDF. HTML exported from Microsoft Word or other Microsoft Office products produces unclean HTML and could cause problems with ADA compliance and therefore is discouraged on Unofficial Web Pages.

7a.2. Unofficial Web Pages

7a.2.1. Faculty Pages
These pages would be linked from the respective area in which the employee works, e.g. CIS departmental staff page would have the links for all CIS faculty pages. These pages will be developed by the faculty member and should adhere to all applicable sections contained herein. They will reside at an address similar to [http://faculty.iscc.edu](http://faculty.iscc.edu).

7a.2.2. Student Course Pages
These pages will be developed by students for class assignments and should adhere to all applicable sections contained herein. They will reside at an address similar to [http://students.iscc.edu](http://students.iscc.edu). The instructor for any given class will be responsible for each student's content. A procedure for creating accounts to publish to the site will be made available to interested instructors or the Web Administrator could create the accounts. None of the pages or sites will be indexed or included in search engines.

7a.2.3. Student Organization Page
Only student organizations officially recognized by the college, as determined by the governing policy in the college catalog and handbook, may request a web site or page. The content on the site will be generated and maintained by the faculty sponsor or their designee and should adhere to all applicable sections contained herein.

7a.2.4. Non-profit Community Enhancement Sites
All inquiries of non-profit entities that request Jackson State to host their website will be directed to the Office of the President.
7a.2.5. Required Footer for all Unofficial Pages
The required footer will be implemented at the server level and can be altered only by the Web Administrator.

- A link to Jackson State's home page
- A link to the Search, Sitemap, and College directory
- A link to a site level disclaimer page
- A link to Terms of Use page
- The obligatory TBR statement

7b. **Web Site Structure**

7b.1. jWeb

7b.1.1. Standard Template
All official web pages will use the same design template to offer a consistent aesthetic quality.

7b.1.2. Universal Navigation
The Web Steering Committee will establish a consistent navigation mechanism that will be applied to all official web pages.

7b.1.3. Welcome Page
The Welcome Page, located at jweb.jscc.edu, will direct the user to tabs specially designated for the user’s role, including Welcome, Library, My Tab, Academics, My Courses, Work Life, Banner, Student Self Services, Student Life, Student One-Stop and Institutional Effectiveness. Users may submit requests for access to additional tabs to the Web Administrator.

7b.1.4. Effective Communication
Informal, conversational language should be used whenever possible in order to facilitate effective communication with the target audience.

7b.1.5. Required Footer
- The name and email address of the Webmaster and/or content keeper for the site
- A link to the Search, Sitemap, and College directory
- A link to Terms of Use and Accessibility page
- A link to Contact Us page
- The obligatory TBR statement
- Copyright

7b.1.6. Document Delivery
The only two approved document formats for Official Web Pages are HTML and Adobe Acrobat PDF. HTML exported from Microsoft Word or other Microsoft Office products produces unclean HTML and could cause problems with ADA compliance and therefore is discouraged on Unofficial Web Pages.

7b.2. Groups Pages
Requests to create a group are to be submitted to the Web Administrator. A faculty or staff person must be identified as the group sponsor. The group sponsor is responsible for maintaining current and accurate content. Any questions about content appropriateness should be directed to the Web Administrator.
7b.2.1. Required Footer for all Unofficial Pages
The required footer will be implemented at the server level and can be altered only by the Web Administrator.

- A link to Jackson State's home page
- A link to the Search, Sitemap, and College directory
- A link to a site level disclaimer page
- A link to Terms of Use page
- The obligatory TBR statement
- Disclaimer of content

7b.3 Other Sites Not Declared
There will be other sites or servers that provide specific services to the students and/or employees. These sites may be exempt from certain design elements or certain requirements as prescribed in this policy. While not an exhaustive list, the following provides insight to the functions of these sites.

7b.3.1 Online Course Delivery
For the sake of consistency, only the authorized and supported online course delivery platform(s) will be permitted. Faculty still can use their faculty or groups pages for supplemental course material.

7b.3.2 Web-based Email Servers
Jackson State will provide web-based email to students and employees on two separate systems. Space restrictions may be implemented as determined by the Director of the Office of Information Technology. Any users of web-based email must be made aware of all applicable policies.

7b.3.3 Others
Others as determined by the Web Steering Committee

8. Internal and External Links for Official Web Pages and jWeb
8.1. It is the policy of the College to limit commercial links to those sites that have a direct connection to the functions of the College, and to prohibit commercial links that are unrelated to the operations of the College.
8.2. Links to faculty pages will originate from the department, division, or program staff listing pages. The pages will also be accessible through search engines, both internal and external.
8.3. Links to browser plug-ins or free applications, such as Adobe Acrobat Reader or Microsoft Internet Explorer, will go to a specific campus-wide resource tools page.

8.4. Exempted links from Jackson State pages to other sites
- Computer firms that provide plug-ins or other needed software
- Commercial sites that provide information used in classroom, library, research, outreach, and extension activities
- Sites utilized for job placement of students
- Sites of entities that sponsor College events or activities
- Sites that have a direct connection to the business of the College

9. Official Site Publisher Authorization
9.1. The Site Supervisor will submit the name of their proposed Site Publisher to the Web Administrator for approval.
9.2. The Web Administrator will certify all Official Site Publishers through specific training on this web policy and on any technical requirements that may be necessary to maintain their site.

10. ADA Statement

10.1. While there are as yet no TBR or state regulations regarding development of Web pages to conform to the Americans with Disabilities Act (ADA) accessibility standards, Jackson State strives to provide equal accessibility to all of its Official Web Pages.

10.2. All online instruction, instructional support pages and student assignments published to the web, either through a course management system or directly, will be compliant if a student registered in the course requires this level of access to participate. Jackson State, however, will work to make all online material accessible.

10.3. Jackson State will endeavor to educate all persons responsible for creating and maintaining web pages on the need for greater accessibility and methods to achieve it.

11. Unlawful Use, Terms of Use, and Restrictions

11.1. Unlawful Use

All web sites hosted by Jackson State must adhere to all applicable local, state, and federal laws. In addition, any link to external sites that violates local, state, or federal laws would be in direct violation of this policy.

11.1.1. Persons making an unlawful use of TBR electronic systems shall be subject to Institutional disciplinary procedures, as well as any pertinent state or federal criminal and civil penalties. Examples of unlawful uses include dissemination of defamatory material, violation of copyright, and communication of obscene materials across state borders.

11.2. Digital Millennium Copyright Act (DMCA) Statement and Copyright Notice

All web sites hosted by Jackson State must adhere to all applicable copyright laws. Any unlawful use of copyrighted material is prohibited. Contact the designated Copyright Agent for further details.

11.3. No Private Financial Gain or Compensation

State law and state policy prohibit the use of state owned property for any personal for-profit activities. An example of prohibited behavior would be posting commercially oriented material on a state maintained website (excepting advertisements sold by the on-line versions of Institution sponsored student newspapers). This prohibition applies to all TBR employees and students.

11.4. Religious and Political Causes

The use of information technology resources for solicitation of religious or political causes is strictly prohibited.

11.5. Terms of Use

Jackson State will provide a Terms of Use page, which will encompass Official and Unofficial Pages and will include detailed information in the following sections for all web visitors:

- Use of Site
- Privacy
- Copyright
- Logo and Trademark Usage
- Links to Other Web Sites
- Disclaimer
- Limitation of Liability
- Applicable Laws
11.6. Logo and Trademark Usage
The use of any Jackson State logos by external entities will require approval of the President, the Director of Public Relations, or their designee. Furthermore, Site Publishers will not incorporate any trademark or logo (including TBR institutions) into their own site without express, written consent from the trademark or logo owner.

11.6.1. Web Logos vs. Print Logos
Web logos will not be used for print purposes. Contact the Public Relations department to obtain print logos.

11.7. No Implied Endorsement on Official Web Pages
No implied endorsement of organizations, products, or services will be permitted, unless there is an actual current endorsement or where this policy excludes based on business relations with Jackson State.

11.8. Conformance with College Mission
All web pages, both Official and Unofficial, must conform to the purpose, goals, and mission of Jackson State.

11.9. Disclaimer Statement
Unofficial pages must include a link to the following disclaimer "The views and opinions expressed in this page are not those of Jackson State Community College. The contents have not been reviewed or approved by Jackson State. If you feel this page contains obscene or offensive material, incorrect data, or infringes on your copyrights, trademarks, etc., please contact the Web Administrator."

12. Security and Technical Issues

12.1. Accounts
A site account will be created for each Site Publisher. The same account will be used if the Site Publisher manages multiple sites. Passwords will require 6 or more alphanumeric characters. Each site will have a limited amount of storage space; additional space may be requested. As it would violate TBR IT Resource Policy and Jackson State's Computer Usage Policy, site accounts and passwords cannot be shared among multiple users. To receive an account, the Site Publisher must sign the appropriate request form indicating understanding of this policy before receiving Site Publisher privileges.

12.1.1. Due to licensing limitations, the only password protected course sites will reside in the authorized and supported online course delivery platform(s), which will offer individual logons.

12.2. Update Access
Access to web content directories for the purposes of updating content will be provided to Site Publishers through secure methods.

12.3. Server Administration and Capacity
Server administration, including capacity upgrades, scheduled backups and maintenance, and security updates, will be the responsibility of the Office of Information Technology. Pages or sites that would compromise any web servers' ability to provide necessary hosting services are prohibited. Services or features not already provided by Jackson State web servers must be requested through the Office of Information Technology, which will review requests and determine if they should be implemented based on financial burden and support cost.

12.4. Web Design Assistance
Web design assistance will be provided by the Web Administrator for the Official Web Pages first, then to Faculty Pages, and Community Enhancement pages. The only support extended to this last category would be assistance with uploading content.
13. Policy Violation & Appeals Process

13.1. Initial Determination Policy Violation
Initial determination of a web policy violation will result in written notification sent to the Web Administrator and, if applicable, the Site Publisher. This notification will give details regarding the violation, request that the violation be corrected, and provide instructions on how to appeal the initial determination if the party so chooses.

13.1.1. Illegal Pages and External Links to Illegal Sites
Any page or external link that violates any local, state, or federal law will be removed without prior notification. Written notification will be sent after the illegal pages or links are removed.

13.2. A violation discovery notification will be sent to the OIT Director, the appropriate VP, or the SGA (if it involves student organization sites) if the violation does not involve applicable law. If a violation discovery involves legal issues, a notification will be sent to the following persons: OIT Director, PR Director or their designee, the VP of Student Services, the VP of Academic Affairs, the VP of Finance and Administration, and the President. This last notification also will be sent to the Copyright Agent (if it involves copyright infringement) or the SGA.

13.3. Appeal Not Sought
If the person does not wish to appeal the initial determination, the content in question will be removed by the Web Administrator. A resolution notification will be sent by the Web Administrator to the individuals that received the discovery notification.

13.4. Appeals Process
The Site Publisher or Site Supervisor may decide to appeal the initial determination by sending a written appeal to the Chair of the Steering Committee. The Chair will send an appeals notification to the Committee, the OIT Director, the VP of Student Services, the VP of Academic Affairs, the VP of Finance and Administration, and the President.

13.4.1. The Chair will schedule a meeting where the appealer party will present their case in person. The appealer party may request up to three representatives from their appropriate Council (Faculty, Professional/Technical Employee, or Classified Employee) or the SGA to attend this meeting to support them. The Committee must be made aware of any request for representatives. The OIT Director will be present in a non-participatory role.

13.4.2. After the appeals meeting, the Committee will cast their votes. The Chair will forward their recommendation, including vote distribution, and all appeals documentation to the President. The Chair will notify the OIT Director of the recommendation, including vote distribution. In turn, the OIT Director will provide his/her recommendation to the President.

13.4.3. The President will take both recommendations and any third-party counsel he may wish to solicit into consideration before making the final determination.

13.4.4. A resolution notification will be sent by the Web Administrator to the Committee, the appealer party, any representatives present in appeals meeting, and any other individual that has received a discovery or appeals notification.

13.5. Multiple Infractions
Site Publishers who incur multiple violations of this policy may have all of their web sites, web accounts, and any privileges related thereto, revoked.

13.6. Possible Disciplinary Action
Depending on the severity of violation, disciplinary action may be required as prescribed by the appropriate governing document, e.g. Faculty Handbook, Student Catalog & Handbook, etc.
14. **Announcements Policy**

14.1 When jWeb goes live and everyone is trained, the daily announcements sent by the public relations office will be discontinued and a new system of announcements will be in place using jWeb. Campus communication will funnel through jWeb and campus e-mail will no longer be the preferred way to make announcements. There are two channels in jWeb that can be used for announcements – campus announcements or personal announcements.

14.2 Campus announcements: The campus announcements channel is typically used for announcements the entire campus (including students) needs to know: parking problems, campus closings, construction updates, etc. The way that jWeb is set up, there will be only a few people on campus who will have the access necessary to send out campus announcements.

14.3 Personal announcements: A user will receive announcements from groups to which they belong in their personal announcements channel. For instance, if you are a member of the Faculty Development group and someone also in that group sends an announcement to the entire group, you will see this announcement in your personal announcements. Only members of that group will see the announcement and anyone not in that group will not see the announcement.

14.4 The campus community will send announcements to public relations who then will publish them on the campus announcements channel or on a JSCC news channel on the Welcome tab. The personal announcements will be reserved for announcements from groups. Policy about which announcements are appropriate for campus announcements will be created and followed.

Messages for broadcast on the “campus announcements” channel in jWeb will be messages of a general nature applicable to all faculty, staff and students on campus. Examples include: campus closings, campus construction updates, emergency announcements such as unexpected computer or phone system failures, emergency weather notifications, registration and financial aid deadlines, fee payment deadlines, any other messages approved by the president.

All other messages will be broadcast in the “JSCC News” channel including: faculty, staff and student accomplishments, event notifications and reminders (in moderation), press releases from public relations, retirement/goodbye receptions, non-credit classes, job postings, fundraising events with JSCC accounts, PIE partner fundraisers.

Things that will NOT be broadcast on “JSCC News”: sympathy news, medical reports, personal thank you’s, baby/wedding shower invitations, lost and found items, community events and fundraisers not affiliated with JSCC. If warranted, a group can be created for these types of announcements and members of the campus community can decide individually if they want to join and receive messages from the group’s moderator in their “personal announcements” section.

In accordance with state policies, personal “for sale” items will not be broadcast on jWeb.
The Website Responsibilities chart is a representation of the various responsible roles as defined in Section 6.3 and to whom they report to as it pertains to Jackson State’s websites.