AP 3730   WEB STANDARDS

References:
> Section 508 of the Rehabilitation Act of 1973 (29 U.S. Code Section 794d);
> 36 Code of Federal Regulations Sections 1194.1 et seq.;
> Government Code Section 11135;
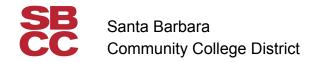> Title 5 Sections 59300 et seq.

Santa Barbara City College provides www.sbcc.edu for communication and access to services. Web-based media provided by the college are college property and their purpose is to facilitate and support college business.

The purpose of this procedure is to:
- Ensure that district web pages are used for purposes appropriate to the District's mission.
- Inform the district community about the applicability of laws and Board policies pertinent to web pages.
- Ensure that web page resources are used in compliance with those laws and district policies.
- Define procedures for the management and maintenance of the district website.
- Ensure consistency and ease of navigation.
- Define web page types and the scope, limitations, and flexibility of web content, presentation, and procedures for differing types of web pages.
- Ensure that approved district "branding" is used on designated page types including the District home page, related directory pages and organizational unit gateway pages, resource pages, and instructional pages.

The procedure applies to:

Web Pages – Santa Barbara City College web pages stored and accessed on internet servers that are maintained by Santa Barbara City College or its agents and applies to the official district home page, directory pages, administrative and instructional department and organizational unit gateway pages, resource pages, instructor pages, online course pages, and links to external sites.

Publishers – Any member of the Santa Barbara City College community or its authorized agent(s) using the web-based resources of www.sbcc.edu to publish information, provide online services through, and/or link from www.sbcc.edu.

Information – Official district information as defined herein and/or by other Board policy.

Content – All www.sbcc.edu resources provided by and through the District through actual property, intellectual property rights, and through contract and other agreements with the District.

Types of Pages
SBCC recognizes six types of web pages or sites. This procedure provides definitions, identifies authority and responsibility, and outlines policies and procedures for each type.

> **Type One**–District Home Page
> **Type Two**–Role-Based Pages
> **Type Three**–Department/Organizational Unit Home Page
> **Type Four**–Content/Resource Pages
> **Type Five**–Instructional content
> **Type Six**–External Sites

Type One–District Home Page
Definition: www.sbcc.edu (aka www.sbcc.net) serves as the official district home page.

One primary audience of the district home page is prospective (new) students.

The www.sbcc.edu site also serves other constituents including vendors, agencies, companies, and individuals needing to interact with and secure information about the college.

The site also serves as a repository of information and selected tools that serve current students, faculty, and staff either through direct access via www.sbcc.edu or in conjunction with other district web systems.

Content Area Administrator: Executive Director of Public Affairs and Communications under direction of the Superintendent/President.

Guidelines

- The district home page must comply with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508.1
- The Content Administrator will recommend and review constituent requests for content on the district home page.
- The Superintendent/President will have final authority to determine the content and style of the district home page www.sbcc.edu. The Superintendent/ President may delegate this authority.
- The Executive Director of Public Affairs and Communications is responsible for recommending design, layout, style and content of the district home page. The Superintendent/President has final authority for approving design, layout, and style of the district home page.
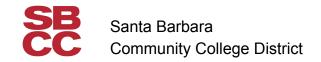
Practices

Requests for changes (edits, additions, deletions) to the district home pages should be initiated with the Executive Director of Public Affairs and Communications.

The Executive Director of Public Affairs and Communications should confer with any other stakeholders that may be affected by implementation of the initiator's request for changes.

- The Executive Director of Public Affairs and Communications will consult with Information Technology to review technical feasibility and Information Technology support needs of proposed changes to the district home page and pages linked from district home page.
- The Executive Director of Public Affairs and Communications should confer with the appropriate Vice President(s) and/or the designated Content Area Administrator(s) prior to removing established links and prior to making any editorial, style, or location changes to an existing link located on the district home page.

The Executive Director of Public Affairs and Communications may periodically confer with major stakeholders when major changes to the district home page design and content are planned. Changes to the district home page will be made by Information Technology at the request of the Executive Director of Public Affairs and Communications. The Executive Director of Public Affairs and Communications may

authorize individuals to have posting rights to specified content and/or content areas of the district home page when such individuals have been certified by Information Technology as technically qualified to post directly to the www.sbcc.edu site.

Type Two–Role-Based Pages
Definition: Type Two pages are major collections of related items, primarily links, organized around the needs and interests of a user group (e.g. prospective students, enrolled students, alumni, faculty, and staff) or functional themes (e.g. online college, employment/jobs, student success) designed to enhance and refine navigation. A Type Two Directory page is characterized by menus and sub-menus of links but may also include graphics and text related to the constituent group or functional theme.

While the primary content and purpose of a Role-Based Page is a menu of links to help navigate, the content area may include highlighted and variable promotional links as well as standing narrative text and brief descriptions of the link headings that help guide the user. Page content may cross organizational units and may include "child" directory pages.

Executive Publisher: Each Role-Based Page will have an Executive Publisher.

Content Area Administrator(s): Each Executive Publisher may designate Content Area Administrator(s) for their respective parent and child pages.

Guidelines
- All Type Two pages must comply with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Links to all 'parent' directory pages will be included on the district home page.
- The Executive Director of Public Affairs and Communications will determine Type Two 'parent' Directory pages.
- Department or organizational unit directory pages are not classified as Type Two Directory page (refer to Type Three Page policies and procedures).
- Directory pages will comply with a Marketing-approved Type Two style guide(s).
- Directory page content may include links to any other page level.
- Marketing will decide the name of Directory pages in consultation with the appropriate Executive Publisher responsible for the Directory page.
- Each designated Executive Publisher will be responsible for the content of their respective parent and child directory page(s).

The display section may include images and/or graphics consistent with the college's web style guide requirements for images and which are appropriate to the enhancement of the navigation and purpose of the directory.

Style guide specifications for Type Two pages are determined by the web content management system.

Practices

Definitions, specifications, and related resource tools for verification of compliance with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of Information Technology in consultation with the district Assistive Technologies Specialist.

Information Technology web staff shall verify that directory pages are in compliance with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508 prior to publishing.

Executive Publishers or their designee(s) should conduct an annual review to assure that content is accurate, current, that all links are working, and that content of linked information is accurate and current.

- All required official college content should be database-driven where feasible pending available technology and human resources.
- Individuals and or organizational units desiring to publish new directory pages or make major modifications to existing directory pages are expected to consult with Information Technology and the district Assistive Technology Specialist prior to commencing with their project to discuss page layout, organization, and desired graphics to assure compliance and compatibility with web standards and to assure effective navigation and presentation of content.
- Unless otherwise approved, Information Technology or its approved designees (i.e. division and or department web developers) will be responsible for publishing new web pages and making edits to web pages. Where possible, Information Technology will provide access to tools that will allow auto updating and editing of designated content by executive publishers, content area administrators, or content owners

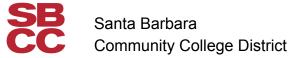**Type Three–Department/Organizational Unit Home Page**
Definition: The official college sub-pages for any college organizational unit include administrative, governance and instructional divisions, departments, programs, major collegewide initiatives, cross functional teams, and committees and labs.

Executive Publisher: Each department/organizational unit site will have an Executive Publisher.

Content Area Administrator(s): Executive Publishers may designate Content Area Administrator(s) for their respective organizational unit pages or content area.

Guidelines
- Type Three Pages must comply with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Type Three Pages (organizational unit home page) are required to follow one of the following style guide options:
  - Type Three Style Guide templates approved by Office of Communications or
  - Organizational units desiring to publish Type Three Pages in styles that vary from approved style guide templates may petition the Office of Communications upon recommendation of the appropriate Vice President. All alternate Type Three Pages must include the following:
    - the words Santa Barbara City College,
    - the name of the organizational unit (e.g. Biological Science), and
    - the words "district home" that links to the district home page.
- Type Three pages will include "Official College Information." "Official College Information" must be consistent with board, local, state and federal policy and laws (i.e. College Catalog), and should include the following information:
  - All Type Three Pages:
    - description of the organizational units (i.e., purpose and/or functions),
    - links to sub-units,
    - department/office location(s) and phone number(s), and
    - faculty/staff directory information: name, office, phone number.
  - Educational Programs:
    - Instructional Departments/Divisions:

- types and names of Degrees, Certificates, and Awards offered and the requirements as published in the official college catalog,
- link to the official SBCC General Education and the requirements if AA or AS degrees are offered, and
- links to general academic policies
  - Educational Programs - Non-Instructional Departments/Units:
    - description of programs and services,
    - policies as approved by the Board of Trustees,
    - procedures as approved by the Superintendent/President or designee(s), and
    - A link to the Instruction Directory page
  - Administrative Units (organizational units not under the educational programs division)
    - description of programs and services,
    - policies as approved by the Board of Trustees, and
    - procedures as approved by the Superintendent/President or designee(s)
  - Committees and Cross Functional Teams
    - description of purpose and/or functions,
    - policies as approved by the Board of Trustees,
    - procedures as approved by the Superintendent/President or designee(s), and
    - membership

- The order of presentation and location of the required content and/or links on the department home page is flexible.
- Each department may add additional "local" content to its home page subject to the limitations and requirements of content that is designated as "official college information."
- Individual and organizational units and second party designers and developers (i.e. executive publishers, content area administrators, consultants, interns) are responsible for developing content. Information Technology or its approved second party designers and developers (i.e. faculty, staff, students, consultants, volunteers) are responsible for the development and publishing of web pages.
- Second-party designers and developers (i.e. faculty, staff, students, consultants, volunteers) must be approved by Information Technology and are responsible for compliance with web standards.

Practices:

Individuals and or organizational units desiring to publish new pages or make major modifications to existing department home pages are expected to consult with Information Technology and the district Assistive Technology Specialist prior to commencing with their project to discuss page layout, organization, and desired graphics etc. to assure compliance and compatibility with web standards and to assure effective navigation and presentation of content.

When style and/or content agreement between Content Area Administrator, Executive Publishers, the appropriate Vice President, and Information Technology staff cannot be reached, the matter should be referred to the Superintendent/President for resolution.
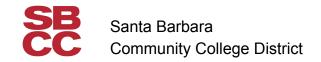
Information Technology web staff or their approved designees (i.e. division and or department web developers) will be responsible for publishing new web pages and for making edits to web pages unless individuals have been authorized to update and edit content using tools provided by the Information Technology web office.

Information Technology web staff will verify that new pages and or sites are in compliance with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508 prior to publishing new web pages.

An approved second party should submit a report to the Information Technology web office that accessibility requirements have been satisfied by attaching an Information Technology web-office-approved checklist or an Information Technology web-office-approved accessibility evaluation tool report such as JAWS prior to publishing new pages.

All required official college content should be database-driven where feasible pending available technology and human resources. When content can be database-driven, exceptions to the use of the common database to present official college information must be approved by the Executive Director of Public Affairs and Communications upon recommendation of the appropriate Vice President.

Design and development and/or major modifications (html coding, etc.) of non-instructional web pages shall be provided by Information Technology web staff in consultation with the initiating staff and faculty.

Design and development and/or major modifications (html coding, etc.) of instructional (course pages) web pages shall be provided by Faculty Resource Center staff, or by instructional faculty/staff, consultants or interns in consultation with the Faculty Resource Center office or Information Technology.

Published definitions, specifications, and related resource tools for verification of compliance with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of the Information Technology Web office in consultation with the district Assistive Technologies Specialist.

Executive Publishers, or their designee(s) should conduct an annual review to assure that content is accurate, current, that all links are working, and that content of linked information is accurate and current.
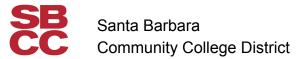
Type Four–Resource Pages
Definition: A Type Four Page refers to a content or resource page that is maintained on a college-owned or operated (funded) server and cannot be defined and designated as a Type One, Two, Three, Five, or Six page. These pages may include department or organizational unit "splash pages" accessed from a department gateway home page as well as content pages, graphics, links, PDF documents, charts, tables, and applications maintained on a college-owned, operated or sponsored server.

Executive Publisher: The executive publisher of the department/organizational unit to which the Type Four Page is associated.

Content Area Administrator(s): Content Area Administrator(s) for the respective organizational unit pages or content area.

Guidelines
- Type Four pages must comply with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Type Three template(s) are strongly encouraged for Type Four pages, but application of the Type Three template is not required. Type Four pages that do not use a Type Three template should open in a new browser window.
- Type Four pages will be assigned or sponsored by a department or organizational unit.
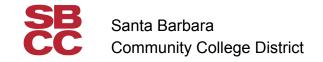
- Type Four pages, where feasible, should comply with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Content areas may include drop-down menus, images, image maps, or approved multimedia objects. These items must comply with style guide specifications that will be clearly defined in the web style guide and updated whenever necessary.
- Official college information may be published on Level Four pages. However, the appropriate Vice President or designee will define when Level Four content is designated as official college information. Modifications to official college information must be approved by the appropriate Vice President.
- Variations, adaptations, and modifications to official college content must be approved by the appropriate Vice President.
- Where feasible, pending available technology and human resources, all required official college content published to Level Four pages will be database-driven. When content can be database-driven, exceptions to the use of the common database to present official college information must be approved by the Executive Director of Public Affairs and Communications upon recommendation of the appropriate Vice President.
- Type Four pages that do not utilize a Type Three template should, where feasible, include a logo or text at or near the top of the page that indicates that the content is from Santa Barbara City College.
- Type Four pages, that do not utilize a Type Three template should, where feasible, include at or near the top of the page, a link or links to the parent page, home page, source directory page(s), and or source department page.
- All content is subject to copyright laws, trademarks, and license agreement.

Practices:

Individuals and or organizational units desiring to publish content or resource pages are expected to consult with Information Technology and the district Assistive Technology Specialist prior to commencing with page development to discuss page layout, organization, and desired graphics etc. to assure compliance and compatibility with web standards and to assure effective navigation and presentation of content.

When agreement between Content Area Administrator, Executive Publishers, appropriate Vice President and Information Technology cannot be reached, the matter should be referred to the Executive Director of Public Affairs and Communications for resolution.

Information Technology web staff or their approved second-party designees (i.e. division and or department web developers) will be responsible for publishing content or resource web pages and for making edits to content or resource pages unless individuals have been authorized to update and edit content using tools provided by the Information Technology.

Second party designers and developers must be pre-approved by Information Technology.

Information Technology web staff will verify that new pages and or sites are in compliance with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508 prior to publishing new web pages.

An approved second party should submit a report to Information Technology that accessibility requirements have been satisfied by attaching an Information Technology web-office-approved checklist or an Information Technology web-office-approved accessibility evaluation tool report such as JAWS prior to publishing new pages.

All required official college content should be database-driven where feasible pending available technology and human resources. When content can be database-driven, exceptions to the use of the common database to present official college information must be approved by the Executive Director of Public Affairs and Communications upon recommendation of the appropriate Vice President.

Published definitions, specifications, and related resource tools for verification of compliance with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508 will be the responsibility of Information Technology in consultation with the district Assistive Technologies Specialist.

Executive Publishers or their designee(s) should conduct an annual review to assure that content is accurate, current, that all links are working, and that content of linked information is accurate and current.

Type Five–Instructional Content

Definition: Instructional content that has been designed for the purposes of credit, noncredit, community education, and/or co-curricular instruction under the auspices and purview of a college department or organizational unit. Type Five pages include all course instructional materials (e.g. course syllabus, videos, etc.) developed by SBCC personnel. Department home pages are classified as Type Three pages and are not considered Type Five pages.

Guidelines:
- Type Five pages must comply with Web Content Accessibility Guidelines (version 2.0 level A) [as defined by the Web Accessibility Initiative (WAI)] and Section 508.
- Instructional pages may include links to official college content but may not duplicate, replicate, or include modified official college content including course of study outlines, course number/abbreviations, course titles, course unit values, transfer status, district policies, and district procedures. Exceptions must be approved by the appropriate Dean in consultation with the Dean(s) overseeing matriculation, counseling, transfer and articulation.
- All content is subject to copyright laws, trademarks, and license agreements.

Practices:
Procedures for publishing and maintaining instructional content may be secured by contacting the SBCC Faculty Resource Center (FRC).

Who: Contact: FRC Staff

Where: Faculty Resource Center

Note: Those creating web pages must follow SBCC's web accessibility standards policy.

http://www.sbcc.edu/accessibilitystandards

Type Six–External Pages/Applications (third party applications)
Definition: a web-based site, page, file or application external to the www.sbcc.edu site.

This includes non-college websites as well as college-based applications such as Pipeline, DARS, and online student registration systems.

Rules:
- All external pages and applications must open in new browser windows.
- All linked sites must comply with college, state, and federal policies and laws.

Practices:
- Content Area Administrators should frequently test links to assure that the linked sites are viable.
- Requests for edits, deletions, and additions to links to external sites should be directed to the Information Technology web office. In the case of links on instructional pages, these changes may be made following procedures developed by the Faculty Resource Center.

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1 WAI and Section 508
http://www.section508.gov/index.cfm?FuseAction=Content&ID=11#web

CCCCO legal opinion -
http://archives.lists.cdl.edu:81/cats/att-0169/01-cccco_508_applies_memo.doc

2 The most frequent and impassioned demand on executive publishers or content area administrators is the request and expectation from departments or functional units to be linked directly from the district home page. Given the large number of organizational units within the District, it is not logistically possible to do so. From the perspective of multiple user constituent needs and good navigation practices, to do so would not be effective or efficient. Specific department or organizational unit pages may be accessed via the home page "Search" function. Links to specific department or organizational unit pages can be included on one or more Type Two Directory pages which are accessed from the district home page.

Also see:
- Section 508 of the Rehabilitation Act of 1973
- Americans with Disabilities Act of 1990 (42 U.S. Code Section 12132)
- Government Code Section 11135
- State Chancellor's Office (Legal Opinion M 03-09)

- Guidelines for Producing Instructional and Other printed Materials in Alternate Media for Persons with Disabilities
- Distance Education: Access Guidelines for Students with Disabilities
- W3 Web Accessibility Initiatives – Priority One

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