Hello,

Please see the latest meeting materials for college committees. The master meeting calendar has also been revised:
http://www.lasc.edu/faculty_staff/college_committees/index.html

Also, attached find a draft of our proposed Website Policy. The policy will be reviewed and discussed at the next College Council meeting on April 8 in SSB 230 at 2:15 p.m. – 4 p.m.

Your feedback is encouraged. Please submit any revisions by Thursday, March 28.

Thank you

Miya A. Walker
Public Information Officer
SSB 217E
Email: walkerma3@lasc.edu
Phone: 323.241.5401

Los Angeles Southwest College
1600 West Imperial Highway
Los Angeles, CA 90047
Website: www.lasc.edu

Connect with Southwest on Facebook and Twitter
Los Angeles Southwest College Website Policy

Date Issued: XX/XX/2013
Approved By: President Jack E. Daniels, III
Approval Date: XX/XX/2013
Effective: XX/XX/2013

Los Angeles Southwest College’s website (www.lasc.edu) is an official college publication. As such, the website will be the College’s central hub for communicating up-to-date information about campus services and activities to students, staff, faculty and the community. The website represents the overall College and not individual departments, programs or persons.

Website objectives, to:

- Inform students with accurate, timely information about the campus, services and events
- Provide easy access to key campus resources for students, faculty and the community
- Communicate the campus vision, mission and values
- Provide faculty and staff with access to governance information, meeting materials and resources

I. Website Management

The management and oversight of the website will be the responsibility of the Public Information Officer (PIO) who will have final approval of content and website structure. The College President, Vice President of Administrative Services or their designee, will authorize any required website maintenance or restructuring.

The PIO is responsible for monitoring the overall content of the website. The PIO also manages web support staff to assist with advanced web features required by the College. The website must maintain a consistent, professional image, and only high-quality information will be acceptable for use. To ensure accuracy and compliance, the PIO will also schedule periodic web trainings for new and existing users.

All webpages and information will be subject to the following:

- Each division/department is responsible for assigning one contact person to compile web content for its department on a regular basis. The contact will help develop the department’s webpage and work with the Public Information Officer to ensure content accuracy.
The PIO will create a basic template for faculty webpages, and work with faculty members to populate their pages with appropriate content and updates.

Approved users are responsible for maintaining their department’s webpage. The department head or chair is responsible for content approval and review.

Deans and department chairs will have full responsibility for confirming departmental information. The Public Information Officer will review web content for accuracy and compliance, and assist with uploading content.

Because there is a limited number website user accounts, the PIO will coordinate web content and updates with the appropriate department contact.

II. Website and Social Media Guidelines

Content or material that violates intellectual property, promotes illegal activity, and/or features offensive material is strictly prohibited.

Content that poses potentially negative impacts or harm to Southwest’s image and reputation will not be allowed. This includes, but is not limited to, content or images that are lewd, obscene and/or pornographic, inflammatory, violent, or culturally insensitive. Web and social media content must be approved by the PIO before publishing.

Links to external websites from webpages should only include reputable sites from trusted sources. All links must be verified and tested before publishing and open in a separate window (target=_blank).

All department/division social media pages (Facebook, Twitter, etc.) must be approved and reviewed by the PIO before publishing.

III. Use Requirements

Content posted on www.lasc.edu or its social media pages represent the campus and not staff, students, departments or programs.

All webpage content must be consistent with the College’s vision and goals, and align with federal and state law.

Users must provide materials that are accurate, approved and high-quality to benefit or inform the campus and its stakeholders.
IV. Design Elements, Accessibility and Style Guide

Southwest currently uses Omni Updates (OU Campus) as its website provider. Omni Updates is a Content Management System (CMS). Campus webpages must contain the following:

- Accurate and timely information
- Content is subject to edits and layout changes deemed necessary by the PIO
- Webpages must follow Southwest’s usage requirements related to the campus logo and PMS colors

Webpage Configuration and Details

Resources

- Font: Arial
- Font Size:
  - Main header: 4 (14 pt)
  - Sub-header: 4 (14 pt) or 3 (12 pt)
  - Main text: 3 (12 pt) or 4 (14 pt)
- Format style: Paragraph
- Font colors:
  - Main headers and sub-headers: #0066 (blue)
  - Main text: black
  - Please use the yellow highlight function sparingly. To emphasize your message, use red text (#cc0000) or bold text.

Attachments

- Images: .jpg, .png, .gif (at least 72 dpi)
  All photos of students, faculty or staff must be approved and include a photo release form or covered by proof of a group event notice (see below)

- Links to external sites, including LACCD registration, should open up in their own window/tab (target=_blank).

- Indicate links to PDFs and Word documents for non-HTML-format files. Example: Senate Minute Meetings [pdf]
- Use italics instead of underlines for non-linking text. Underlined texted usually indicates a hyperlink to a website or document.

**ADA Compliance and Accessibility**

*Use of Non-Descriptive Links (Such as "Click Here")*

Use of links such as "Click Here" should only be used in context for users who may have screen reading technology, such as blind users. A more effective method is to link key words and phrases within the content to websites, flyers, documents, etc.

Examples:

**In context:** "Click here to view the event flyer" (correct use)

**Out of context:** “Join our event.” Click here (incorrect use)

**Recommended:** To learn more about Southwest, [view our fact sheet for details](#) (hyperlinked text)

Southwest users must also ensure that text size looks reasonable for all users, including those with low-vision.

**V. Legal Issues: Copyright, Intellectual Property and Privacy**

Use of copyrighted material without the author’s permission is prohibited. This includes artwork, graphics, content, etc. Additionally, trademarks are the property of their owners and must be used by permission only. If permission to use content has not been obtained, it will not be posted to the website or used in college publications, including social media.

Intellectual property posted to www.lasc.edu will be subject to its ownership determined by applicable law. Content, information or programs created by students, employees, staff or faculty will not be used without written consent. This applies to content intended for marketing purposes, social and traditional media, academic publications, and www.lasc.edu.

**Questions**

Any questions concerning the website policies should be directed to Miya Walker, Public Information Officer via email walkerma3@lasc.edu or by phone 323-241-5401.

# # #
DRAFT -- Website Announcements

For the purpose of this policy, the Southwest website includes all content and information on the www.lasc.edu domain, the corner sign (marquee), facebook.com/LASouthwestCollege and twitter.com/LASCCampus.

Announcements should be submitted via email to Miya Walker, Public Information Officer, walkerma3@lasc.edu after a Facilities Use Request Form has been approved by the Facilities Use Committee: http://www.lasc.edu/facilityuse.html

I. Page and Announcement Updates

Announcements on the website, corner sign and social media require a minimum of one week in advance. Two weeks is strongly encouraged. The PIO reserves the right to edit any announcements or content in order to fit website style, compliance and grammar standards.

II. Attachments and Documents

Attachments must be submitted in the following formats:

Images: .jpg, .png, .gif
Documents: Microsoft Word or Microsoft Publisher (for easy editing)

III. Website and Social Media Photos

In order to use photos and images on the website and social media outlets, the College must have the appropriate rights to use the photo or image. Individual photo release and group event photo/video notice can be downloaded from the website or requested from the PIO. When using the group event notice, the notice must be largely displayed and easily seen by attendees. The minimum dimensions for the event notice should be 2’x3’.

- Faculty and Staff > Resources > Photo Release Forms
  http://www.lasc.edu/faculty_staff/FacultyandStaff.html
- Administration > Public Information > Forms
  http://www.lasc.edu/administration/public_information/forms.html

All photos and images must be approved by the PIO before publishing. Only approved and released photos will be used.

###
Draft – Website Photo Policy

Photos taken by the Public Information Officer are used primarily for campus publications, including the website and social media.

Requests for the PIO to take photos must be submitted at least one week prior to the event, and two weeks before evening and weekend events.

Event Photography Requests

The PIO will take photos at events if the photos will be used on Southwest’s social media sites, the campus website, in news outlets or in college publications.

I. Photo Selection

The PIO is responsible for choosing photos on behalf of Southwest for use on the campus website and in publications and projects.

Choices for photos are made with sensitivity to:

- the message being communicated by the photo
- photo quality
- the photo’s impact on the audience's perception of the college/event

II. Photo Release Forms

All photos taken of individuals/people by the PIO or submitted by faculty, staff or employees must include a signed photo release form granting the campus permission to use the image for marketing purposes. Photos taken using a group event notice must include a photo of the sign. All photos submitted and used become the property of the College.

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