The following policy applies to all website updates.

Los Angeles Southwest College’s website is an official college publication. The website is LASC’s first-point of entry and therefore sets the tone for employees, visitors and the general public. As such, the website shall 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 objectives of the website are 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 and services
- Inspire campus/community pride through engaging visuals and human interest features
- Attract potential new students, donors and supporters to LASC

I. Website Management

The management of the LASC website shall be the responsibility of Administrative Services, the president, vice president or their designee, and shall have final approval of website content.

The website must maintain a consistent, professional image. Only high quality content will be acceptable for use on the website. All LASC web pages and information will be subject to the following oversight policies:

- Each LASC department or division is responsible for assigning one contact person to compile web content for its department. The contact will help develop the department’s webpage and work with the Public Information Officer (PIO) to ensure content accuracy.

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

  o Current list of approved LASC website users, include:

  ✓ Dr. Allison Moore-Business
  ✓ Angela Cranon-Charles – Distance Education
  ✓ Dr. Angela Jenks-Program Review

  ✓ Dr. Angelita Salas-TRIO
  ✓ Denise Woods-Athletics
  ✓ Erika Miller-TRIO
  ✓ Felipe Payan-Curriculum
  ✓ La Vonne Hamilton-Enrollment
Deans and department chairs will have full responsibility for departmental information. The PIO will review web content for accuracy and compliance, and assist with uploading content and web maintenance.

The PIO is responsible for monitoring the overall content of the LASC website and department pages. The PIO will also schedule periodic web trainings for new and existing users, upload pages and documents, and monitor for accuracy and compliance with LACCD and LASC standards.

II. Website and Social Media Guidelines

- Any information and documents that promote illegal activity, violate intellectual property, and feature offensive material is strictly prohibited.

- Any materials that pose potentially negative impacts or harm to LAACD and/or LASC’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 to the website.

- Links to external websites from the LASC webpage should only include reputable sites from trusted sources. All links must be verified and tested before publishing by the PIO.

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

III. Acceptable Use Requirements

- Content posted on the LASC website or its social media pages represent the campus and not individual staff or students.
- All webpage content must be consistent with LASC’s vision and goals.
- All materials must be consistent with LACCD, LASC policies, 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 and Requirements

LASC currently uses Omni Updates (OU Campus) as its website provider. Omni Updates is a Content Management System (CMS). Campus web pages must contain the following:
Content must be approved by the PIO and the appropriate dean or division administrator.

Once pages are ready to be published, users must notify the PIO via email for review at: Miya Walker, walkerma3@lasc.edu

Web pages must follow LASC’s usage requirements related to the campus logo and PMS colors.

Webpage configuration and details

- **Font**: Arial
- **Font Size**:
  - Main header: 4 (14 pt) or 5 (18 pt)
  - Sub-header: 4 (14 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 #cc0000 (red)

*Attachments and documents*

- **Images**: .jpg, .png, .gif (at least 72 dpi)
  - All photos of students, faculty or staff must be approved and include a photo release form
- **Documents**: .pdf only

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

Use of copyrighted material without the author’s permission is prohibited. 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 the LASC website 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 the LASC website.

Questions

Any questions concerning the LASC’s website policies should be directed to the PIO.
DRAFT -- Website Announcements

For the purpose of this policy, the L.A. Southwest College website includes all content and information on the 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, walkerna3@lasc.edu.

I. Page and Announcement Updates

Announcements on the LASC website, corner sign and social media require a minimum of five business days in advance. The PIO reserves the right to edit any announcements or content in order to fit website style, Associated Press (AP) guidelines, compliance and grammar standards.

II. Attachments and Documents

Attachments must be submitted in the following formats:

- **Images**: .jpg, .png, .gif
- **Documents**: Microsoft Word (for easy editing)

III. Website and Social Media Photos

In order to use photos and images on the LASC website and social media outlets, the college must have the appropriate rights to use the photo or image. The PIO has photo release forms that will be available by request via email at: walkerna3@lasc.edu, or can be downloaded from the website under: Faculty and Staff > Forms > Photo Release Form. All photos and images must be approved by the PIO before publishing. Only approved and released photos will be used.

*Attachments:*
Website Update Form

# # #
LASC Photo Policy

Photos taken by the Public Information Officer are used primarily for campus publications.

Requests for the PIO to take photos must be submitted five business days 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 LASC’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 Los Angeles Southwest College 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 LASC faculty, staff or employees must include a signed photo release form granting the campus permission to use the image for marketing purposes. All photos submitted and used become the property of the college.

Attachments:
LASC photo policy

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