**PimaCountyCommunityCollegeDistrict
Administrative Procedure**

AP Title: **College Website**

AP Number: AP 10.02.01
Adoption Date: 7/1/01
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Sponsoring Unit/Department: External Relations
Policy Title(s) & No(s):   College Publications, BP 10.02
Legal Reference:
Cross Reference:

SECTION 1: Definition

The Pima Community College ("College") website (https://www.pima.edu) is the primary marketing and information platform serving needs of the College's prospective students, current students, parents, workforce, and business partners. The website also contains administrative pages related to the needs of administrators, faculty, and staff. All pages on the College's website must be organized into a structure, with linkages and hierarchies. Website guidelines must be followed for all pages.

SECTION 2: Purpose

Website guidelines provide practices that will ensure accurate, high quality, and consistent content and user-friendly organization and presentation of information about the College.

SECTION 3: Content & Design

3.1   The College's website is the first and primary source of College information for prospective students, current students, and the general public. As a result, the principal offices and units responsible for the information shall make sure the information is accurate and up-to-date.

3.2   The appropriate administrator or their designee(s) must approve information for web pages prior to public release.

3.3   Departments should not create additional Web copies of official documents such as policies, regulations, class schedules, etc. This includes but is not limited to the creation of public-facing Google sites, external websites, and social media accounts.

3.4   Web pages should be written in a clear and professional manner. Pages should be designed to facilitate on-line reading by using short sentences, bulleted lists, and ample white space. The Office of External Relations has the authority to enforce quality control, and to require changes to web pages at is discretion.

3.5   A decision to link to an external resource should be based on mission-related criteria.

3.6   College web pages shall not give users the impression that the College is endorsing a specific non-College product or service.

3.7   College web pages will clearly identify any restricted-access links and will give information about the restriction. Examples of restricted pages include the College Portal (MyPima) and licensed databases restricted to College employees and students.

3.8   The general design of Pima.edu shall not be duplicated on other web pages. Standard graphics specifically designed for Pima.edu pages may not be used on other Web pages without consultation with the Office of External Relations.

3.9   Content and design must meet accessibility standards, including use of alt tags for photos, captioning or transcripts for video, and other compliant design standards.

3.10   All public-facing websites under the Pima.edu domain should abide by the College's branding guidelines.

3.11   All public-facing websites funded through the College must be approved by the Office of External Relations before moving forward.

SECTION 4: Information Architecture and Navigation

The College's public-facing websites should adopt a rational information architecture and easy-to-use navigation system for practical and aesthetic reasons.

SECTION 5: Restrictions

5.1   All College Web pages are restricted from including:
- Copyrighted, licensed, or privileged information unless appropriate permission has been obtained;
- Information that violates personal privacy;
- Commercial or for-profit activity;
- Advertisements;
- Any illegal activity including obscene, harassing or threatening materials that are in violation of local, state, national or international law and that can be subject to prosecution
- Activities and products that are inconsistent with the College policies including the Employee Handbooks, Student Code of Conduct, and Academic Integrity Code, as well as the College's non-discrimination, harassment, and retaliation Policies.

5.2   The College's logo may not be used as a graphic element such as a button or border. Usage of all College logos should strictly follow the College Branding Guidelines enforced and monitored by the Office of External Relations.

5.3   Public-facing personal websites and web pages on all College-affiliated products are not permitted.

5.4   The College's website content is organized primarily for marketing and enrollment purposes; it should not be oriented by department in ways similar to a directory or a phone book.

5.5   Web Services does not provide support for Google sites or any other websites beyond Pima.edu and other Web Services properties.

SECTION 6: Responsible Parties

6.1   The Office of External Relations is responsible for reviewing the features, organization, and functionality of the College website regularly.

6.2   The Office of External Relations is responsible for the College's website design and organization.