INSTITUTIONAL DIRECTIVE 5-9

October 24, 2005

Title: Management of Information Dissemination Through Electronic Media

I.   Purpose

The purpose of this directive is to establish the guidelines for the development and dissemination of college information via the Internet and to inform faculty, staff and media providers of those guidelines.

II.   Policy

It is the policy of Piedmont Technical College to maintain consistency and accuracy in the dissemination of college information via the Internet to the public. It is also the policy of the College to allow direct access for eligible faculty and staff to Web pages for revision and editing of assigned pages. It is the policy of the college to provide processes that encourage the constant updating required to keep pages current and useful for the public.

III.   Responsibility

A. The College Webmaster works with various offices and departments of the college to coordinate the development of online college information and services including the design, content, navigation and maintenance of Web pages. In cooperation with the Office of College Communications (OCC), the Webmaster will also develop and maintain online guidelines and support for college Web editors to be housed on the *Online Employee Center*. The Webmaster also plans and budgets for future Web development, trains faculty and staff to edit the Web site, establishes editing permissions for the site, and chairs the College Web Committee.

B. The Instructional Support and Technology (IST) Division maintains Web pages for distance learning instruction and support including the following: Piedmont Education Network (PEN) information; Southeast Regional Electronic College (SREC) Web pages, Instructional Technology Web pages with distance learning class schedules and course information, and distance learning associate degree program information Web site. The IST Division has responsibility for coordination of all college Internet courses and programs, including the mounting and maintenance of all associated Web pages. The IST Division has responsibility for training faculty in Web-based course design and for the maintenance of Web software used in instruction or instructional support. All instructional Web services provided by the college are solely the responsibility of IST.

Office of Responsibility: President

C. The Instructional Support and Technology Division (IST) is responsible for the technical management of the primary college Web server; maintenance, backup and periodic upgrade of the Web server software; maintenance of user accounts; and security of server access. IST also assists users in resolution of problems concerning the interface of the design software and the server software extensions and provides the software administrative staff need for Web page creation

D. The Information Services Department (IS) is responsible for the technical management of the college Internet Portal "Campus Pipeline" server hardware, software, network services, backup and user accounts is also the responsibility of IS.

E. The Office of College Communications (OCC) provides additional support to the Webmaster for the design and content of the college Web site through the provision of graphic elements and general college information. In cooperation with the College Webmaster, the OCC will also create guidelines for college Web editors to be housed on the *Online Employee Center*. The OCC is also responsible for making periodic random checks of college hosted Web pages to assure quality and conformity of design and accuracy and consistency of information.

IV. Procedures

A. A Web Committee will be named by the President with wide representation from all college divisions to advise the Webmaster on standards and practices related to the Web site's creation and maintenance and on the future development of the site. The Associate Vice President for Instructional Support and Technology serves as administrative liaison to this committee and provides administrative guidance and direction.

B. Content and final design of the home Web page will be provided by the Webmaster. Content of other college Web pages will be provided by qualified editors who have been appointed by the department or faculty member responsible for the page. All editors will adhere to the guidelines established by the Webmaster and the OCC.

C. The Website will consist of multiple Sub-webs; each assigned a designer and an area of the college with responsibility for content. Sub-web editors will have responsibility only for their assigned sections of the Web and will have password access only to their areas. Editors will also adhere to the guidelines for design consistency set forth by the College Webmaster and the OCC. Sub-webs are created and assigned by the college Webmaster with the concurrence of the Web Committee.

D. A faculty member or department will request access to the college Web server for a Web page from his/her division head or dean who will approve the request and send it to the Executive Vice President for approval.

E. The Executive Vice President will approve the request and send it to the Webmaster.

F. Departments and faculty requesting space for Web pages are responsible for the following:
  1. Reading and adhering to the guidelines for college Web design located in the *Online Employee Center*.
  2. Updating the pages on a regular basis to reflect the most current and accurate information.

3. Using required design elements and content from the Web Page Design and Guidelines housed in the *Online Employee Center*.
4. Correcting any grammatical or design problems observed by the Webmaster or OCC during their review.
5. Using only supported Web page authoring software to create pages.

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