

WEB GOVERNANCE

Guidelines for maintaining the structure and style, and keeping overall branding concise across TJC web platforms

Version 1.0

Guidelines/Compliance

The website, www.tjc.edu, is the sole property of the Tyler Junior College; while certain faculty and staff will have access to edit certain portions of the site, create new content, and remove old content, the site and all its sub-sites remain the property of the College.

The website provides a platform to showcase TJC's best qualities and project a positive image to the entire world. It is a strategic asset that carries enormous influence and provides global access to all aspects of TJC. With more than a hundred web editors managing portions of the site, guidelines that encourage clarity, accuracy and consistency are essential to protecting TJC's online image. This document aims to cover all areas of web governance, but if you have questions that are not answered upon reviewing this, please contact webmaster@tjc.edu.

TJC's Office of Marketing, Media and Communications has access to all areas of the TJC website and to ensure quality control, will edit/alter content as needed for clarity, grammar, spelling, usage, and style, as well as to conform with naming conventions and branding. TJC reserves the right to revise or delete content housed either on College IT resources or external resources that does not meet acceptable use guidelines or the standards outlined in this policy.

Roles/Permissions

Permissions are determined by user groups, which are generally the same for all editors assigned to that specific area. If specific needs are determined (e.g., certain users can only write in draft mode), web content directors (the people in charge of the webpages for their office/department/college/center), should contact Web Marketing. Web content directors should also contact Web Marketing if editors (e.g., students, former employees) should no longer have permission to edit the site. For their own reference, it is recommended that web content directors maintain a current list of current web editors and their access privileges.

Quality Control/Workflow

Web content directors are responsible for determining their own internal workflow. It may be that the web writer/editor is also the web content director, or that there are multiple writers who report to a web content director. Content directors need to contact Web Marketing if there are editors in their groups who should only have the ability to "edit" pages, not "publish" pages.

Regardless of the structure, when your department makes changes to existing pages, have a second person review the webpage(s) content before you publish it.

If a blatant spelling mistake(s) or factual error(s) appear on a page, the Office of Marketing, Media and Communications will correct the page and contact the writer/editor responsible to advise taking more care when making or reviewing changes. If this is a recurring problem, the office will relay the concern to the manager of the area and may suspend editing privileges until it is resolved.

Requests for new pages must be submitted online.

Web Marketing will also be reviewing all news and events entries for spelling, grammar and style. It is imperative that we all work together to keep the new website free of typos, bad grammar, etc. and consistent in style and quality.

Training/Education

Only editors who have been formally trained will be given access to the content management system. The IT Trainers are responsible for initial training, after which editors may utilize various support documents. The web editor and IT liaisons will provide up to two in-person sessions on how to edit on the site; it is the trainee's responsibility to absorb the material, to practice what they learn in these sessions, and to utilize the training and style documents that are provided.

Written Content/Messaging/Branding

TJC's website embraces a writing style that engages our readers in a conversation. We want to speak directly to them, answer their questions, and give them information as concisely and clearly as possible. We don't want to bog them down with text. Web visitors are task oriented – they skim and scan, getting just enough information to get to their next destination. Subheadings and bulleted and numbered lists are tools to help us achieve these goals.

So that we convey a clear and consistent message, it is critical for all parts of the site to use the official logos and naming conventions and style outlined in the TJC Web Style Guide. TJC primarily follows the AP Stylebook.

Content Reviews and Updates

The webmaster periodically reviews TJC website content. If content needs to be edited, the webmaster will work with the site editor to establish a plan for updating. If a content owner is not responsive, the webmaster may make any needed changes independently and inform the site editor.

Program Listings & Degree Plans

To comply with official accreditation rules and regulations, all degree and certificate program listings must be copied from the official catalog using the current (if no curricular changes) or future-date outlines approved by the office of the provost. If a site or download is found to have program descriptions that are not from the official outlines, the webmaster will remove the descriptions and notify the content owner that updates are needed. Program page updates will correspond to new catalog availability and student registration dates.

Any Career Technical Education (CTE) certificate program of 16 or more units must include a link to Gainful Employment Disclosures, maintained on the TJC website. In the event that there is no disclosure information, the link will be redirected to a temporary information page until an official district page is developed. Development time for an official page may be up to one year for new certificate programs.

Written Content

Please refer to the “TJC Website Content Strategy Guide.”

Visual Content

Photography that meets a high professional standard plays a critical role in creating a positive image of TJC. The photographic images used on the website should inspire prospective students and faculty and make a connection with the people and activities depicted, and they should make alumni feel proud of their connection with TJC. To achieve these goals, when posting photos on the site, use primarily documentary-style photography that captures the authentic and vibrant interactions among students and among students and faculty. TJC’s photographic style is forward thinking. We do not rely on outdated “formula” of three students of different ethnicities posing next to a tree (A.K.A. “Three and a tree”). Obviously, it will be important to show a range of genders, ethnic backgrounds, races, ages, etc., but try to avoid artificial-looking situations that are obviously trying to communicate diversity.

The Office of Marketing, Media and Communications, working with Creative Services, and web editors for individual departments of TJC, will select all college, department and center branding photos (the photos with the names of the colleges, departments and centers on them). These may be rotated out at the change of a semester or at the end of the year. If you would like your college or department photo changed, email webmaster@tjc.edu. Web editors for the individual departments, offices and centers are responsible for all other photos on their pages. Editors should follow the guidelines set forth in the brand manual, as well as keep photos under 250KB to allow for quicker page load times.

Faculty members are welcome to use their own pictures on their own, personal websites.

As a public college, it is critical to make our site accessible to all users. When adding photos, you need to include “Alt Text” so that those who are visually impaired and using text browsers can know what your picture or illustration looks like. The World Wide Web Consortium accessibility guidelines suggest that you imagine reading the picture/illustration aloud over the telephone. What would you say about the image to make your listeners understand it? Shorter is better: A good rule of thumb is to keep it between 5 and 15 words.

Measurement

Google Analytics has been embedded in all site pages, so departments wanting to track page views do not need to embed codes on their own. If you add your own code, that code will not only show up in search results on TJC.edu in place of more important information to a web visitor, but it will also negatively affect the code already in place because it will fight it. Departments that wish to utilize this data should request an account for their own access and reporting needs.

Large Web Requests

Even though some departments may be able to make financial investments for web work on their behalf, all work orders that require more than 40 hours of work must be approved by the Executive Director

of Marketing, Media and Communications. This is also the case for any request for proposals issued for website work.

Content Management System

All content will be held and propagated to the site using the approved CMS, Jadu, and its implemented version. No other software product may be used within TJC's approved CMS and its build architecture. Additional sites, upon approval, may be linked to when appropriate. All content editors are expected to ensure all "links" are live, tested and appropriately implemented.

Accessibility

All web editors should familiarize themselves and follow ADA Compliancy guidelines. Web Marketing will run all site pages through a W3C compliant validation product, currently Siteimprove, to ensure 508C compliancy for the disabled.