Section: **Communication Guidebook**
Subject: **World Wide Web**
Approved by: **Cabinet**
Applies to: **Faculty, staff, students, volunteers, vendors and other Web content providers**
Effective date: October 20, 2004

COLLEGE POLICY

The World Wide Web holds tremendous power as a "window to the world" and as a tool for the exchange of key information and services. LaGrange College supports the use of the Web to share the College's message with a global audience and to assist College faculty, staff and students in achieving their objectives.

Potential applications and audiences for the Web are diverse, and they are classified and prioritized as meeting one of the following institutional needs:
1) Academic instruction
2) Recruitment of new students
3) Cultivating, soliciting and providing stewardship for donors and potential donors
4) Communicating with alumni and parents
5) Communicating with faculty, staff and students
6) Providing administrative services
7) Providing a tool for scholarship and professional research for faculty, staff and students
8) Providing a forum of personal expression for faculty, staff and students.

To facilitate these applications, LaGrange College places conditions and guidelines on the use of the Web, Web content and Web applications. These guidelines aim to enhance the Web experience for users, to foster good stewardship of institutional assets and to ensure compliance with regulatory guidelines, while promoting a consistent, distinctive and unified image of the College.

The LaGrange College Communications and Marketing Department is responsible for setting and administering these conditions and guidelines.

PROCEDURE

The College encourages freedom of speech and expression and respects academic freedom as a necessary condition for intellectual pursuits. However, the College also recognizes that Web content created by its faculty, staff and students represents LaGrange College to external, as well as internal, audiences.

To provide the necessary direction and safeguards, Web content (whether print, audio or video) is divided into three major categories:
1) Internal: Pages viewable only by internal audiences (faculty, staff and current students).
2) Unofficial: Pages viewable by any audience, but not linked directly from the College's World Wide Web site.
3) Official: Pages viewable by anyone and a part of the College's World Wide Web site or linked from the College's Web site.

Internal pages are established by contacting the Information Technology Department (IT). Individuals/groups creating such pages are responsible for the content posted and are responsible for keeping the content current.

Information Technology will coordinate the design and architecture of the landing page and interior pages with Communications and Marketing (CM) to ensure graphic and message consistency.

Individuals/groups found to have outdated internal content will be notified in writing by CM or IT and asked to update the content within a specified time frame. If modifications are not made within the specified time, the content will be removed. Content may be reinstated upon approval by Information Technology.

Unofficial pages are established by contacting the Information Technology Department and requesting College server space for Web content. Individuals making a request must fill out a Registered Information Provider (RIP) form, which outlines procedures and parameters for the content.

RIPs are responsible for creating and updating all content they desire to post. Any content not meeting the parameters outlined in the RIP agreement will be removed by CM or IT.

Content posted by RIPs must be reviewed once per year. If Information Technology does not get a response from an RIP within a specified time frame when prompted for a review, the content will be removed. Reinstatement will require completion of a new RIP form and submission of new content.

Official pages are established by working through Communications and Marketing. CM will have overall responsibility and control over URL assignment and over the look and content of official pages, especially with regard to brand and visual identity.

Individuals/groups wishing to post content will have a designated Web Information Coordinator (WIC). WICs will be responsible for providing Web content to the College Webmaster, housed in CM. Content for any group's Web pages may come to the Webmaster only through the designated WIC.

WICs will be notified twice yearly that all content under their jurisdiction must be reviewed for accuracy and timeliness. Failure to respond within the specified time frame will result in a notification being sent to the appropriate supervisor, department or division head. Further failure to respond will result in removal of the content. Reinstatement of the content can be accomplished by approval of a written request to the Webmaster.

Other uses: Applications not covered under these three types of Web content will be coordinated by CM with assistance, as appropriate, from the Information Technology Department. Such applications and uses will be addressed according to the priorities outlined above.

Webmaster: The Webmaster reports to the Communications and Marketing Director and consults with the IT Department as needed. As the College's chief Web official, the Webmaster is responsible for communicating and enforcing standards for content and design, and for ensuring that the above procedures are followed.

He/she will make suggestions for changes in Web-related policy to the CM Director and to the President's Cabinet through the Vice President for Advancement.

Copyright: All content providers are reminded that permission must be obtained before including copyrighted text, photographs, audio, video or other media within Web content. Notification of permission should be retained in permanent files. Where appropriate, also use the registered trademark symbol (®).

SUMMARY

World Wide Web content represents LaGrange College to both external and internal audiences and, therefore, holds tremendous power. Web pages viewable by anyone and a part of the College's Web site or linked from the College's Web site are established by working through the Communications and Marketing Department. Communications has overall responsibility and control over URL assignment and over the look and content of official pages, especially with regard to brand and visual identity. For more information about posting or maintaining Web content, contact the College Webmaster.