State College of Florida Web Publishing Guidelines

Introduction

This policy applies to State College of Florida, Manatee-Sarasota (SCF) Web pages published on the College website (scf.edu). The guidelines are revised as necessary to keep pace with the growth and evolution of the Internet and College.

Purpose of the Website

The SCF website supports the College’s mission and goals by providing an online channel for distributing information about the College to external audiences and providing access to College services and resources for faculty, staff and students.

Oversight of the Website

Creative Services and Marketing (CSM) is responsible for the overall look, feel, organization and communication plan for the website. It has the responsibility to ensure that use of the College website conforms to this policy.

Information Technology Services (ITS) manages the technical aspects of the College’s Web presence including College servers and system configuration.

Website Requirements

SACS, the department of education and other agencies require that certain messaging be available from all institutional Web pages, including, but not limited to, copyright information, privacy statement, SACS statement and statement of nondiscrimination. CSM and ITS ensure that the College meets these requirements for all pages on the College’s content management system (CMS). For this reason, it is expected that all institutional Web pages use the CMS. If a department has a Web page that is not on the College CMS, it must meet an exception stated below and the department must work with ITS and CSM to ensure that all require messaging is included.

Institutional SCF Web Page

An institutional SCF Web page is any page that:

- Is hosted by the SCF server on the scf.edu domain name
- Is available to the public and offers public information
- Has educational, informational or marketing purpose (exception for individual faculty pages)
- Represents SCF’s mission
- Is created using the College’s content management system (CMS)

Exceptions to institutional SCF Web pages

- Pages that are generated by Banner (with the domain name oas1.scf.edu) will adhere to the SCF identity and appear as much as possible like institutional SCF Web pages or SCFconnect.
• Pages that are not required to adhere to these guidelines include Web pages created by student organizations (approved by student life coordinator), faculty or staff (as permitted by the College) in the following domain names: faculty.scf.edu, students.scf.edu, sacs.scf.edu.

• Pages that must be outside of the CMS because they have purposes or technical requirements that make them unable to function within it, e.g. SCF Store e-commerce system, employment site. These pages must be approved by CSM, should open into a new window and adhere to the SCF identity and appear as much as possible like institutional SCF Web pages.

**Department Responsibility**

The people responsible for specific institutional SCF Web pages are the following:

- Academic department pages: Chairs of respective departments
- Administrative department pages: Administrators of respective departments

It is the responsibility of these people to ensure that their pages are maintained and updated. They are responsible to assign and supervise someone to serve as content provider and manage and update content for that department’s Web pages. The content provider needs to be a long-term employee of the College with an employee ID and email address. The content provider will be given appropriate security permissions necessary for editorial access to the files of that department. ITS is available for support and training.

Each department chair/director and content provider must ensure that their Web pages contain factual and up-to-date content that is regularly maintained and organized in a logical manner. CSM and ITS are authorized to remove materials that are outdated, erroneous or misleading, illegal, unethical, or detrimental to the mission and operations of the College. Contact providers and supervisors are notified when this is necessary.

Departments are encouraged to keep their content simple to maintain and keep up. Whenever possible, link to other pages with the same content instead of adding that content on another page. For example, link to the Catalog information of an A.S. program instead of building a new page with that same A.S. information.

Home page content is provided by Creative Services and Marketing (CSM).

**SCF Logo**

The SCF logo will appear in the header and footer of every Web page. The logo cannot be used otherwise without permission from CSM. Please follow the College logo use guidelines in the Style Manual and Writing Guidelines when requesting use of the logo.

**SCF Web Page Design Guidelines**

The institutional SCF Web page design is the only approved design for use on the home page, division and department pages and other institutional College pages.
The official SCF header, footer, border and automated portion of the left sidebar navigation shall be used unaltered on every institutional SCF Web page. The automated portion of the left sidebar navigation includes links to pages within that section and directory of the website.

The Related Links section of the left sidebar navigation is specific to that page and can be altered by the content provider. Links to pages in other SCF website directories or other websites can be placed in the Related Links section.

Six heading options are available in the CMS editor. The Heading 1 option is required to be used as the first heading on each page. No graphics or other text may be inserted above or beside Heading 1. Heading 1 should not be used in any other place except the first heading. Additional heading options can be used at the discretion of the content provider creating or updating the page, in the order appropriate for the page's content. All body text must be in the "paragraph" font option in the CMS editor. No alterations should be made to the font family, size or color. Body text should always be in dark grey as determined by the website style sheet. The only typical exception to dark grey is a link to another Web page using the Hyperlink option in the CMS. This text will automatically be in green. Any other exceptions must be approved in advance by CSM.

Any Web content or functionality created that is beyond the College’s standards or guidelines cannot be maintained by ITS or CSM.

A sample of the official SCF Web Template is available as a reference for staff responsible for creating and updating content of official pages on the SCF website.

Content

Follow the SCF Style Manual and Writing Guidelines for tips on writing for the Web and to ensure content agrees with the College’s writing standards. These Guidelines are available on the CSM section of the website.

SCF does not permit Web posting of content that is inappropriate, illegal, promotes illegal activity, has objectionable material or language, violates license rights or other contractual agreements, violates the privacy rights of any individual, or violates other College policy or local, state, and federal laws and regulations.

Copyrighted material may not be used on College Web pages without permission of the copyright owner. All materials produced by SCF personnel on institutional pages of the College website are owned by SCF and protected by copyright.

Documents

Whenever possible, post documents as PDF files instead of Word, Excel, PowerPoint or other kinds of files. PDFs open faster and are in a universal format that anyone can open, whether or not they use Microsoft products. When replacing an existing PDF on the website, please use the same name for the PDF. That way any links to that PDF will continue to work. If you need documents placed on the Web server, contact ITS for assistance.
Videos

The College does not have a video server. All College videos are placed on the College’s YouTube channel. They can be embedded on or linked to College Web pages. YouTube is an excellent solution for Web videos because:

- It exposes all College videos to those searching on YouTube (second most used search engine on the Web after Google).
- It provides unlimited storage.
- It is secure from local natural disasters.
- Videos can be viewed on any kind of computer or mobile device.

If you have a video that you would like placed on the College’s YouTube channel, contact CSM.

Images

Use of College photographs or other images
Images already uploaded into the CMS are copyright protected and not available for individual use. These images may be reserved for specific uses or may have copyright agreements that will be violated by using them on additional Web pages without express written prior authorization from CSM.

For the same reasons, photographs in CSM’s collection cannot be used without that department’s advance permission.

To protect the College from liability and copyright concerns, follow the photography guidelines in the Style Manual and Writing Guidelines when taking, selecting and using photographs including photos from other websites, photos taken by the content provider or someone else's digital photos.

Keep SCF’s culture, brand and reputation in mind when choosing photographs, clip art or other images for placement on a Web page. CSM is authorized to remove images if they are deemed inappropriate.

Placement of images
Before uploading and placing any images on the website, contact ITS to determine the best way to upload the image and location for saving it on the website server.

- No images, other than those in the SCF header, may be placed above or beside a page’s first heading (using the Heading 1 option).
- Images should not be positioned in the middle of copy or in any manner that interrupts copy.
- Images cannot be distorted (stretched or minimized) to fill a space. If an image needs to be resized, ITS should be contacted for assistance.

Image specs

- Image file formats must be .gif or .jpg. These are the file types most commonly available to users of all operating systems.
- Images may be vertical or horizontal.
- Maximum allowable width is 650 pixels wide.
- To maintain a speedy download for the user, the maximum size is 70 KB.
• An image resolution of 72 dpi (dots per inch) is standard for the Web.

If you have the skills and tools to meet these specifications, please adhere to them. Otherwise, please contact ITS to ensure your photos meet the above specs.

ADA Compliance

Institutional SCF Web pages are to comply with the Web accessibility standards defined by the ADA standards. More information on ADA compliance is available from ITS.

General compliance tips:
• Provide text equivalent for all non-text elements
  o Includes images, graphics, audio clips, etc.
  o e.g., Use the "alt" tag (Image Description in OU) to describe images.
• Don’t rely on color alone to communicate a message.
• Use the "alt" tag (Title in OU) to describe links.
• Properly tag tables. Use table headers and the scope attribute for labeling data tables. Tables can be difficult to interpret if the user is accessing the data non-visually.
• Avoid the use of frames, when possible.
• Avoid causing the screen to flicker or flash between 2-55 Hz (cycles per sec)
• Use Headings (under Format in OU) instead of changing font sizes.
• Maintain a consistent layout throughout the site.
• When electronic forms are designed to be completed on-line, ensure the form allows people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
• Make alternatives for any multimedia presentation available with the presentation.
• Provide a text-only page, with equivalent information or functionality, when compliance cannot be accomplished in any other way.
Heading 1 (left justified) is used only for the first heading on the page.

Automated left navigation includes pages contained in the same directory.

Secondary headings are left justified. Any headings can be used other than Heading 1.

All links, including linked text, are green.

All body copy uses the paragraph option.

Related links include pages in other directories.

Welcome to SCF's Public Affairs and Marketing Home Page

SCF's public affairs and marketing department serves as the central source of information and communications for State College of Florida, Manatee-Sarasota. The department issues news releases, responds to media inquiries, and manages News and Events and Calendar Web pages. Staff members promote and market College events, programs, and special projects through printed materials and advertisements. We produce the College's major publications and manage Web communications.

The public affairs and marketing department Web pages provide information on marketing, media relations, publications and emergency communications. Details are offered on how the department serves SCF faculty and staff. If you need additional information that is not provided here, please contact us through the department staff listing.

Forms:
- Design and Production Request Form (fillable)
- News Release/Media Contact Request Form (fillable)
- Marquee Request Form (fillable)
- Style Manual and Writing Guidelines

Related Links

- Calendar of Events
- Emergency Procedures

Links & Resources

- Contact Us
- Employee Directory
- Employment
- Emergency Procedures
- Get Connected

Our Locations

- SCF Bradenton
- SCF Venice
- SCF Lakewood Ranch