



Draft Web Procedures and Rules

November 5, 2012

CLACKAMAS COMMUNITY COLLEGE: Web Procedures and Rules

Clackamas Community College Integrated Online Strategy Background

Clackamas Community College (CCC) has a focused, integrated online strategy that includes the website (www.clackamas.edu), the portal (myClackamas), and the Learning Management System (Moodle). Each system has a respective audience and method of communication; each of these sites works together to support the mission of the College and reflect its values.

- The CCC website is a marketing and informational tool for the College that focuses on prospective students and the community.
- The CCC portal (myClackamas) is different from the CCC website in an important way. The website is available to the public, and presents the same pages to everyone. The portal, by contrast, is restricted by a login. Portal content is customized for a variety of users including staff and students.
- The Learning Management System (Moodle) is the College's online learning instruction system.

See the attached diagram (Appendix A) for the online operational structure.

Clackamas Community College Web Redevelopment History

The redevelopment of the CCC website in 2011-12 was driven by Institutional Activity IA which states: Redevelop the CCC web site to be interesting, inviting and easy to use for external constituents and to provide internal constituents with stronger communication and easy access to information.

On October 5, 2009 the Web Committee passed the following resolution:

- The Web Committee should establish a standardized model for department Web pages
- Hire a consulting firm to redevelop the College web presence
 - Identify our audience
 - Research Web page best practices
 - Determine standardized model for department Web pages
- Take an integrated approach to the College online environment
- Hire external agency to implement consultant recommendations
- Assure that we have the infrastructure to maintain consultant recommendation

In 2010 CCC hired Datatel to redesign its website for CCC to integrate its existing Datatel systems. The consultants spent months meeting with members of the College community soliciting feedback. This effort was guided by a project management team. The College recognizes that the ability to meet enrollment objectives for the future depends upon increasing the visibility among prospective students, while successfully differentiating the College from competitors. Prospective community College students rely on online relationships and personalized information to help them decide on which College to attend. In recent years, the level of competition among peer institutions has increased dramatically. As the Web continues to grow in importance and becomes the dominant resource for information related to Colleges and the primary communication tool for prospective students, Clackamas Community College needs to provide a superior Web experience.

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The College recognizes the value and potential of Web-enabled technology as a tool to provide potential students, parents, current students, faculty, staff, and alumni with information about CCC. The CCC website portrays the internal and external image of the College and for this reason a comprehensive Web presence shall be developed and maintained.

Clackamas Community College Online Leadership and Operations Team

Webmaster

The CCC webmaster is responsible for maintaining and sustaining the College's web presence.

Dean of College Advancement and Marketing Manager

The Dean of College Advancement and Marketing Manager oversee all brand, content & communication relating to the College's Web presence.

Dean of Information Technology Services

The Dean of ITS oversees all technology infrastructure relating to the College's Web presence.

Dean of Curriculum, Planning and Research

The Dean of CPR oversees the learning connection through the Learning Management System (Moodle).

Web Project Management Team

The PMT, comprised of faculty, ITS, College Advancement and CPR staff, ensure that the website continues to meet the goals and objectives identified by the College web committee and accepted by the College community in 2009/2010.

Web Shepherds

Representatives from various program, department and divisions are designated as web shepherds. They are responsible for maintaining content on the College's website. As the needs of the College website change over time, content areas and/or their shepherds may be reassigned to reflect current or anticipated usage. The Web shepherds are expected to abide by all rules established by the College. The **Social Media Marketing Specialist** is responsible overseeing the training of the Web Shepherds.

Definitions

Branding—Aspects of logo, color scheme, layout, messaging, images, standards, and formatting.

Web Shepherds—Web content author responsible for updating designated pages.

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CCC Web Procedures and Rules: Purpose, Goals, and Audiences

Purpose

The Web rules are intended to maintain a standardized brand for the College website. The website needs to 1) support the College mission; 2) be interesting, inviting, and easy to use for both internal and external constituents and 3) complement other online digital platforms such as social media and the portal.

Goals

As a marketing and informational tool for the College, our purpose is to provide a website to our visitors that:

- Provides accurate and up-to-date information
- Allows for ease of navigation
- Provides content that is concise and relevant
- Maintains consistency and branding
- Standardizes online communications

As a connection to our Web shepherds, our purpose is to:

- Provide Web shepherds with the ability to easily add content by providing them with a Content Management System (CMS) that is accessible through a Web browser; and
- Provide training to assist authors on how to write content for the Web and how to use the CMS.

Audience

CCC has identified the following target audiences for the external Web presence.

Primary target audience

Prospective students and their parents.

Other audiences identified include:

- Business and Community
- Veterans
- Former Students and Alumni
- Foundation and Giving

Internal Web presence (myClackamas) includes the following audiences:

- Current students across all three campuses and programs; and
- Faculty and staff across all three campuses and programs.

While the website tries to address the needs of all the audiences, our marketing focus is predominantly to meet the needs of the primary target audiences. This allows us to effectively provide content designed to meet CCC's external marketing objectives.

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Commercial Use, Trademarks and Privacy Rights

Commercial Use and Advertising

Authors of sites may not use any Web page within the clackamas.edu domain for advertising or commercial use or gain without prior written approval from Dean of College Advancement or Marketing Manager.

Logo and Trademarks

The logo, name and all graphics on the CCC website are exclusive to Clackamas Community College. Permission must be granted by the Public Affairs Office for use of any Clackamas Community College logos.

Other trademark emblems or images will not be allowed for use on the site unless permission by the appropriate company or organization is received in writing and a copy provided to the Public Affairs Office.

Privacy

This site collects browsing information to improve web functionality, content and to monitor performance. Data is used to help answer specific questions about the usage and performance of the website or individual Web pages. Website logs do not contain information that allows users to be identified, and CCC makes no attempt to link them with the users who browse the site. Clackamas Community College does not sell, rent, loan, trade, or lease any personal information voluntarily submitted via the site but we reserve the right to share within the College.

- **Student Information Disclosure**

The disclosure of information from student records is governed by the Family Educational Rights and Privacy Act (FERPA). Clackamas Community College respects the privacy of its students. Educational records include, but are not limited to, grade reports, transcripts, most disciplinary records, student schedules, class lists, health records, student employment records, and generally any personally identifiable information, excluding publicly listed directory information.

- **Alumni and Student Information**

Alumni or student contact information or personally identifying information should not be displayed online unless written permission has been obtained. The exception is for Clackamas Community College Associated Student Government officers, whose contact information is relative to their job duties and others that may be required by public record laws.

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Types of Web Pages and Development Procedures

The classifications below reference the Content Management System (CMS) that CCC uses to manage its public Web pages. The CMS allows Clackamas Community College to ensure a uniform look, feel, and navigation of the Web pages, while enabling content updates by non-technical staff.

Training required for the use of the CMS is split into two parts:

1. Writing for the Web
2. Content Management System for Web Shepherds.

Institutional

Institutional pages include the Clackamas Community College homepage and main menu pages, division and department Web pages, and library Web pages. Institutional Web pages must conform to the CCC design standards and are part of the central CMS.

Clackamas Community College is not obligated to link to organizations/clubs, either affiliated or not affiliated with the College, that maintain sites outside of the clackamas.edu domain.

Templates

The Clackamas Community College website is designed using a series of templates. All pages adhere to College provided standard templates.

The Information Technology Department will create the top level of pages for departments.

Training

All Web shepherds are required to go through a Web content writing session and training on the CMS, prior to approval of posting content to the CCC website.

For information on becoming a Web shepherd , please contact the Public Affairs Office.

Style Guide

A style guide (Appendix B) for Web content is available upon request from the Public Affairs Office.

Stylesheets

The Clackamas Community College website utilizes Cascading Style Sheets (CSS) to maintain layout and presentation, including font style, size, color, background color, and link setup. Authors should not change styles of fonts on pages to allow the CSS to provide a consistent look and feel to the site.

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Images

Pre-approved images are available in the content library of the website. If you would like to use images that are not in the content library, please follow the guidelines below:

Quality and Size of Images

Large or low quality images within Web pages can cause a page to download slowly or display a poor image. Images must be optimized and approved to ensure the quality and size are adequate for Web viewing.

Image Posting Procedure

1. Submit your images to the Public Affairs Office.
2. The Public Affairs Office will optimize, resize and apply design layout to all images to meet Web standards.

Inappropriate Images

Users shall not misuse or abuse any information resources. This includes, but is not limited to posting obscene, lewd, or sexually harassing images or text. References to and/or pictures of alcoholic beverages may not be used directly or indirectly in the advertisement of any College or organization function. This includes pictures of functions on or off campus. Images and created works are protected under copyright and will not be used without written permission. Images deemed inappropriate by Public Affairs Office will be removed. If you would like to use an approved College image for marketing purposes, please contact the Public Affairs Office

Audio and Video

Rules governing inappropriate images also apply to audio and video.

It is recommended that audio and video files be provided as supplemental information to existing content pages. Users should be able to get all information from the Web without requiring the viewing of audio and video files. Please be aware that audio and video files may require additional software to run, and due to file sizes, may slow performance of the page. If you would like to embed a video hosted elsewhere (such as YouTube or Vimeo), contact the Social Media Marketing Specialist in the Public Affairs Office to determine the appropriate size/resolution to include in the embedding code.

Please contact the Public Affairs Office prior to production of audio and video.

Animated Graphics or Moving Images

Animated graphics, marquees, or "blink" tags should not be used since some browsers do not support these elements. Furthermore, they annoy a great many users and often present an unprofessional appearance. Flash components are acceptable, provided there is an alternative version for those users that do not have the Flash plug-in.

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Social Media

To include a social media stream on your page, such as a Twitter or Facebook feed, you will first need to review the Social Media policy. You can request a copy of the policy from the Public Affairs Office.

Accessibility

Web shepherds will make a concerted effort to provide content accessible to individuals with a disability.

The addition of the CMS system assists authors in meeting some of these ADA standards by requiring specific information such as alt tags or titles on images.

ADA compliance guidelines can be found at: <http://www.access-board.gov/sec508/guide/1194.22.htm>

Currency of Information

Information on the CCC institutional and organizational Web pages should be current. Content should be reviewed and updated as appropriate on at least a quarterly basis.

Supported platforms, browsers

Clackamas Community College Web pages have been tested in the following environments

Operating Systems: current release and one release prior	Browsers: current release and two releases prior
Windows Macintosh	Internet Explorer Firefox Safari

Monitoring Quality

To report an error on the website, contact helpdesk@clackamas.edu.

Clackamas Community College reserves the right to remove any page or site that is:

- Outdated, and without an owner willing to update it in a timely manner.
- Inconsistent with CCC Web style guide.
- Inconsistent with CCC Web rules and procedures.
- In violation of the CCC Student Handbook, and relevant Board Policies noted in IIBGA and IIBGA-AR: Electronic Communication Systems Use (Appendix C).

If the College receives information about a Web page in violation of Web Procedures and Rules, the following steps will be taken:

- Notify and consult with the content owner of the page(s) in question.
- Inform the complainant of the outcome of this process.

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Domain Names, Contracts, Grants, and Links

Domain Names

Neither departments nor employees of the College shall purchase a domain name in association with Clackamas Community College. If a domain name is required for a service hosted outside the College, it must be approved by both the dean of College Advancement and the dean of ITS. Sub domains (example: dl.clackamas.edu) are created at the discretion of the Information Technology Department and are reserved for system-wide use.

Contracted Web Development

CCC maintains and manages the College website. If business requirements mandate outside consulting the dean in charge of the web page shall discuss the needs with the dean of ITS. If it is determined that it is appropriate, the College may move the request forward. The College's Web procedures and rules must be followed throughout the project. Please contact the dean of ITS for more information.

Grants requiring a Web component

In the event that an area of the College begins a grant application that includes a Web component, the Dean overseeing the grant must meet with the Marketing Manager and the dean of ITS to discuss the impact and resources needed to fulfill any requirements. The College's Web procedures and rules must be followed throughout the project.

Links

Links to external sites should be related to the College's primary functions as described in its mission which states, "To serve the people of the College district with high quality education and training opportunities that are accessible to all students, adaptable to changing needs, and accountable to the community we serve." CCC does not endorse the views, content, or opinions of any outside site. In addition, the College may be unable to maintain connectivity to any site linked to the CCC site and assumes no responsibility for continuous service to another website.

The sale or use of advertising on the Clackamas Community College website is prohibited. The College may identify the sponsor of any event or program with the name of the organization, its logo, and a link to its website.

All Web pages must link back to the CCC main home page.

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Appendix A

Online Operations Structure

Integrated Online Leadership and Operational Team



Dean of Information
Technology Services

Dean of College
Advancement

Dean of Curriculum,
Planning & Research

Infrastructure

ITS Department

Webmaster
Systems Integration Engineer
Web/Sharepoint Support Specialist

Web CMS Integration Support:

Portal – Student/Staff
Moodle
R25 Event Schedule
Systems Administration: Datatel,
TouchNet, Sharepoint, Bookstore

Brand, Content & Communication

Public Affairs Office:

Marketing Manager
Social Media Marketing Specialist
Communication Specialist

CMS Content Support:

Web Shepherds
Web Style Guide
Web Procedures and Rules

Online Communication Support:

Social Media Procedures and Rules (in process)
Social Web Action Team (in process)

Learning Connection

Distance Learning Department:

Chair of Distance Learning

Distance Learning Support:

Moodle
Users Group
Distance Learning Committee

FEEDBACK LOOP

Feedback will be collected on an ongoing basis through both focus groups and online surveys. Advisory groups will include: students, faculty, staff and community members.

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Appendix B

Clackamas Community College – Web Style Guide

The Clackamas Community College website is a comprehensive representation of our college’s offering, culture and people. The words we use on the website, also referred to as site content, are to be chosen thoughtfully and this guide will help you write and edit site content effectively. Should you have any questions with regards to the content of which you are responsible, please contact the college’s Social Media Marketing Specialist at 503-594-6238.

Creating Great Web Content

As you write content for the website it’s important to consider your audience and establish a point of view, or “voice”, that best represents CCC. The Clackamas Community College voice should always be accessible, friendly and engaging, while still maintaining an academic approach. Be sure to create content that infuses this voice whenever writing.

Before you start writing, consider the CCC site as a whole. Spend some time navigating around the site and get a sense of your user’s overall experience as well as your unique place on the site. Is your page part of a specific department experience? Or are you providing broader campus information? Where is your page in the navigation “line up”? This will help you to develop helpful links to relevant pages on the site to include within your copy – calls to action that move your reader from page to page, enhancing the user experience.

And be sure to include contact information where applicable: email address, contact phone, building and room number, link to campus map. You’ll be your student user’s best friend!



Audience

As you know, our student body is comprised of people with a broad range of ages, experiences and cultures. Depending on the content you are writing, you will need to consider who your primary and secondary audiences are. For example, when writing content for Financial Aid you can assume that many parents of students will be reading that page, whereas if you’re writing content about Clubs and Organizations on campus, you can assume that your audience is a student, and most likely a first-time student looking to explore life on campus.

Before you start writing new content for the website, define your audience and consider what point of view that audience would appreciate. Consider what information they would expect to find on your page and be sure to cover the basics. Create an outline of all the major points you need to cover on your page of content.

Calls to Action

Think of your web page as an opportunity to offer relevant ways for your audience to engage further with CCC. We call these offers to engage “calls to action”. For example, on a page describing Financial Aid we might have the following calls to action:

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- Download an application
- Make an appointment with a Financial Counselor
- FAQs on Financial Aid

Think of your audience and what they might want to learn from visiting this page of content. Be sure to integrate these calls to action in logical places within the content. Denote these links or actions by indicating in parentheses after the word or phrase where or what should happen if a user clicks on it. For example:

We make applying for financial aid easy. Start by downloading a Financial Aid application [LINK – Financial Aid Application].

If you would like to speak to a Financial Counselor instead, click here to make an appointment [LINK – Financial Aid Contact page].

Include a list of calls to action in your outline before you begin writing content so you are aware of the number of offers and you can plan where they should be integrated as you write.

Search Engine Optimization (SEO)

Search engines play an important role in driving traffic to our CCC website. When writing content for the web, we ask you to consider keywords that are relevant to the topic of your page. Before starting your content development, ask your web manager if there are keyword recommendations for your page. If not, review your outline for the page and think of your audience – what might they type in to a search engine query in order to find the information you are providing on this page? Be very specific and try to focus on two to three key phrases rather than many phrases.

Search engines determine relevancy by assessing “keyword density”, meaning how many times a given phrase is used on the page. So the goal is to focus on the most relevant key phrases and use them multiple times within the page content. Whenever possible, use your primary keyword or key phrase in your headline. Also, where possible use keywords as your text links – this gives them an added boost in the search engine algorithm. This is very important and will help us get better and more accurate search results.

View the example below to see how the primary and secondary keyword phrases were integrated into the copy to enhance keyword density.

CCC Scholarships

Clackamas Community College awards more than \$400,000 in college scholarships each year. And the scholarships aren't just for honor roll students. CCC scholarships are open to students with at least a 2.0 GPA, who are taking six or more credit hours.

Review the following helpful information on how to apply for Clackamas Community College scholarships and complete our [Foundation Scholarship Application](#).

Who can apply?

Anyone who **is or plans to** enroll at CCC; **intends to** transfer from CCC to a four-year college or university; has a 2.0 GPA or higher; **or** has a high school diploma, GED or high school equivalency can meet the requirements for at least one [Clackamas Community College scholarship](#). (Clackamas Community College full-time employees and their dependents are not eligible for CCC Foundation Scholarships.)

Primary keyword phrase:

Clackamas Community College Scholarship

Secondary keywords:

apply for CCC scholarships, college scholarship applications

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Appendix B

Writing Your Copy

Now that you have your content outline, calls to action, and keyword phrases, you are ready to write!

Start writing by focusing on your basic outline – what does the audience *need* to know on this page. Get the basics down and make sure they are clear and concise. Integrate your keywords and phrases throughout the content and try to use them multiple times when possible. However, never overuse the terms inappropriately! The optimized content needs to make sense and read well to our visitor.

Next, consider the Clackamas Community College voice and see where you can enhance your content to give your audience a feel for the campus and school. Your goal is to be clear, accurate and interesting on each page of content you write, so use descriptive language to create an engaging experience.

Lastly, do a final review of your content to determine where you can integrate text links and calls to action.

Once you are done with your draft, please submit it to your web manager for review and feedback.



Visiting CCC

Clackamas Community College has three great locations in Clackamas County. Our 165-acre Oregon City campus is located just three miles off I-205. We also have campuses in North Clackamas near the Clackamas Town Center and in Wilsonville.

[Schedule a tour of our Oregon City campus](#)



Visiting CCC

Links

[SUGGESTED FACULTY QUOTE]
"The campus experience at CCC is really something special...totally personal, so friendly..."

Clackamas Community College **offers** three great locations in Clackamas County – **each serving an active student body base.**

Our **main**, 165-acre Oregon City campus **[LINK – Oregon City Campus]** is located just three miles off I-205. Our students also take advantage of a wide variety of classes and programs at the CCC Harmony campus **[LINK – Harmony Campus]** in North Clackamas near Clackamas Town Center, and our convenient Wilsonville campus location **[LINK – Wilsonville Campus]**.

POV/voice

We invite you to schedule a tour **[Link – Schedule a Campus Tour]** of our Oregon City campus.

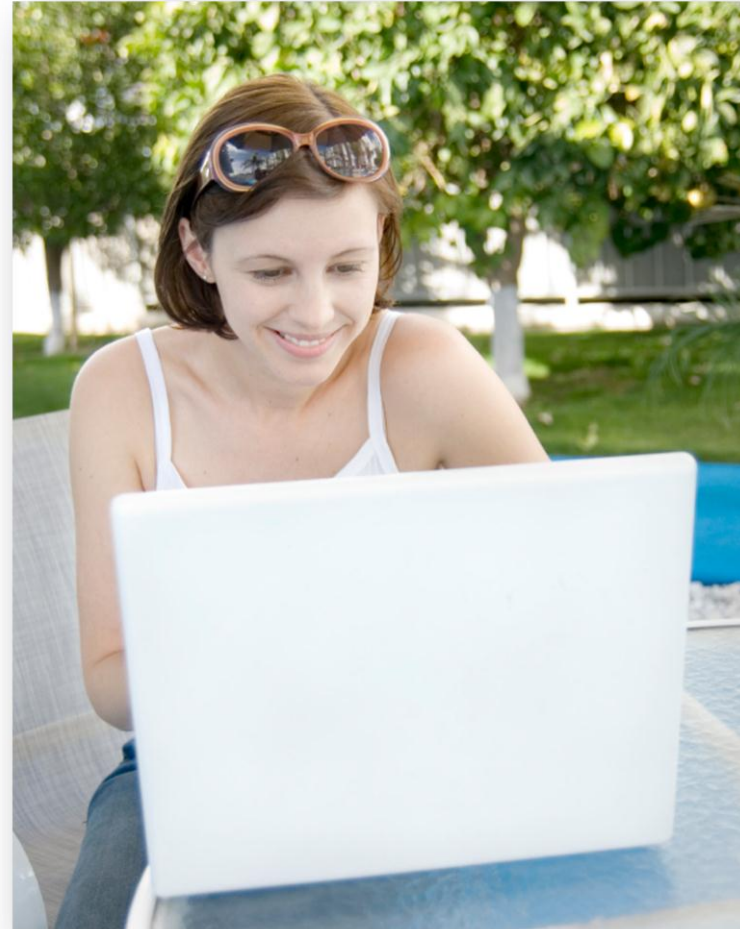
Descriptives

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8 Steps to Writing Great Web Content

1. Determine your audience
2. Outline the basic facts you need to convey on this page
3. Make a list of calls to action that your audience would need on this page
4. Ask your web manger if there are keyword/phrases that you are to integrate
5. Write the basic framework of the page content while integrating keywords/phrases
6. Review content and work to integrate the CCC point of view
7. Integrate text links and calls to action
8. Submit to your web manager for review



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Appendix C

Clackamas Community College

Code: **IIBGA**
Adopted: 2/14/96
Readopted: 6/20/12
Orig. Code(s): 721

Electronic Communication Systems Use

The electronic information resources at the College are to be used in a manner that supports the educational mission of the College. The College, by mission and policy, encourages learning, research, creativity, teaching and the free exchange of ideas in the spirit of openness, sharing, inclusiveness and respect. College administrative regulations contain guidelines establishing measures for the protection, access, responsibility and acceptable use of the College's electronic systems.

END OF POLICY

Legal Reference(s):

[ORS 30.765](#)
[ORS 133.739](#)
[ORS 164.345](#)
[ORS 164.365](#)
[ORS 167.060](#)
[ORS 167.080](#)

[ORS 167.090](#)
[ORS 167.095](#)
[ORS Chapter 192](#)
[ORS 339.250](#)
[ORS 339.270](#)
[ORS 341.290](#)

[OAR 581-021-0050](#)
[OAR 581-021-0055](#)
[OAR 584-020-0040](#)
[OAR 584-020-0041](#)

Children's Internet Protection Act, 47 U.S.C. Sections 254 (h) and (l); 47 CFR Section 54.520.
Copyrights, Title 17, as amended, United States Code; 19 CFR Part 133.
No Child Left Behind Act of 2001, P.L. 107-110, Title II, Section 2441.

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Appendix C

Clackamas Community College

Code: **IIBGA-AR**

Revised/Reviewed: 8/22/06; 6/20/12

Orig. Code(s): AR 721-001

Electronic Communication Systems Use

Purpose

In support of its mission of teaching and community service, the College provides access to computing and information resources for students, faculty and staff within institutional priorities and financial capabilities. The Electronic Communication Systems Use policy contains the governing philosophy for regulating faculty, student and staff use of the system's computing resources. It spells out the general principles regarding appropriate use of equipment, software, networks and data. In addition to this policy all members of the College community are also bound by local, state and federal laws relating to copyrights, security and other statutes regarding electronic media and communications.

Definitions

"Electronic Information Resources (EIRs)," including, but not limited to, all electronic hardware, software and associated data that support the following: administrative information systems, desktop computing, library automation, multi-media, data, video and voice networks, electronic mail (Email), Internet access, modems, scanners, telephone systems, voice mail, copy machines, fax machines, electronic publications including video, websites or any similar electronic based functionality.

"User" is any person authorized to use the College's electronic information resources.

"Authorized Accounts" are username/password pairs or similar codes or code devices such as copy cards that allow a person access to an EIR.

Acceptable Usage

In order to make possible the widest use of these important technologies a set of shared understandings and rules is necessary. In general the same ethical conduct that applies to the use of all College facilities applies to the use of electronic media. Users must show respect for College property, consideration of others, responsibility for actions and authorized and efficient use of College resources. In addition, users of EIRs should have a basic understanding of the role of the law regarding copyright and other legal issues.

1. College EIRs must always be used in compliance with all international, federal, state and local laws, as well as College policy, procedures and guidelines and agreements between the College and employee associations.
2. In accordance with Oregon electronic discover law and the Oregon Revised Statutes 192.410 to 192.505, it is recognized that all records on College computers and other EIRs are the property of the College and available to public review upon formal request.

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3. Personal devices used to access college EIRs including, but not limited to email, are subject to electronic discovery laws; international, federal, state and local laws, as well as College policies, procedures and guidelines where applicable.
4. The College has the right to monitor and review any and all aspects of College owned or managed EIRs including, but not limited to, e-mail, voice mail, file structures and the files contained therein.
5. The College cannot guarantee that messages or files are private or secure.
6. EIRs are to be used through authorized accounts. Users are prohibited from sharing their authorized accounts with others. Users are prohibited from using the authorized account of another to access College computers, systems or any EIRs.
7. The College EIRs must be used for College related purposes and activities as defined by custom contract and Board policy. Within reason, occasional and incidental personal use is permitted, when such use does not generate direct cost for the College.
8. All data must be treated as confidential unless designated or authorized by the appropriate office for public release. Access to data is not approved for its use outside an individual's official college responsibility.
9. No one will deliberately, or negligently act to, degrade the performance of any EIR or block access to others.
10. Users will be responsible for all messages that are transmitted from their authorized accounts through the College's EIRs and will obey the acceptable use policies of the Internet and any rules of discussion forums in which they participate. Fraudulent, harassing or obscene messages and/or materials as defined by contemporary court decisions are not to be sent, stored, printed or displayed on College equipment.
11. Information that is published or distributed electronically utilizing websites, social networking or any media type for broad general consumption outside of the College will be subject to the *Web Procedures and Rules*.
12. No one will knowingly delete data from electronic files, records or reports except as prescribed by an individual's official College responsibility.

Failure to abide by this regulation may result in temporary or permanent denial of access to the College's EIRs. Punitive or legal action may also be taken by the appropriate administrative or judicial body in accordance with College policies and bargained agreements.

Approved by President's Council: June 12, 2012
(Date)

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Appendix C

Contact Name	EXT	Email	Division	Department
			Academic Foundations & Connectic Counseling	
David Mount	3265	davidmo@clackamas.edu	Academic Foundations & Connectic English	
Tamara Davis	3164	tamerad@clackamas.edu	Academic Foundations & Connectic Enrollment Management	
Tara Sprehe	3370	taras@clackamas.edu	Academic Foundations & Connectic Enrollment Management	
Sarah Nolan	3316	sarahn@clackamas.edu	Academic Foundations & Connectic Library	
			Academic Foundations & Connectic Mathematics	
			Academic Foundations & Connectic PE/Athletics/Health	
			Academic Foundations & Connectic Skills Development	
Melissa Pirie	6133	mpirie@clackamas.edu	Academic Foundations & Connectic Student Academic Support	
			Academic Foundations & Connectic Student Life & Leadership	
			Arts & Sciences	Engineering Science
Amy Burghardt	3403	amyb@clackamas.edu	Arts & Sciences	Foreign Language
			Arts & Sciences	Music
			Arts & Sciences	Science
Amy Burghardt	3403	amyb@clackamas.edu	Arts & Sciences	Social Science
Kelly White	3034	kellyw@clackamas.edu	Arts and Sciences	Art
Mary Scheufeli	3071	marys@clackamas.edu	Arts and Sciences	Business/Computer Science
Kelly White	3034	kellyw@clackamas.edu	Arts and Sciences	Comm/Theatre/Journalism
Loretta Mills	3292	lorettam@clackamas.edu	Arts and Sciences	Horticulture
Beth Hodgkinson	3111	bethh@clackamas.edu	Arts and Sciences	
Yassamin Alayan	3089	yassamina@clackamas.edu	Business Services	Purchasing
			Campus Services	Campus Safety
Mickey Yeager	6792	myeager@clackamas.edu	Campus Services	Campus Services & Dup.
Ann Boisselle	6310	annb@clackamas.edu	Cirriculum, Planning, & Reporting	Distance learning
Jen Schwartzman	3309	jens@clackamas.edu	Cirriculum, Planning, & Reporting	Scheduling
Kelly Steigledger	3391	kellys@clackamas.edu	Cirriculum, Planning, & Reporting	
Janet Paulson	3162	jpaulson@clackamas.edu	College Advancement	Public Affairs
Tamara Barry	3160	tbarry@clackamas.edu	College Advancement	Public Affairs
			Curriculum/Planning/Research	Instit.Research & Reporting
Vicki Hedges	3087	vickidu@clackamas.edu	Human Resources	
Robin Danchock	631	robind@clackamas.edu	Regional Educational Services	Community Education and Community Outreach
Phil Reid	623	philir@clackamas.edu	Regional Educational Services	Harmony Student Services and Information
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Clackamas Community College Website FAQs

Why green?

The decision to use green on the new CCC website grew out of a thoughtful process that involved many CCC staff and students and is based on best practices for websites. It began when CCC contracted with Datatel, to design and develop the new website. Part of the design process involved discussions with focus groups at the college about what people value about CCC.

In that process, they learned that staff and students see CCC as a place of natural beauty where sustainability is an important value. These findings drove the design and color of a few prototype websites Datatel shared with the college. Other color schemes were considered including a predominantly blue site. In our research we found that blue is a common color among two-year college websites. We wanted to distinguish ourselves from other sites with the fresh green home page.

Bright green is not part of the CCC school colors. The reality is that outside of CCC Athletics, there is no strong or consistent branding with the school colors of scarlet and navy. Future plans do include the development of a color palette for both web and marketing materials. This will be part of a bigger branding discussion that will involve both students and staff.

Who was the website designed for?

A few years ago CCC redesigned its website. At that time, the website was designed to meet the needs of everyone — students, staff, businesses and community members. Since that time, new tools have been introduced, including the myClackamas portal, which meet the needs of some of those constituencies.

In the digital age we live in, the college website is the most powerful marketing tool we have. Our new website is designed to meet the information needs of prospective students and their parents. At the same time, the website provides a path for people to myClackamas, Moodle, and links for former students and alumni, business and community members and the Foundation.

Who will maintain the website?

We've worked hard to develop this new site to be attractive, appealing, and most importantly, useful to visitors. Keeping the content correct, current and up to date is vital to the success and relevancy of the site. The existing site has many pages with out of date and redundant information, as well as pages or entire departments that are no longer used.

The website will be maintained through a team approach involving staff in IT, Public Affairs and individual divisions and departments. IT will address technical "back-end" issues. Public Affairs staff will maintain various content needs including fresh stories, photos, events, news and rotating page features.

Division and department specific changes will be made by designated "web shepherds."

When will the web shepherds do?

The web shepherds are part of an important new team at CCC that will help shape their department's online presence. They are responsible for maintaining their department or division web pages to ensure that content is fresh, accurate, and engaging.

Will there be training for the web shepherds on the new content?

Training will be provided for the web shepherds through monthly meetings/workshops. Support will be available to help answer any additional questions.

Where are the department websites?

During the first phase of the new website, the department sites will continue to reside in their current location, which can be accessed through the Programs and Certificates link. During the second phase of the website development, the web team will begin working with departments to migrate their content into the new system.

How do I bring my department website into the new format?

Bringing department websites into the new format will take place during the second phase of the web redevelopment. Look for opportunities in the coming calendar year.

Why isn't the link to the library on the home page?

The new website is geared toward prospective students and parents. Best practices from college websites across the country recommend that the library link be included under College Resources in the new website and in the portal. Content in the new system will be much more dynamic, with corresponding links found throughout the site.

Why isn't Moodle on the homepage?

CCC uses Moodle to manage online components of courses. Access to courseware in Moodle is available for current students/system users only at MyClackamas > Moodle tab (click the title of your course for access) or at <http://online.clackamas.edu>. Visit the DL department website <http://depts.clackamas.edu/DL> if you are interested in learning more about CCC's online programs.

Will there be new stories on the homepage?

Absolutely! Public Affairs is in the business of telling the CCC story. Staff have gathered many "Smart Stories" about our students as well as staff and will continue to gather new stories. We have gathered a portfolio of professional photos of our students, which we continue to build.

If you know of a good student or staff success story, please contact Public Affairs.