

NVCC Internet Publishing Policies, Guidelines, & Instructions
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1.0 Introduction

The Internet provides unprecedented capability for disseminating multimedia information resources and, therefore, offers enormous potential for the NVCC community to share information. The capacity for "publishing" is now in the hands of faculty, staff, students, units, and organizations.

The challenge for the NVCC community is to develop these Internet capabilities in the context of the college's mission and to maintain a cohesive approach to developing Intranet and Internet capabilities. This document outlines policies and recommended guidelines relevant to publication of information on the Internet.

Several principles underlie the College's policies regarding publication on the Internet. The College upholds an individual's constitutional right to freedom of speech. The College also recognizes that information/publications created by units and individuals acting in an official capacity are representative of the College to the greater academic and public community. Therefore, an effort has been made to maintain this balance of good stewardship of institutional assets and individual freedom of expression in policies governing publishing on the Internet.

The Naugatuck Valley Community-Technical College institutional homepage (<http://www.NVCC.commnet.edu>) is the official vehicle for disseminating College information on the Internet. Policies and practices related to the homepage are described in Section 4.0 below. Definitions of terminology can be found in section 5.0.

2.0 The College's Internet Environment

The NVCC Homepage's (<http://www.nvcc.commnet.edu>) primary objectives are to:

- provide a point of entry for the College community and the broader Internet community to the College's officially recognized information sources.
- provide a mechanism for campus information providers to register, describe, and make accessible digital information resources, and
- provide a mechanism for users to locate and navigate among resources available to the NVCC community

3.0 College Policies Relevant to Internet Publishing

Existing College policies and state and federal laws are relevant to publishing or disseminating information via the Internet. Relevant college policies are listed below.

3.1 Proper Use

Central to appropriate and responsible use is the stipulation that, in general, computing resources shall be used in a manner consistent with the instructional, public service, research, and administrative objectives of the College.

Although Computer Services provide and preserve security of files, account numbers, authorization codes, and passwords, security can be breached through actions or causes beyond their reasonable control. You are urged, therefore, to safeguard your data, personal information and passwords.

Inappropriate use of Naugatuck Valley Community-Technical College technology resources may result in termination of access and/or disciplinary review.

3.2 Web Page Development

1. Becoming a page author for an officially recognized academic department, business unit, or service office, including official student organizations.
 - ◆ All home pages will adhere to and reflect current NVCC College publishing policies and practices.
 - ◆ Faculty, staff, and students are encouraged to develop web pages. Web pages must reflect the colleges mission and goals. Only pages that are officially endorsed by a division, department, or office of the college become official web pages and may be linked to the college site.
 - ◆ To remain useful over time and to present an image consistent with NVCC College's position as an academic institution, all official information must be kept timely and accurate.
 - ◆ College departments should designate a primary contact person or web author for their WWW page development. (See Appendix I for style guidelines.)

3.3 Promotional Activity on the Website

The sale of goods and services must be directly related to the college mission and goals and support college drives, campaigns, and causes.

3.4 Commercial Advertising and Endorsements

At this time, commercial advertising is not accepted for inclusion on the NVCC Website, and references to commercial entities by the use of icons, etc. is discouraged unless used reciprocally for services rendered without charge.

3.5 Copyright

The copying or re-transmission of copyrighted works in documents, document collections, or homepages without the expressed written permission of the copyright owner or the existence of fair use is prohibited.

All original material fixed in a tangible medium (photos, electronic and printed text, music, broadcast performance) produced by units of the College is inherently copyrighted under the Berne Accords, which are part of U.S. law. To discourage copyright infringement, state the copyright symbol, year of production and name of the copyright holder. The suggested format is to use the copyright bug (@), or the word "copyright," followed by the year of publication and "Naugatuck Valley Community-Technical College." Faculty may retain independent ownership of scholarly works.

Written permission should be obtained before copying or reproducing written, visual, and sound products that contain any non-College copyright notice, unless fair use exists.

Please note that photos and videos are generally copyrighted whether they carry a copyright notice or not. This includes photos reproduced for computer transmission via the Internet and electronically reproduced documents. If you reproduce a photo or video that has been borrowed from another source, written permission from the copyright holder for the intended use is necessary. Further, permission from any identifiable person appearing therein is also recommended.

3.6 College Symbols, Logos, Seals

The Office of College Marketing is the official source of all symbols, logos, and seals. These are available electronically or as hard copy and may not be altered in respect to color, content or proportional ratios.

3.7 Exposure to Offensive Materials

Individuals should be allowed to choose what they wish to access for their own purposes and should not be unwittingly exposed to potentially offensive material by the deliberate and knowing acts of others.

4.0 NVCC Homepage

The NVCC Homepage provides a framework and mechanisms for structured retrieval of officially authorized information resources of the institution. Publications and other information resources created by an official unit or other recognized organization of the College or an individual-created information resource which is sponsored by an official unit or registered organization are authorized for inclusion in the NVCC Homepage environment.

4.1 Linking Policy

NVCC Homepage information providers represent the College and are responsible for the pages they publish, and the direct links they maintain to other resources. Providers are expected to abide by the highest standards of quality and responsibility. Information providers are responsible for ensuring that content comply with College policies and state and federal laws. Providers are expected to comply with all laws regarding copyright and intellectual property to ensure that information is reliable, accessible, and authoritative. The College cannot guarantee the complete accuracy and dependability of all information resources.

4.2 Information Authorized for NVCC Homepage Linkage:

- Official information resources of the College's central and unit administrations- e.g., policies, official documents/procedures.
- Unit-sponsored resources (whether created by an individual or by a unit) e.g., a departmental homepage or a faculty member's collection of working papers which is sponsored by his/her unit or a department's official homepage.

Information resources which are sponsored by an officially recognized organization on campus. Student organizations registered with the College are authorized.

4.3 NVCC Homepage Management

The NVCC Homepage service is managed by a joint team of individuals from the College. The team bears responsibility for reviewing submitted resources and taking necessary action to ensure compliance with institutional policies related to the NVCC Homepage. Technical Support is provided by Computer Services and Marketing. Academic support for classroom/instructional support is provided by Computer Services.

4.4 Responsibilities of Information Providers

5.0 Definitions

Document

A document is a set of information designed and presented as an individual entity. A publication is a good example of a document. It may contain logical subunits such as parts, sections, or chapters; but it is typically created, updated, and presented as a single unit. The World Wide Web (WWW) presentation of a document may consist of one or many WWW pages.

Document Collection

A document collection is a set of documents that are logically related, usually by their content, target audience, or origin (e.g., a collection of studies produced by a program, project, or organization).

Page

A Page, in the WWW environment, is an individual computer file which can be addressed by a hypertext link.

Documents and collections are constructed of linked pages. Although most pages are static files, some are not. HTML forms, Common Gateway Interface (CGI) scripts, and other mechanisms may be used to create pages which are front-ends to databases or other types of information services. Such services may dynamically create new pages containing query responses or customized forms in response to user input.

Home Page

A home page is the entry point to a WWW server or a collection. It is the first page of information received.

Link

A one-way hypermedia connection from one site to another on the World Wide Web. Expressed as a "link to" or "link from" a web site or page of information.

WWW Server

A WWW server is a computer which provides access to one or more collections of documents using World Wide Web formats and protocols. Each WWW Server has a main entry point or home page, although numerous files or pages are usually directly addressable.

Appendix I

Web Page Style Guidelines

- A. Pages must be readable. Page authors must keep in mind that their pages will be viewed by individuals with text browsers and by those with the most sophisticated graphic browsers. They must be easily read by all.
 1. Avoid the use of elaborate backgrounds and color choices. While these features may appear fine on one browser, on another the same features may render text unintelligible.
 2. Keep pages visually pleasing. Use photographs and graphics and short blocks of text. Avoid long passages of text. Think of more creative ways to portray that same Information.
 3. Keep in mind that some people may be surfing the Web with only a text browser. Use the alternative description option for photographs and graphics.
 4. Avoid the overuse of graphics or pictures. At this time take a long time to download and may become visually overwhelming.
 5. Create graphic and stylistic consistency within your web pages.
- B. Use links.
 1. No page should ever be a blind alley or dead end. At the end of each page there should be a link to one or more other pages.
 3. Every main page should link to either a second-level page and/or to NVCC's home page. Every sub page should link to the preceding or subsequent page, or both.
- C. Each main page should also carry the following information in The footer:
 - page author address using the "mailto:" function
 - date of last update