NWTC Web policies

The following policies are intended to provide consistent guidance for all NWTC websites including, but not limited to, www.nwtc.edu, blackboard.nwtc.edu, students.nwtc.edu, classcart.nwtc.edu.

External Websites

No College department, division, organization or individual may purchase, register or utilize an external World Wide Web domain name (such as .com, .net, .org) or set up an NWTC subdomain for assignment to an external website for the purposes of conducting College business or representing any unit or operation of the College - including but not limited to the use of the NWTC name or logo - without the prior written permission of the Director of Marketing & Recruitment.

Permission will only be granted in cases where a reasonable and compelling rationale demonstrating the reasons for utilization of an external site are submitted and adequate protections are taken to safeguard the legal interests of the College. Any individual taking such action without proper authorization shall be considered to be operating outside the scope of employment and may be subject to disciplinary action. Additionally, in the event of a legal action over the unauthorized website or its content, the employee will not be defended by or at the cost of the College, nor will the employee be entitled to limited immunity as a public employee.

Use of Images

All images used on NWTC websites must be free of copyright infringement. Acceptable images include photos taken by College employees or students, images taken by a third party photographer where permission has been obtained and credit has been given to the photographer, and images that have been purchased from a stock photography website. Third party images and logos may be used only if they comply with the Third Party Content Policy (see below).

Images must be appropriately cropped and/or compressed for their intended use and comply with image accessibility standards (see below).

Use of Documents

All documents used on NWTC websites must be free of copyright infringement. Acceptable documents include those created by College employees or students and those used with permission by the document owner. Third party documents may be used only if they comply with the Third Party Content Policy (see below).

Documents must be in pdf format unless permission is obtained from the NWTC Marketing & Recruitment department for another file type. Documents must also meet document accessibility

standards (see below), must be reviewed annually and removed if no longer needed, and should be compressed to the smallest usable file size.

Content Freshness

All content on NWTC web pages, including images, documents, text and links, must be reviewed at least annually by NWTC staff. In the case that a document or image has been replaced with a newer, fresher version, the old one must be removed to prevent conflicts. All content that is deemed no longer accurate or necessary must be removed. Images, text, web pages and documents that have not been reviewed in a timely manner are subject to removal by the IIT team and the College webmaster.

Third Party Content

No NWTC web page may make use of a document or image belonging to another organization without obtaining prior consent. For third party logos, consent must be obtained and all expectations of the third party's Style Guides and logo usage policies must be followed. Content editors are prohibited from using documents or images that advertise a third party.

Links

The College frequently receives requests by third parties to place links to their website on www.nwtc.edu. In the event the third party has a pre-existing relationship with the College, is an accrediting body or is of interest to the students, the link may be added to any appropriate web page. If the third party does not offer compelling content or does not have a pre-existing relationship or partnership with the College, the link request will be denied.

Accessibility Standards

All NWTC websites are legally required by Section 508 legislation to provide an accessible experience to blind, deaf and otherwise differently abled users. In an effort to serve such audiences, NWTC has committed to maintaining compliance with Web Content Accessibility Guidelines (WCAG) AA Standards.

Images

Images (unless they are badges or logos) must contain fewer than 50 characters of text and must be added to the site with an "alt" tag that describes their meaning to visually impaired users. All communicated content must still be visible to different types of colorblindness as well as low contrast vision.

Documents

All documents must in PDF format and should be tagged for legibility by screen readers, especially in regard to images, tables, forms and other non-textual objects. Documents should also have a descriptive title and contain structured headers. Documents should not be scanned copies but should be files generated directly from an editable format (e.g., Word, InDesign, PowerPoint). The use of PDFs generated from brochures, posters and other print materials should also be avoided whenever possible.

Videos

All embedded and linked videos owned by NWTC and used on NWTC websites must be transcribed to provide an equivalent experience for hearing impaired viewers. When linking to or embedding videos that have been generated by a third party, it is best practice to seek out those that include transcription.

Links

Link text should be used in a way to eliminate duplication as this can cause confusion. In the event that the same or similar link text must be used, an aria-label attribute must be provided to differentiate the destinations (IIT or the Webmaster must program these). Links must be underlined or identified as a link with an aria-label attribute. File paths and generic link text (e.g., "click here") must be avoided.

Content

All text communicated by NWTC websites must maintain a high enough level of contrast with the background color to maintain AA accessibility compliance. Font sizes must be in compliance with the same standard. Text that is not linked should not be underlined.

Page names and titles must be named in a way to eliminate duplication between different sections of the same or similar content. (e.g., "Meet the Faculty" is not specific since it isn't clear on *which* faculty. "Meet the General Studies Faculty" is better.)

Empty headings and other non-semantic visual markup must be removed (e.g., empty paragraphs, empty links, empty bold tags, etc.).

These standards, in addition to other AA standards, must be followed wherever possible. In the event that AA compliance is not possible, alternative options must be applied or the content may be subject to removal.

Web Oversight

NWTC has the right to remove from its servers or disconnect from its network any material or web page that is determined by the Marketing & Recruitment department to violate College policies or applicable laws. Pursuant to this responsibility, the Marketing & Recruitment department will communicate with the appropriate vice president and may contact the relevant web content owners and provide necessary steps to be taken to correct such violations. The College also has the right to deactivate any

web page that it deems to be out of compliance with College policy until such remedial measures are taken.