



Web Publishing and Marketing Procedure: 805.1A

Related to LCC Administrative Policy 805

Overview

All recognized LCC organizations, faculty and staff are encouraged to provide information via an LCC website that is of interest and value to students, employees and community members. Every effort should be taken to ensure that information submitted for publish to a website containing "lowercolumbia.edu" is accurate and current. All posted content shall be ethical, legal, professional, in compliance with the College's brand standards, and consistent with the LCC mission. Before any information is published to a College website, the Office of Effectiveness & College Relations (ECR) will review the information for compliance with industry best practices for website readability, navigability, brand consistency and ADA compliance (excluding linked documents, which shall be monitored for compliance by the originating department).

ECR uses a cloud-based content management system (CMS) for managing all aspects of its websites. LCC's license includes a set number of web editor accounts. Web editors are responsible for routinely reviewing content, processing updates, creating new content as requested by departments or other staff, maintaining links, and generally assuring the accuracy, integrity, legality and professionalism of web content. ECR is responsible for assigning and managing available web editing spots.

Official LCC websites outside of the "lowercolumbia.edu" domain are generally not permitted, and only with express written approval from Effectiveness and College Relations in cases where there are extenuating circumstances. This applies to all LCC entities including student clubs and organizations.

Academic Catalog

The official Lower Columbia College Catalog is published to lowercolumbia.edu once a year. Previous year's catalogs are also accessible via lowercolumbia.edu. The Catalog is the official repository for all college information related to enrollment, including certificate and degree requirements, course descriptions, and related information.

Editorial/Content

This procedure is not to be used to abridge academic freedom or constitutional guarantees of free speech. However, the College is not obligated to publish information or provide links to information deemed inappropriate. Inappropriate content includes but is not limited to:

- copyrighted or trademarked materials without written authorization;
- obscene or offensive material (offensive material includes, but is not limited to, obscenity, child pornography, defamation, incitement to imminent lawlessness, fighting words, and material that is intended to annoy, abuse, threaten or harass another);
- elements in violation of any LCC policy, or any state or federal policy or law;
- outdated or inaccurate information;
- pages or links to pages that are technologically incompatible with LCC websites;
- advertising for promotion of for-profit entities;
- commercial use;
- political or secular references not pertaining to classroom curricula;
- and programs, graphics or links from other websites that load information from other websites without the owner's permission.

Like all websites, LCC website pages provide links to other websites on the Internet. Users should be aware that LCC does not control the content of external pages.

Photos and Videos

Lower Columbia College takes photographs and videos on campus throughout the year. These images often include students, employees and guests in classrooms, computer labs, athletic events, and other campus activities. Lower Columbia College reserves the right to use these photographs and videos as part of its publicity and marketing efforts. Those who attend, visit or work at Lower Columbia College, do so with the understanding that these photographs and videos might include them and might be used in college publications newspapers, and other media for publicity purposes.

Implementation

Anyone in violation of any part of this procedure or its related policy will be notified that their web content will be removed until it is compliant. LCC reserves the right to control its resources and restrict specific activities, as they arise, which are unduly resource intensive. Actions include, but are not limited to, denying space for information or materials on college-supported servers, and/or limiting the number of web editor accounts. Infringements of this procedure or its related policy should be reported to the appropriate vice president, dean, director or manager. Any student or employee of the college who violates this procedure or its related policy is subject to the appropriate disciplinary procedures of Lower Columbia College.

Ownership

Lower Columbia College websites are official publications of the College. All materials, including text and graphic images, are copyrighted.

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