



Procedure 805.1A Web Publishing and Marketing Procedure

Policy 805 - Web Publishing and Marketing

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. Information submitted for publication to a website containing "lowercolumbia.edu" and links from said websites to external websites, documents, and other content must be accurate and current. All posted content shall be ethical, legal, professional, compliant 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) to manage 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 web content's accuracy, integrity, legality, and professionalism. ECR is responsible for assigning and managing available web editing spots.

Official LCC websites outside of the "lowercolumbia.edu" domain are generally not permitted, except with express written approval from

Effectiveness and College Relations in cases of extenuating circumstances. This applies to all LCC entities, including student clubs and organizations.

Academic Catalog

The official Lower Columbia College Catalog is published on lowercolumbia.edu once a year. Previous years' catalogs are also accessible via lowercolumbia.edu. The catalog is the official repository for all college enrollment information, 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 or provide links to inappropriate information.

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 the 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. 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 for 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 violating 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's websites are official publications. All materials, including text and graphic images, are copyrighted.

Procedure History

Updates approved by Executive Leadership Team: 1/15/2025