

# **POLICY ON STUDENT ORGANIZATION WEBSITES**

## **Introduction**

Access and use of the World Wide Web is a critical and strategic part of Suffolk County Community College's investment in preparing students to move through the 21<sup>st</sup> century in the academic arena and beyond. Access to information through use of the web serves students, faculty, staff, prospective students and their parents, alumni, trustees, friends of the College, potential employees, and the general public. Through adherence to the following prescribed guidelines, clubs and organizations are provided an opportunity to craft web pages that attract membership and keep current members active.

The following is an overview of information to help your organization develop web pages for the College's website. Included are guidelines, policies, instructions, and resources. We have provided this to assist you in making your site as effective, consistent, and attractive as possible. Please read through this material carefully before creating or updating your web page.

## **Requesting a Student Organization Website**

In order to set up a website for your club or organization, the club or organization must:

1. Be registered with your campus's Office of Campus Activities.
2. Be in good standing with the campus student governance.
3. Complete the Application for Requesting a Student Organization Website.
4. Follow the procedures for creating and accessing your student organization website. Organizations will have one month from the time they are authorized to use space to display their club's officers and events.
5. Adhere to the following guidelines:
  - Register with the appropriate Office of Campus Activities at the beginning of each academic year
  - Update the website at least three times each year (the last day of September, January and April).
  - Maintain accurate information on the website.
  - Maintain accuracy of links to other sites.
  - Include content related to the mission of the organization.
  - Include an accurate update notice.
  - Maintain proper spelling, grammar and punctuation.
  - Include a footer indicating the date the page was last updated.

The College reserves the right to shut down any student organization website that does not adhere to these guidelines.

6. Attend a mandatory workshop on website design.
7. Sign a letter of agreement to abide by this policy.

### **Content**

The club or organization is responsible for all content posted or linked on this site. The content of the completed web pages must be discussed and approved by members of the organization prior to its placement on the web. All web pages must identify their relationship with Suffolk County Community College. Each page must contain the name of the organization and the individual responsible for its content and maintenance (*the page's Webmaster*) as well as an e-mail link to a member of the student organization.

Each student organization website must clearly indicate that it is unofficial by posting the approved Suffolk County Community College disclaimer on its home page. The disclaimer reads as follows: "This site is hosted on a Suffolk County Community College server, but is not an official Suffolk County Community College webpage. The material on this site is not officially approved, licensed, sponsored or endorsed by Suffolk County Community College. The College assumes no express or implied responsibility for any component of this site, including content, presentation, usability, accessibility, accuracy or timeliness, nor of any links directed from this site. For information about this website, please contact (a representative of the group or organization)." Suffolk County Community College reserves the right to change the wording of this disclaimer at any time.

Student organization websites may include links to other entities. However, such links should be related to the subject matter of the referring page (for example, a national headquarters, or sites providing service to organization members). Your organization must avoid the appearance of endorsing a particular product or service

Your student organization website must be accessible to everyone. People with disabilities, special needs or who lack access to appropriate hardware or software may be browsing student organization sites. Some visitors cannot see graphics or photos because of visual impairments or hear audio because of hearing impairments. ADA compliant design principles such as providing text descriptions of graphics and photos and captions for all audio and video components should be used so that all visitors can access a page. Pages should be compatible with small low resolution screens. Images should always include an appropriate ALT file that conveys the same information as the image.

### **Maintenance of Organization Websites**

Organizations are responsible for the content and maintenance of their website. Visitors seldom return to websites that contain out of date or inaccurate information. A "maintained" website meets the following criteria:

- Up-to-date and accurate information.

- Accurate links to other sites.
- Content that relates to the mission of the club or organization.
- Accurate update notice.
- Correct spelling, grammar and punctuation.
- Date of last update.

### **Copyright and Other Legal Considerations**

The student organization must abide by all copyright laws and obtain permissions to use copyrighted materials including but not limited to photos, graphics, music, video, stories, etc. You must properly cite sources.

In most cases, group photos at public or organizational events do not require “releases”. Artistic photos, individual photos, graphics, and other works of art require a release from photographers, writers, artists, and subjects, including campus guests, outside speakers, etc. Releases will be archived and stored at the end of the school year with the respective Offices of Campus Activities.

### **Unacceptable Use**

All student organizations must understand that the expressed opinions, informational content and links displayed on student organization websites do not necessarily reflect the position or policy of Suffolk County Community College or its affiliates. No official endorsement by Suffolk County Community College of the viewpoints expressed on student organization web pages should be inferred. Clubs or organizations are not to use the College’s logo or a facsimile of any official logo.

Information on the group’s pages must be consistent with the College’s role as a not-for-profit institution. In addition, information on the organization’s page must comply with all applicable laws and statutes. Web pages may not include any paid external advertising, including commercial banner displays.

The contents of documents and pages must not violate any applicable export laws and regulations, must not constitute a copyright or trademark infringement, or otherwise violate any local, state or federal laws.

Web page authors must familiarize themselves with legal issues that relate to the web, and avoid unlawful or inappropriate activities such as the following:

- Copyright and licensing violations
- Vandalism and mischief that incapacitates compromises or destroys College resources and/or violates federal or state laws
- Posting of private or confidential information
- Use of a website for personal business or gain, including advertisements for commercial services or products
- Dissemination of obscene, harassing, threatening or unwelcome communications.