



MID-STATE TECHNICAL COLLEGE

www.mstc.edu

**MSTC Web Site
Publishing Policies
& Standards**

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Disclaimer

Legal Notice

The contents of MSTC's website in the *mstc.edu* domain are Copyright Mid-State Technical College District unless otherwise noted. All rights reserved.

MSTC's website is provided as a service by Mid-State Technical College. This site, like most content on the Web, is in a constant state of evolution. All information published online by MSTC is subject to change without notice. MSTC is not responsible for errors or damages of any kind resulting from access to its Internet resources. MSTC is not responsible for the content or functionality of any website published outside of the *mstc.edu* domain, including resources reached through links from MSTC's website.

Links to outside URLs are provided as a convenience and do not constitute an endorsement. MSTC's website is provided as a courtesy to its users and the college will do whatever it can to make sure that the information provided within its site is useful and current.

Web Site Overview

The goal of the MSTC Web Site is to allow visitors to find the content that they are looking for easily. The Web Site has primarily been developed to be a source of information to all individuals who wish to learn about the possibilities and opportunities found at MSTC. The most critical element of information on the MSTC Web Site is USEFULNESS!

The Web Site will contain official pages and external links. Official pages are those web pages that publish official college information. External links will be information published by an organization that is associated with the college. The distinction between the two major categories of pages recognizes that the college will insure accuracy and timeliness of official pages, but that some information will be linked to which the college may not review or edit.

MSTC will maintain some levels of control over standards of publication, operational policy and implementation of technical standards that will support the entire Web Site. To carry out the Web Site design and management, a Web Master has been appointed to provide leadership, develop policy, and implement changes in the Web Site. In addition, there is a Web Site Advisory Committee to advise the Web Master regarding policy issues and use of the Web Site. This committee includes a cross-section of the college and meets regularly.

Basic Principles of the MSTC Web Site

1. The Web Site provides easy access to information and opportunities available at MSTC.
2. The Web Site supports the goals and objectives consistent with the mission of MSTC.
3. The Web Site facilitates communication and information sharing consistent with the mission of the college.
4. The Web Site contains accurate and timely information for the user.
5. The Web Site is a tool that supports the MSTC work environment.

Types of Web Pages

The Web Site is intended to provide easy access to information about MSTC and the work of the college community. The Web Site may contain the following types of pages:

- **Main Topic Pages** – Created and maintained by the Web Master in conjunction with the Web Site Advisory Committee. The Web Master and the Web Site Advisory Committee determine the content. Main topic pages include the MSTC home page and the upper levels of main topic pages.
- **Department / Division Pages** – Created and maintained by the Web Master in conjunction with the department or division. Each academic division may have pages that promote admission, degree options, communications with the division and other opportunities found within the division. While the Web Master will maintain these pages, it is the responsibility of the department, division or program to ensure accuracy and timeliness.
- **Instructor Pages** – Created and maintained by the instructor, using the specific instructor page standards listed in this document. Assistance is available through the employee development center, training sessions that are held twice a year or by contacting the Web Master. It is the responsibility of the instructor to ensure accuracy and timeliness.
- **Student Pages** – Created and maintained in web-related courses by the student, using the specific student page standards listed in this document. It is the responsibility of the instructor of the course to ensure appropriateness, accuracy and timeliness. Student pages will only be stored on the mstc web server during the semester that the student is in the course related to web site development.
- **Organization, Committee, Club Pages** – Created and maintained by the individual or group that develops the particular page(s) and their MSTC employee sponsor. Supports the work efforts of students and various organizations that are associated with MSTC. Individuals or groups are responsible for accuracy and timeliness.
- **External Links** – Information published by an organization that is associated with the college. Brought to the attention of the Web Master and approved through the Web Site Advisory Committee.

Standards

Web Site navigation is designed so that a visitor can easily find information. With this in mind, MSTC standards require:

All upper level pages:

Use a standard template created by the Web Master. This template includes the MSTC logo, the same navigational links, copyright date and contact information.

Department, Division and Program Pages / Organization, Committee and Club Pages:

- A link back to the MSTC home page
- A last updated date
- Contact information
- A link to a disclaimer

Instructor Pages:

- Content of all electronic pages must be consistent with the mission, interest, standards and policies of MSTC.
 - Instructor pages may want to include the following information... course information, syllabus, contact information, office hours, handouts, class notes, presentations, etc...
- The use of MSTC Internet resources for private business or commercial activities shall be prohibited. Fund-raising, merchandising, solicitation, or advertising on the MSTC web site by college departments and organizations will only be allowed with permission of the Web Site Advisory Committee.
- Faculty or staff who wish to use MSTC's Web Site to host a site for an organization not affiliated with the college must receive permission from the web site advisory committee. Permission will be granted based on consistency with the mission of the college and the demand on web resources.

Student Pages:

- Content of all electronic pages must be consistent with the mission, interest, standards and policies of MSTC.
- Student web page space will be provided only to those students needing to create pages as part of a web-related course. The names of students needing web space must be provided to the web master directly from the instructor of the course at the start of each semester.
- Student pages must be reviewed and monitored by the instructor of the course for appropriateness, accuracy and timeliness.
- Student pages will be removed from the MSTC web server upon completion of the semester in which they were created unless otherwise requested by the instructor.

Web Page Publishing Procedures

The Web Master will publish all pages per the approval of the Web Site Advisory Committee. These are the steps to use to add pages, or update or delete existing pages. There is also a description of what the Web Master will do with the changes.

To add a new page that does not exist:

- If you do NOT want to use HTML coding:
The planned page(s) must be in electronic form, either as a Word or a Text Management document and must be submitted to the Web Master for review. A work request must also be placed by calling the Information Systems Help Desk @ X-5340.
- If you WANT to do your own coding:
Pages can be created with any html editor you may want to use, including Word, FrontPage, Dreamweaver, WordPad, or Notepad. It is possible that some of the newer features of editors will not be served out correctly on the web. The Web Master will "clean up" html and add the correct templates to the top and bottom of each page. These should be submitted to the Web Master for review. A work request must also be placed by calling the Information Systems Help Desk @ X-5340.

To update an existing page:

- Small, one to three line changes can be made by e-mailing the Web Master with the PAGE NAME, the corrected information, and where it should be placed. A work request must also be placed by calling the Information Systems Help Desk @ X-5340.
- More complicated changes can be made by making the changes on the originally submitted document and attaching it as an e-mail to the Web Master. Be sure to specify this as a change, addition, or deletion to the PAGE NAME & submit it. Web Site Standards must be adhered to and all changes are subject to review. A work request must also be placed by calling the Information Systems Help Desk @ X-5340.

To delete an existing page:

- Send the page name to the Web Master. Be sure to double check if any links depend on this page. If there are dependent pages, they will be removed also unless they are linked to from someplace else. A work request must also be placed by calling the Information Systems Help Desk @ X-5340.

To update an instructor page:

You must contact the Web Master and place a work request by calling X-5340 to arrange for web space in order to submit any web content to the web server. Once the Web Master has received your request, you will receive a "Y" Drive mapping which will contain a web folder for your use.

The "Y" Drive contains the folder that *houses* your files on the web server. Copying and pasting your web development folder directly to the "Y" Drive should update your files.

- Right-click on "START" located on the lower left corner of your screen.
- Select "EXPLORE"
- Once in "EXPLORE"...Navigate to your "H" Drive or to where your web development folder is stored.
- Right-click on your web folder and select "COPY"
- Right-click on the "Y" Drive on the left side of your screen and select "PASTE"
- Once you've copied your files to the web server, verify that your pages have updated correctly by reviewing them in a web browser.

To update a student page:

An instructor must contact the Web Master and place a work request by calling X-5340 to arrange for web space in order for a student to submit any web content to the web server. Once the Web Master has received the request, the student will receive a drive mapping which will contain a web folder for their use.

The drive contains the folder that *houses* the student's files on the web server. Copying and pasting their web development folder directly to the designated drive should update their files.

- Right-click on "START" located on the lower left corner of your screen.
- Select "EXPLORE"
- Once in "EXPLORE"...Navigate to your "H" Drive or to where your web development folder is stored.
- Right-click on your web folder and select "COPY"
- Right-click on the drive mapping designated for your web space on the left side of your screen and select "PASTE"
- Once you've copied your files to the web server (drive mapping), verify that your pages have updated correctly by reviewing them in a web browser.

Responsibilities of the Web Master

- Requester will send an e-mail to webmaster@mstc.edu requesting the addition or correction of the named pages. The documents/files themselves should be attached to the e-mail. Requester will also call X-5340 to place a work request for the update.
- The Web Master will acknowledge receipt of the e-mail, then save the attached documents to a working file. It is the Web Master's responsibility to review the pages for content and appropriateness for posting to the MSTC web site. The Web Master will also be responsible for checking the appearance of the pages in all browsers and loading time for pages created with excessive graphics. Any problems will be discussed via telephone or e-mail BEFORE the pages are posted to the web site.
- The Web Master will notify requester of completion of request via email.
- The e-mail requests will be stored in a mail folder for 2 months and then deleted. The original files will not be kept. It is the responsibility of the originator to keep a copy of the file as they prepared it.

Copyright Information

What is Copyright?

Copyright is a protection that covers published and unpublished literary, scientific and artistic works, whatever the form of expression, provided such works are fixed in a tangible or material form. This means that if you can see it, hear it and/or touch it – it may be protected. If it is an essay, play, song, photograph, HTML coding or a computer graphic that can be set on paper, recorded on tape or saved to a hard drive, it may be protected. Copyright laws grant the creator the exclusive right to reproduce, prepare derivative works, distribute, perform and display the work publicly. Exclusive means only the creator of such work, not anybody who has access to it and decides to grab it.

Copyright Policy

Copyrighted photographs, text or graphics created by another person may not be placed on a page without documented permission of the photographer, artist or author. Developers should be aware of all legal issues, especially copyright, which might apply to their web pages. In the absence of legislation or test cases in connection with the Internet, MSTC will observe the same copyright rules for its web server as it does for printed materials. Any pages that allow for the dissemination over the Internet of information must abide by federal laws governing the use of such information. Revealing information about individuals, groups, or organizations without their permission, unless the information is already public, constitutes an invasion of privacy, and is prohibited. The use of Social Security Numbers (or equivalent) for purposes of identification is specifically prohibited.

Copyright Guidelines

You may not place any materials owned by others, i.e. copyrighted works, on your web page without the expressed permission of the copyright owner. (Examples: Cartoons, articles, photographs, songs, software, graphics scanned from published works on other web pages).

Assume materials you find on the Internet are copyrighted unless a disclaimer or waiver is expressly stated. You may include quotations of a few words provided the identity of the author and the work from which the quotation is taken are included.

If you want to include something from another web page in one of your web pages, then link to it rather than copy it.

You may not place any pictures or videos of people on a web page without the permission of the people in the picture or video (See our Communications Director, Elizabeth Moran for more information). Every person has a right of privacy which includes the right to restrict the use of his/her own image.

Web Page Development/Approval Process

Purpose: The Web Master was hired to define and provide direction for MSTC's presence on the World Wide Web. The Web Master reviews requests from faculty, staff and administration for posting web pages.

Process: To make the best use of this exciting technology, please follow the steps below.

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- Create page following the MSTC Web Site Publishing Policies document.
 - Submit web page hard copy, disk copy, etc. to MSTC's Web Master, Laurie Inda for review.
 - Submit a work request to the Information Systems Help Desk by calling X-5340.
 - Receive response to your request from the Web Master via phone or email.
 - Training – If you are a frequent user and wish to enroll in a class where you can learn to create and update your pages, call Laurie Inda at x-5585 to find out about classes offered by Information Systems or the Employee Development Center.
 - Maintain content of your page by sending updated content to the Web Master.
-

Web Page Hints & Guidelines

Getting Started

A user comes to your web site for a specific goal. There are a few people who will visit the MSTC web site just to check it out, but most visitors are here to find information on a certain topic. For instance:

- how to start a new career
- what programs we offer
- how to get financial aid
- if they should send their children here
- what kind of training we offer for businesses
- what is planned for a class this week
- instructor access (e-mail) and availability

This is an important idea to remember. The purpose of the web site is to provide EASY access to information and opportunities found at MSTC. To do this effectively, your web pages should be organized logically. If you knew nothing about this school, how would you find specific information? Visitors "surf" because they jump from one link to another until they find the information that they want. That means you must plan your site effectively. Put links to the information that the visitor will want not what you want them to see.

A good way to plan your pages is to write down what a visitor will want to know on separate sticky notes. Then rearrange them until you can see a natural flow from one piece to another. Now start combining the things that could be placed together and rearrange to get the most coverage from each page and/or link.

DESIGNING

After you have a plan of what information is needed and where it should go, you can type the information into Word, an HTML editor, or other tools for preparing web pages. Do not get too concerned about spacing or formatting. If any parts of the coding will not work on the MSTC web site, the Web Master will contact you. You will also find it helpful to put a "BACK" to your home page on each one of your pages.

WORDING

Links should be worded clearly and informatively. Do NOT use words or terms that have no meaning for others outside of the school, even if everyone in your department knows them. Remember that the web pages are there to service the visitors!

Another point to keep in mind - is the information pertinent? Is there really someone out there in the world that wants to know this information? Will it help them have a better understanding of what you are presenting or will it just confuse the visitor? Keep it as short and readable as possible.

GRAPHICS

Graphics and photos add interest to a page, but can be a real HEADACHE for visitors coming into the web site over the standard telephone lines. A page that loads quickly at the school may take over a minute to load at someone's home. Keep this in mind when picking graphics.

Graphics must be .JPG or .GIF images and be under 30 kilobytes to load quickly. If any selected ones may be a problem, the Web Master will contact you. Also, be careful where you get your images. Anything on the web is considered fair game, but many logos or photos may be copyrighted and cannot be reproduced without permission. There are many web sites on the Internet that offer free graphics and/or templates for web pages. Use a search engine such as Yahoo.com or Google.com to find them.

BROWSERS AND MONITORS

Many web designers have spent hours getting their web pages to look just perfect, only to find that they appear differently on another computer. Two items have a great influence on how a page will appear. They are the browser used on the PC and the monitor settings. A web designer cannot control either one on the visitor's PC, but the Site Administrator will try to make your pages as compatible as possible.

SPECIAL FORMS

MSTC has a goal of providing service to the community whenever, wherever, and however it is needed. Many people have expressed the desire to be able to apply and register on-line via the Internet. These are two complicated processes that usually require the assistance of several departments at the school. We will be looking at ways to accomplish this service as the current web site develops and other new systems are put into place.

FINAL WORD

These procedures and guidelines will change and evolve over time. While the Web Master is responsible for the overall web site, each department and their staff are ultimately responsible for the information on their pages. We would like to stress to everyone that web site creation/redesign is very fluid. In order for our web site to be all that it can be, we understand that the need for flexibility is key. Topics can change according to the needs of the college and additions or deletions to the web site are fully expected.

Glossary

Bandwidth

The range of transmission frequencies a network can use. The greater the bandwidth, the more information that can be transferred over that network at one time. The term bandwidth also broadly includes throughput, meaning the amount of data sent.

Bit

A contraction of binary digit, a bit is the smallest unit of information that a computer can hold. Eight bits is equivalent to a byte. The speed at which bits are transmitted or bit rate is usually expressed as bits per second or bps.

Browse

To visit web sites, in plain terms, to view web pages in the Internet. Often called 'surfing'. Often you start at a search engine like Yahoo, AltaVista, Excite or Netscape. You follow links, hopping from one page to another, and one site to another. Incidentally, the Internet technically is the network of computers, whereas the World Wide Web (The Web) is the collection of web pages and other documents on those computers.

Browser (also Web Browser)

A computer program you use to view pages on the World Wide Web. Most browsers can display words, pictures and sounds, and many browsers can also play movies, animations, news tickers and more. Common browsers include Internet Explorer and Netscape Navigator.

Byte

The number of bits used to represent a character.

CD-ROM

Compact Disk-Read Only Memory; an optical disk from which information may be read but not written.

CD-R or Compact Disk-Recordable

Refers to computer peripheral disk drives that allow the user to record content on to a blank compact disk.

Cyberspace

A term coined by William Gibson in his novel "Neuromancer" to refer to a near-future computer network where users mentally travel through matrices of data. The term is now used to describe the Internet and the other computer networks.

Dial-up Connection

The most popular form of Net connection for the home user, this is a connection from your computer to a host computer over standard telephone lines.

Direct Connection

A permanent connection between your computer system and the Internet. This is sometimes referred to as a leased-line connection because the line is leased from the telephone company.

DNS

An acronym for Domain Name Server, DNS refers to a database of Internet names and addresses which translates the names to the official Internet Protocol numbers and vice versa.

Document

When used in reference to the World Wide Web, a document is any file containing text, media or hyperlinks that can be transferred from an HTTP server to a client program.

Document Window

This is the Web browser's scrollable window in which HTML documents can be viewed.

Domain Name

The unique name of an address on the Internet. Domain names usually consist of a name, like **aol**, followed by a period (called a "dot") and ending with one of several **top level domains** that describe the type of organization that runs that address. The primary top level domains are:

- .com - Companies
- .net - Internet Service Providers
- .edu - Educational Institutions
- .mil - Military
- .org - Non-profit organizations
- .gov - Government

Examples of complete domain names are **aol.com**, **whitehouse.gov**, and **harvard.edu**. Together with other elements, domain names make up Web addresses.

Download

To transfer to your computer a copy of a file that resides on another computer.

FAQ

This is the acronym for Frequently Asked Questions. A common feature on the Internet, FAQs are files of answers to commonly asked questions. Read FAQs before wasting asking obvious questions.

Firewall

This term refers to security measures designed to protect a networked system from unauthorized or unwelcome access.

FTP

File Transfer Protocol is a protocol that allows the transfer of files from one computer to another. FTP is also the verb used to describe the act of transferring files from one computer to another.

GIF

This acronym stands for Graphic Interchange Format, a commonly used file compression format developed by CompuServe for transferring graphics files to and from online services.

Home Page

The document displayed when you first open your Web browser. Home Page can also refer to the first document you come to at a Web site.

Hotlists

Lists of frequently used Web locations and URLs (Uniform Resource Locators).

Host

A computer acting as an information or communications server.

HTML

HTML stands for **H**ypertext **M**arkup **L**anguage. HTML allows a person to define what goes in a Web Page, what the page does, and how it looks in a Web browser, as well as what the words say, how to draw the pictures or play the sounds, where the links go and more.

HTML Document

A document written in HyperText Markup Language.

HTTP

The very first part of a Web address that says, "I am a Web address," and tells the computers on the Internet to use the "hypertext transfer protocol" to send information to and from your computer. (A "protocol" is just a techy term for an agreed-upon way to swap information.)

Hyperlink (or Link)

Hyperlinks tie information on the Web together, making it easy to jump between connected Web pages. Text hyperlinks are usually underlined blue text, and when you click on a hyperlink with your mouse, you will "go" to another Web page. For example, a Web page about Sports might have a hyperlink to more information about Basketball -- click on the hyperlink, and

the Basketball page is brought to your computer screen. (In most Web browsers, when you move your mouse over a hyperlink, the mouse arrow will turn into a pointing finger, which means you can click that link.)

Hypertext

This term describes the system that allows documents to be cross- linked in such a way that the reader can explore related documents by clicking on a highlighted word or symbol.

Internet

The world's largest computer network, made up of thousands of smaller networks and computers all connected together.

JPEG

The acronym for Joint Photographic Experts Group, JPEG is an image compression format used to transfer color photographs and images over computer networks. Along with GIF, it's one of the most common ways photos are moved over the Web.

Links

These are the hypertext connections between Web pages. This is a synonym for hotlinks or hyperlinks.

Navigate

The mechanics of getting from one page to another. Usually this is done via hyperlinks organized into toolbars or groups of buttons with some logical organization.

Search Engine

A tool that lets you find information on the Internet. You type words describing what you're looking for, and the search engine scours the Internet for Web sites that match your description. An example of a search engine is AOL NetFind.

Story Board

From the film and television industry. Putting one paper page for each 'shot' on the wall as a way to visualize all the scenes from the film and organizing the related tasks. For a web site each 'page' gets a piece of paper, and you write notes on each piece of paper describing the content of the represented web page, and how users will traverse the site so you can create appropriate links.

Surf

Browse the Internet. View web pages on the Internet.

Upload

Copy a file from your desktop to another computer. Usually the other computer is a host computer with the ability to handle many simultaneous connections to the Internet.

URL (Uniform Resource Locator)

The address assigned to each file on the web.

Web Address

The location of a page on the World Wide Web, which usually looks like "http://www.aol.com." Web addresses are officially known as **URLs**, which stands for **Uniform Resource Locator**.

Web Browser

This is the software that allows a user to access and view HTML documents. Examples of Web browsers include Internet Explorer, Netscape, Mosaic, Cello and Lynx.

Web Document

An HTML document that is browsable on the Web.

Web Page

A document on the World Wide Web, created using HTML and seen with a web browser. A Web page can contain text, pictures, sounds, software files, movies and more. Each Web page has a unique Web address that describes how to get to it. A **home page** is a specific kind of Web page, usually the main page on a Web site.

World Wide Web

Also known as WWW or W3, the World Wide Web is a hypertext- based Internet service used for browsing Internet resources.