

GOOD SAMARITAN COLLEGE OF NURSING AND HEALTH SCIENCE  
CINCINNATI, OHIO

**POLICY TITLE: WEB SITE POLICY**

The Good Samaritan College of Nursing and Health Science official web site is [www.GSCollege.edu](http://www.GSCollege.edu). The information contained on the website is one mechanism of official communication for the College to the general public, students, faculty, and staff.

Inasmuch as the web site is an official publication of the College, a protocol for adding, removing, or changing information or content is required to protect the integrity of the website. The Media Coordinator is the primary web master in the College.

The website is designed to provide information to internal and external audiences. The external (public) segment contains general information and links intended for the widest possible audience of the general public, prospective, and current students. The internal (college) segment contains specific information and links intended for the college audience of administration, faculty, staff, and current students. This is a secure area, accessible via a login/password portal.

Inherent in the ability to post information to the website is the accountability for the propriety and content of that information. All administrators, faculty, and staff have an obligation to protect the integrity of the website. The posting of inappropriate, derogatory, or pornographic information not in keeping with the policies of the College or TriHealth will result in disciplinary action. Addendum A, College Website Content, Standards and Guidelines, and Administration establish the protocols and guidelines to be followed.

- A. Information and links can only be edited or otherwise changed by the Media Coordinator. The Website Change Request form must be completed by the person requesting the change and submitted to the respective Dean for approval before any change is completed.
- B. In addition to embedded information and links, the internal segment of the website contains file folders to which administration, faculty, and staff may post information. Each administrator, faculty, and staff will be granted a level of security which controls access and posting of information to the document library. All users must strictly adhere to the established protocol for folder and file management.
- C. The author of the change request (and any corresponding information) bears full and sole responsibility for the content; this also holds for anyone adding content to the document library.
- D. Any content added to the website, whether developed locally or utilized from an external source, must conform to GSC publication guidelines.
- E. Copyright and trademark rules must be followed.
- F. Graphics, video, audio, or text created by another person may not be placed on the website without demonstrated permission of the artist or author.

Approved By: \_\_\_\_\_ Date: 7/12/06

Effective Date: 05/15/2006

Review/Revision Dates: \_\_\_\_\_

Responsible Committee: Administration



## **College Website Content, Standards and Guidelines, and Administration**

### **Introduction**

The Good Samaritan College of Nursing and Health Science (“GSC” or “the College”) website is a dynamic, interactive communication tool and information resource for current and prospective students, faculty, staff, alumni and friends of the College. As an extension of GSC, the website will uphold high standards of content, design, and integrity. Therefore, all pages are subject to prior approval from the Webmaster (currently the Coordinator of the Media Center) and/or the following: GSC President, GSC Director of Assessment, TriHealth Information Systems, and TriHealth Corporate Communications. Web pages and documents appearing on the College’s website are also subject to periodic review. If the pages or their contents are deemed to be counter to or detracting from the mission of GSC, they are subject to removal or change.

Guidelines have been developed and are intended to ensure that anyone placing content on the College’s website is responsible for the content and design of such pages; and that web pages and documents are consistent in format and design, as well as consistent with the mission and goals of GSC. These guidelines are applicable to any and all internal constituents of the College wishing to place information on the website.

### **Copyright and Publishing Laws**

Copyright and Trademark laws apply to electronic publishing as well as to print publishing. Unless exempted by law, page developers must have permission to publish the information, graphics, or photographs on their pages if they are not the copyright or trademark owner. Electronic publications are subject to the same College policies and standards as print publications.

The copying or re-transmission of copyrighted works in documents, document collections, or homepages without the expressed written permission of the copyright owner or the existence of fair use is prohibited. This includes photographs, illustrations, graphics, audio and video images. Written permission should be obtained before copying or reproducing written, visual, and sound products that contain any non-GSC copyright notice, unless fair use exists.

Please note that photos and videos are generally copyrighted whether they carry a copyright notice or not. This includes photos reproduced for computer transmission via the Internet and electronically reproduced documents. If you reproduce a photo or video that has been borrowed from another source, written permission from the copyright holder for the intended use is necessary. Further, permission from any identifiable person appearing therein is also recommended.

All web users must conform to the Digital Millennium Copyright Act.  
<http://www.copyright.gov/legislation/dmca.pdf>

## **Content**

Each department or unit providing information for publication on the College's website is responsible for making sure that the information is correct and current. Any changes made to corresponding documents residing 'offsite' must also be made on the website.

Each department or unit providing links to content outside the control of GSC is responsible to ensure that such content is appropriate and **not** discriminatory or harassing nature, or derogatory to any individual or group, obscene or X-rated, or of a defamatory or threatening nature; or for solicitation, or for any other purpose which is illegal or against Good Samaritan College and/or TriHealth, Inc. policy or contrary to the interest or values of Good Samaritan College and/or TriHealth, Inc. Any violation of guidelines for acceptable use is a serious offense and the GSC reserves the right to examine any information resident on the College's website and to take appropriate action to protect its network and systems from events that threaten or degrade normal operations.

Links should be made to a home page rather than sub pages or temporary pages.

Links must be checked regularly to make certain that they have not changed, moved, or otherwise become unavailable.

No web page or document shall display commercial advertisements without prior authorization. References and links to commercial sites are permitted for their information value, but advertisements, and particularly paid advertisements, are not. No one shall accept payments, discounts, free merchandise or services, or any other remuneration in return for placing anything on their web pages or similar facilities.

Authorization for display of commercial advertisements on web pages will be made by the President or a designee following review by TriHealth Inc's. legal and accounting offices.

## **Guidelines**

The following guidelines pertain to those documents created by/for GSC offices, departments and related organizations and which are intended to be present within GSC's website.

The responsibility for the accuracy of information contained in such documents and adherence to GSC's guidelines as well as all applicable laws lies with the individual office, department, or related organization.

One permanent College employee will serve as the department or unit "Pagemaster." The Pagemaster may delegate actual page authoring duties to someone else, but will oversee the project. The Pagemaster will also serve as the departmental or office contact person for TriHealth Information Systems and Corporate Communications for web page related issues.

The Website Change Request Form will be required for any changes/additions/deletions to a unit's or department's set of web documents or pages. The head of the functional area is responsible for the organization and content of the pages within his/her area.

Each department and unit must remain current on GSC site administration and page development policies.

All information provided on web pages must be accurate and up-to-date.

Web pages and documents must be free from grammatical and spelling errors and must conform to high standards of technical and business writing.

Pages that contain general information of interest, such as calendars, class schedules/catalogs, and search tools, will be available in a central location for inclusion on department or office pages. This information is centralized for accuracy and availability.

No information distributed via the web can be private, confidential, or detrimental to the College.

Pages will be linked from GSC's main page only after meeting the above guidelines.

### **Website Standards**

The following are intended to promote basic guidelines for content, graphic style, and navigation that convey the College's expected level of professionalism. These standards are intended to provide a framework that promotes coherent and user-friendly College web pages, while at the same time affording creative flexibility to College departments and personnel publishing on the website. The guidelines contained herein reflect three basic purposes:

- To promote consistency and coherence between the College's home page and subsequent official pages and web documents.
- To assure that all official College pages are accurate, current, and appropriate for online use.
- To assure that page content supports and promotes the College's mission and goals.

### General:

1. Keep text concise and use serif fonts (e.g. Times New Roman) for headlines and sans serif fonts (e.g. Arial, Verdana, Helvetica) for body text.
2. Headlines should be 10, 12, or 18 point; body text should be 10 point.
3. Please use an approved template from the Media Center. If you choose not to use a template, page backgrounds should be either white or a light pastel color and text should be dark. Patterns and gradients are not acceptable backgrounds. Color should be used to enhance a website, not dominate it.
4. If not using an approved template, please keep your pages consistent within the site.
5. Every page should have the following in small type in the footer or bottom of the page:
  - author's name and title/position
  - identification of the College: Good Samaritan College of Nursing and Health Science, 375 Dixmyth Avenue, Cincinnati OH 45220, 513.872.2631
  - last revision date
6. Use a grammar and spell checking utility before submitting your page for approval. The Webmaster is not to be considered your personal secretary/proofreader.
7. After the page or document is published, check each image to ensure it displays properly, test each link, look at each page, and test any forms or e-mail links by submitting a test to the intended receiver. Check the links often, as most will change or be deleted without notice.
8. The use of plug-ins is discouraged.
9. When in doubt, keep it simple. People read online material at a slower pace than printed material, so be sure not to overwhelm the reader.

## Associated Press Style Notations and TriHealth Specific Style:

### *Basic layout tips*

- In general, copy should be ragged right (not centered) and should wrap around photos.
- Font for headings and body copy should be consistent.
- When writing headings or sub-headings, copy should not repeat the page title. For instance, if the page title is, "TriHealth Residency Programs," the sub-heading should be something different. Page titles are often automatic on all pages.
- When working with tables, consider alternating rows with shades of white and blue to help the user identify distinction.

### *Headlines*

- Headlines should be written with the first letter capitalized and the rest lowercase (unless the wording includes a proper noun). For example, "Reds start season with new roster." This is called downstyle.
- Headline text should be concise and convey the exact idea in as few words as possible.
- Web headlines should be kept to one line.
- Remember, headlines should summarize page contents.

### *Sentence spacing*

- Use **one** space (not two) between sentences.

### *Using emphasis*

- Do not use all caps.
- Beware of over bolding.
- Use little to no italics.
- Use underlines sparingly.
- Do not color text for emphasis. To web users, colored text signifies a link.

### *Phone numbers*

- Always use area code in parenthesis, (513) 569-6701.

### *First reference to a person*

- Use full name and title. Second references, use last name only unless a physician.
- For example:     says Doe  
                          says Dr. Doe

### *Titles*

- Use lower case if after name, upper case if before name.
- For example:     John Doe, chief executive officer, Good Hospital  
                          Good Hospital Chief Executive Officer John Doe

### *Credentials*

- Don't use periods or commas (comma only between credentials):  
   Jane Doe MD, director of...  
   John Doe RN, MSN, manager of ....

### *Departments/Services*

- Use upper case:                             John Doe RN, manager of Telemetry

### *Quotation marks*

- Quotation marks go after periods:         ...she called him a "do-gooder."

### *Quote identifiers*

- Use present tense in copy:         "We're happy for the award," says John Doe.

#### *Cut lines with photos*

- Cut lines on photos should have verbs and be sentences. Use present tense. Include “left to right” or “left”: Standing, left to right, are John Doe RN, Jane Doe....

#### *Numbers*

- Spell out numbers one through nine and use numbers for 10 and higher (unless age).

#### *Percentages*

- Spell out percent unless in a table or graph: 90 percent, not 90%.

#### *Web copy writing basics*

- Chunk copy - use well-organized copy (bullets and lists are often ideal).
- Think spatially (use “big” punctuation to help Web scanners note cues, like using hyphens instead of commas).
- Use active versus passive voice.
- Balance professional tone with expected conversational style of the web.
- Aim for 20-25 word sentence length.
- Use short paragraphs with one main idea per paragraph.

#### Document Library:

1. This is available via secure log-in.
  - Students have read access to the *Student* folder.
  - Faculty and staff have read and write access to the *Faculty/Staff* folder.
  - Faculty and staff have read access to the *Administrative* folder.
2. Documents uploaded to the Document Library must be named such that the content and purpose is clearly evident.
  - Do not include any spaces or special characters in the filename.
  - All folder names are to be title case.
  - All filenames are to be lowercase.
3. ANY DOCUMENT WHICH RESIDES ON BOTH THE COLLEGE WEBSITE AND THE SHARED DRIVE (G:\) OR THE INFONET (J:\) **MUST BE UPDATED AT BOTH POINTS WHENEVER A CHANGE IS MADE.**
4. Each page should be no larger than 40K (including images) with each image no larger than 15K. It is recommended that no page take longer than 30-seconds to download at 28.8 kps.

#### Website:

1. News, announcements, sponsored events, accomplishments, and awards should be readily accessible and viewable on academic and administrative unit web pages.
  - Prepare a three [brief sentences max.] synopsis. A hyperlink will direct the reader to the full document (if one exists).
  - Items are submitted to the Webmaster for inclusion on the website
2. Web content should be designed with a customer focus. Academic and administrative units must ensure that any content they submit to the website meets the needs of all categories of viewers who might potentially access the page.
3. Web content must meet minimum standards for style and content. It is the responsibility of each academic and administrative unit to regularly review their web pages to ensure content accuracy and currency, and to ensure compliance with relevant policies.

4. To maximize efficiency and reduce potential error and confusion, content on GSC's website should not be duplicated. Wherever possible, pages should link to existing content rather than include redundant content.
5. Department heads should become actively involved in the design and maintenance of web pages by designating a responsible pagemaster, by reviewing the content and currency of the pages on a regular basis, and by integrating web publishing into the unit's publication cycle.
6. An approved official Good Samaritan College logo should be at the top left of any page that is considered an official document of the College (i.e. forms). Official logos or symbols are not to appear on personal pages.
7. If the site uses images as navigation items, the site must also have text navigation; this should be placed at the bottom of the page if it is in addition to image navigation.
8. Do not use themes or other graphic sets on any pages, as these affect all pages within the site. Avoid the use of frames.
9. Avoid images that are disproportionately large or the use of too many small images. Images should be either a .jpg or .gif and optimized for the web. Please have images properly scaled. Copyrighted images should not be used without permission.
10. Design your page on the 800 x 600 display setting (in your Control Panel). This is a good compromise between people who use very large and very small monitors.
11. Each page should be no larger than 40K (including images) with each image no larger than 15K. It is recommended that no page take longer than 30-seconds to download at 28.8 kps.
12. After the page or document is published, check each image to ensure it displays properly, test each link, look at each page, and test any forms or email links by submitting a test to the intended receiver. Check the links often, as most will change or be deleted without notice.

Guidelines for Content and Links to be Included on Web Pages and the Document Library:

*Faculty / Course Pages and Documents*

- Contact information (including email)
- Brief vita
- Office hours
- Syllabus(i)
- Course resources (e.g., downloadable handouts, sample tests, assignment schedule, audio/video clips, etc.)
- Links to course-related, external sites whose content supports the educational needs of GSC's students, disseminates knowledge, and facilitates lifelong learning

*Department Pages and Documents*

- Contact information (including names of department head and secretary)
- Greeting (e.g., welcome letter from department head, mission statement, goals)
- Promotional items (e.g., student testimonials, faculty awards, etc.)
- Links to curriculum and course descriptions
- Links to course schedule
- Links to services, programs, centers, and institutes affiliated with the department or of interest to faculty, staff, students, prospective students, and alumni of the department (e.g., faculty research, career services, job opportunities, certification programs, etc.)
- Links to external websites whose content supports/furtheres the mission of the College

### *Administrative Units*

- Contact information (including name of unit head and secretary)
- Brief description of unit
- Greeting (if appropriate; e.g., welcome letter, mission statement, goals)
- Promotional items (if applicable)
- Links to services, programs, centers, and institutes affiliated with the unit or of interest to faculty, staff, students, prospective students, and alumni
- Links to external websites whose content supports/furtheres the mission of the unit, including content that meets the information needs of the unit's constituents and disseminates knowledge relevant to the mission of the unit

## **Website Administration**

### Webmaster

It is the responsibility of the Webmaster to provide and maintain necessary resources and to ensure adequate support for the College's pagemasters. The Webmaster's responsibilities include:

#### *Website Administration:*

- Administering policy regarding organization and maintenance of website
- Controlling all aspects of user access to the system(s) to ensure both logical and physical security
- Monitoring system performance and anticipating and evaluating problems
- Assessing, prioritizing, and addressing College website programming needs
- Assisting in the development of guidelines for graphic design and layout of official College web pages
- Assuring that new and updated pages conform to page layout guidelines
- Resolving website issues

#### *Pagemaster Support:*

- Maintaining a current list of designated pagemasters for academic and administrative units
- Establishing and maintaining lines of communication with pagemasters
- Disseminating information on relevant policies, procedures, and technical issues related to web page design, and providing a reference of "exceptional" web pages as examples of good practice

### Unit Heads

Unit heads (e.g., academic department heads and deans, administrative unit heads) have the following responsibilities:

- Designating a pagemaster and notifying the Webmaster of assignment
- Reviewing their unit's web pages and documents to ensure accuracy, currency, and compliance
- Integrating web publishing into the unit's publication cycle
- Ensuring that the unit's pagemaster attends any orientation and/or training sessions
- Obtaining/changing passwords upon assignment/reassignment of pagemaster's duties

### Pagemasters

The duties of the Pagemasters include:

- Coordinating with the unit head and other information providers within the unit periodic update of information contained on the unit's web page
- Organizing information for publication consistent with guidelines
- Coordinating - with the Webmaster – the publishing of the unit's web page on GSC's website
- Verifying that information presented in the unit's web page is correct, current, and in compliance with extant College policies

### Faculty

- Faculty are responsible for the accuracy, currency, and compliance of their course-related documents and information

- Although minimum standards for web page design do not apply to personal pages, faculty must ensure that all content on their personal page meets the standards provided in this document as well as TriHealth Inc. corporate policies pertaining to computer and internet usage, particularly the Electronic Media Policy
- Faculty are responsible for ensuring that students are aware of policies related to use of GSC's website

### **Non-Compliance and Notification Procedures**

Web page violations are classified by level of severity. When a web page is found to be out of compliance, procedures based on the severity of the violation will be followed. However, the College reserves the right to disable or remove any page that is considered inappropriate as specified herein or in any TriHealth corporate policy.

#### Non-compliance (major)

Major non-compliance violations are directly related to student and employee conduct. All academic and administrative units and individuals maintaining a presence on GSC's website are bound by preceding guidelines as well as the following tenets of appropriate use (not intended to be a complete list):

- Use of web pages for making libelous statements or displaying of illegal information as specified by federal and state laws.
- Use of web pages for commercial or partisan political purposes, such as advertising products or political candidates, or providing links or connections to external entities that would promote personal gain.
- Use of copyrighted content on web pages that has not been expressly placed in the public domain or distributed as freeware, including pictures, trademarks, logos, illustrations, audio, and video.
- Use of web pages for harassment based on race, color, religion, sex, national origin, age, or disability (see GSC's Faculty Handbook, Student Handbook, Sexual Harassment Policy, Nondiscrimination and Diversity Statements).

#### Notification Procedure for Major Issues

1. The web page or document in question is immediately removed from GSC's website.
2. The unit head and Pagemaster, or for personal pages, the author of the page, are notified of violation.
3. The Webmaster reviews the violation and recommends a course of action. Recommendations may include, but are not limited to, the following:
  - The web page may be reinstated if no violation has occurred.
  - If modifications are made with the intent of re-establishing the pages on GSC's website, the proposed changes may be reviewed by someone other than the Webmaster in order to assure compliance.
  - The matter may be referred to the appropriate Dean, Director, or Department Chair if a violation has occurred.
  - The matter may be referred to the College President, Board of Trustees, TriHealth, Inc., or other authority if a violation of state or federal laws may have occurred.

Good Samaritan College reserves the right to review and remove web pages linked to its website and related to unacceptable use. Users in violation are subject to suspension of computer access and/or other disciplinary actions as prescribed in the Student and Faculty Handbooks and GSC or TriHealth policies. In addition, users may be prosecuted under state and federal laws including (but not limited to):

- Family Educational Rights and Privacy Act of 1974
- Computer Fraud and Abuse Act of 1986
- Computer Virus Eradication Act of 1989
- Telecommunications Act of 1996
- Communication Decency Act of 1996 (Exon amendment)
- Federal Copyright Law (Title 17)

#### Non-compliance (minor)

Minor non-compliance violations may include, but are not limited to, the following:

- Web page (or document) does not conform to content standards.
- Web page (or document) is not accurate.
- Web page contains dead links.

#### Notification Procedure for Minor Issues

1. The unit head and/or unit Pagemaster are notified of violation.
2. Pagemasters have five (5) working days from notification date to address violation.
3. If page is non-compliant after five (5) working days, the web page in question may be removed from the website. The web page/document will be reinstated once it is in compliance.

Please sign below to indicate that you have received and read a copy of the Good Samaritan College Website *Content, Standards and Guidelines, and Administration* document. You are also indicating that you understand – and agree to abide by – the standards and guidelines set forth in that document.

---

Print Name

---

Date

---

Signature

## WEBSITE CHANGE REQUEST FORM

Reason for the requested change:

--

Identify the exact location on the site (Attach print out of specific page from the website)

--

Type of change:

- Add content/information
- Delete content/information
- Revise content/information

Specify the exact information (i.e.) Delete sentence #3 in paragraph 2, add the following sentence....

--

Person initiating change:

Name:

Date:

Approval of Dean:

Name:

Date:

Change completion:

Name:

Date: