RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT

MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

Website Policies

and

Procedures Manual

Table of Contents

The importance of Riverside Community College District (RCCD) brand identities is paramount in print and online. The approved graphic elements represent the brand images of the District and colleges, and are the cornerstone in all communication efforts. The visual messages must remain clear, singular, and consistent in order to distinguish the colleges' identity from their competitors. This web manual is designed to ensure the qualities identified in the District's and colleges' brand identity statements are projected throughout District and college websites. Questions on District or college branding should be addressed to the RCCD Strategic Communications and Relations Office.

District Web Committee
The District Web Committee is comprised of both District and College personnel. At the start of each school year (July 1), the committee should meet to review the District Web Guidelines and available web technologies.

District and College Personnel
District - District Web Applications Technician is responsible for the District website
Moreno Valley College - Manager, Technology Support Services is responsible for the website
Norco College - Vice President of Academic Affairs is responsible for the website
Riverside City College - Instructional Media Center Manager along with the College's Public Affairs Officer is responsible for the website

Note: Due to the different job titles throughout the District, the term web managers will be used throughout this document as a means to identify the above stakeholders.

Flow Charts (Attached)

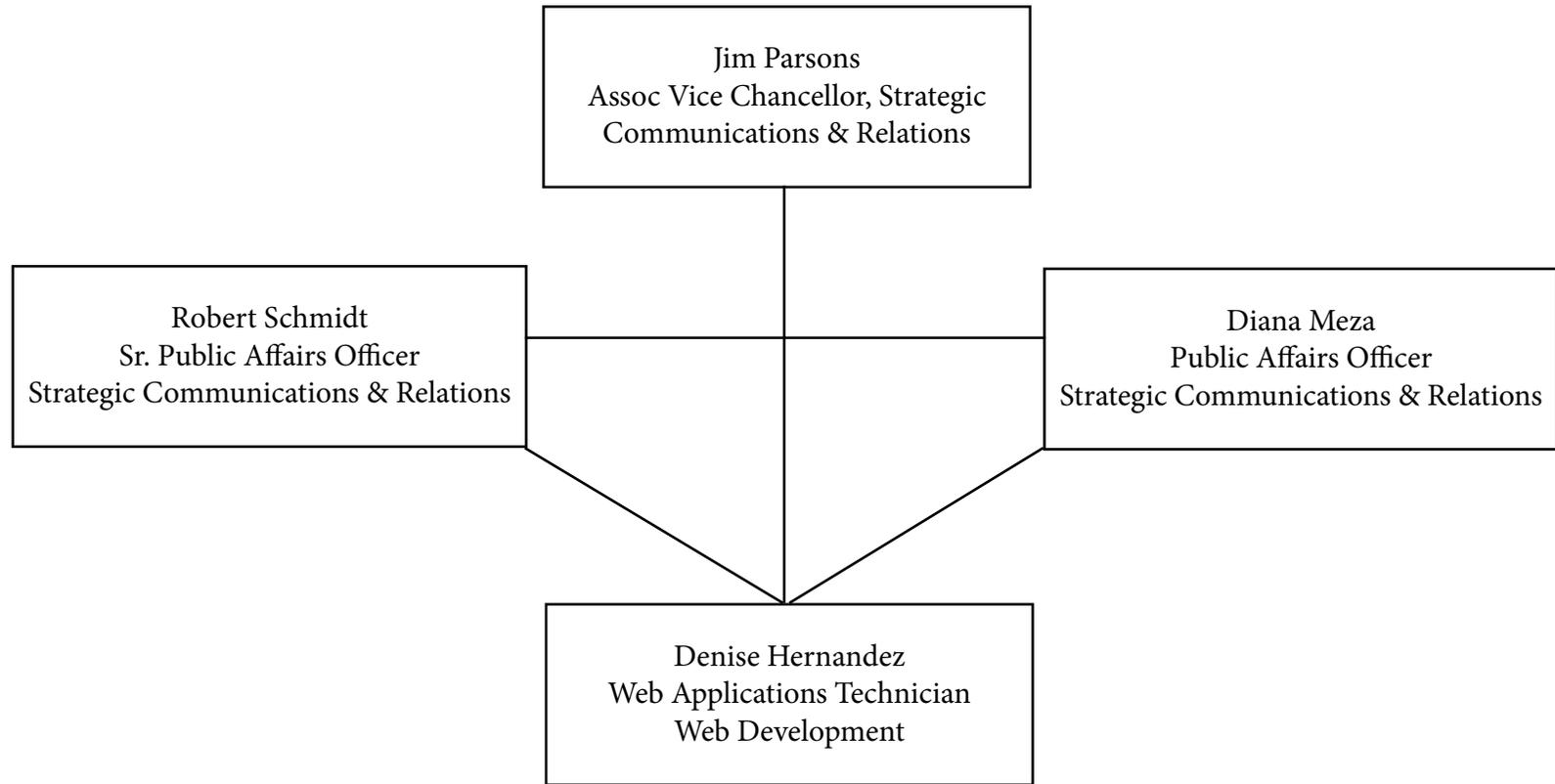**RCCD Strategic Communications and Relations Office**
The Office of Strategic Communications and Relations serves the Riverside Community College District and its colleges by effectively communicating and marketing our missions, programs, initiatives, and events to the public, partners, supporters, and members of the college community. OSCR is the official liaison to the outside news media and college media, and maintains the District's social media presence.

District and College Web Emergency Communications
In emergency situations, the RCCD Office of Strategic Communications & Relations (OSCR) is responsible for issuing official statements to the public and media via print and online distribution systems. These communications will be provided to the district and college webmasters for posting.

Emergency communications to district and college employees is the coordinated responsibility of OSCR, the Chancellor (or designee), the College Presidents (or designee) and the RCCD Chief of Police. If the District declares an emergency and activates campus or district-wide emergency/disaster response protocols, communication procedures are detailed in the District Emergency Operations Plan.

Riverside Community College District Web Flow Chart

Jim Parsons
Assoc Vice Chancellor, Strategic
Communications & Relations

Robert Schmidt
Sr. Public Affairs Officer
Strategic Communications & Relations

Diana Meza
Public Affairs Officer
Strategic Communications & Relations

Denise Hernandez
Web Applications Technician
Web Development
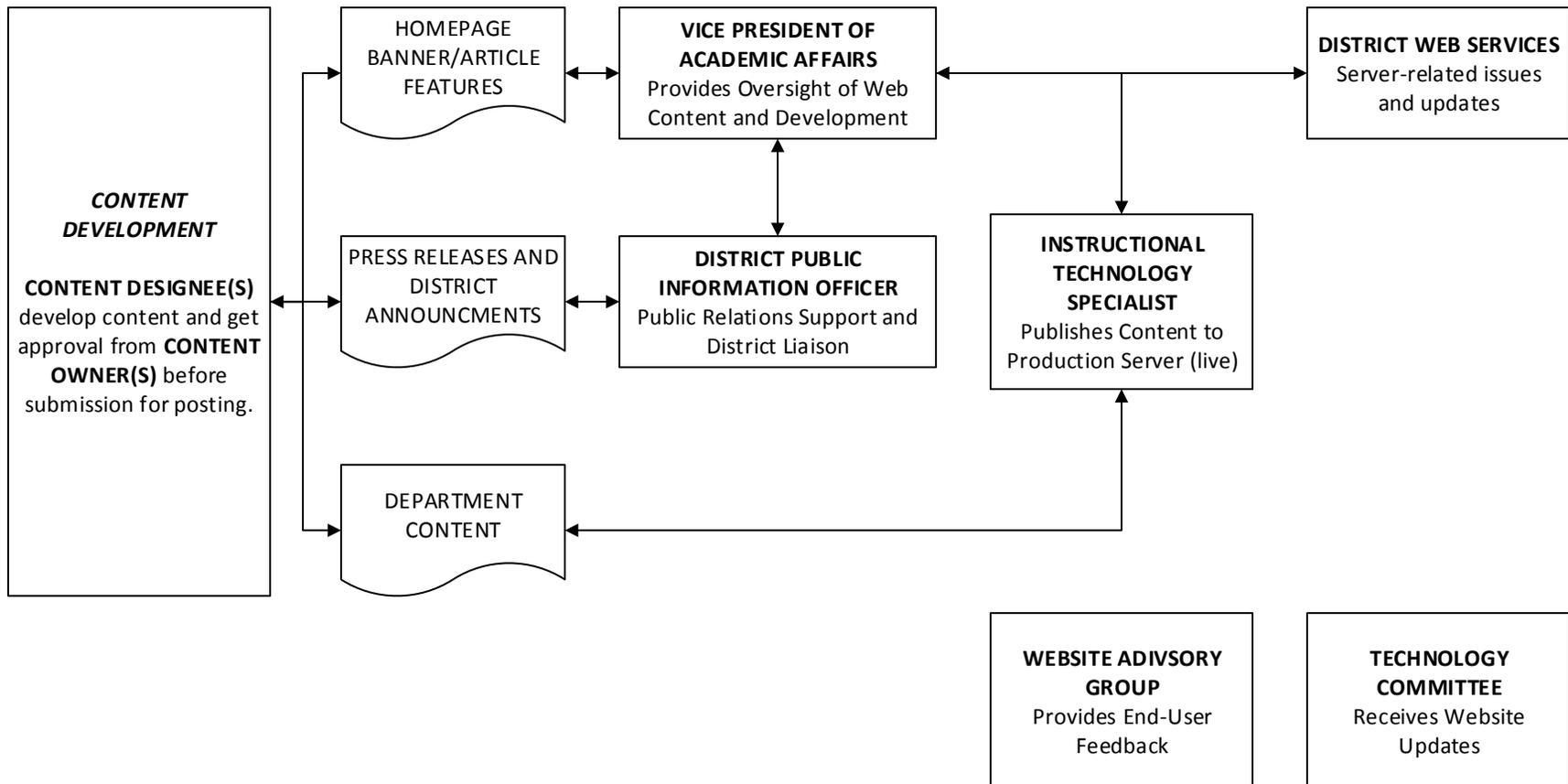
Website Content Update Process
Administrative Responsibility

See the "**Web Development Policies and Procedures**" document for a comprehensive description of guidelines in place.

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                    Moreno Valley College Website
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Webmaster	Content Owner	Technology Resource Advisory Group (TRAG)	District Web Group

Webmaster:
- Collects web content from Content Designee(s)
- Publishes content to production server (live)

Clarifies & verifies content with designee(s)

Content Owner:
- Content Owner assigns **Content Designee(s)** to collect information to be posted on the department's website and submits content to the Webmaster

Technology Resource Advisory Group (TRAG):
- Reviews major changes to MVC's website, including Web Development Policies and Procedures

District Web Group:
- Support resource for Webmaster and TRAG

Last updated on July 2014

NORCO COLLEGE

Website Content Update Process

CONTENT DEVELOPMENT

CONTENT DESIGNEE(S) develop content and get approval from **CONTENT OWNER(S)** before submission for posting.

HOMEPAGE BANNER/ARTICLE FEATURES

VICE PRESIDENT OF ACADEMIC AFFAIRS
Provides Oversight of Web Content and Development

DISTRICT WEB SERVICES
Server-related issues and updates

PRESS RELEASES AND DISTRICT ANNOUNCMENTS

DISTRICT PUBLIC INFORMATION OFFICER
Public Relations Support and District Liaison

INSTRUCTIONAL TECHNOLOGY SPECIALIST
Publishes Content to Production Server (live)

DEPARTMENT CONTENT

WEBSITE ADIVSORY GROUP
Provides End-User Feedback

TECHNOLOGY COMMITTEE
Receives Website Updates

Riverside City College Web Flow Chart

Dr. Waldo-Ab Isaac
Interim President,
Riverside City College

Henry Bravo
Instructional Media Center Manager

Tony Rizo
Multi-Media Graphic Artist

Leon Pan
Library Network
Multimedia Integration Specialist

Department Web Designees
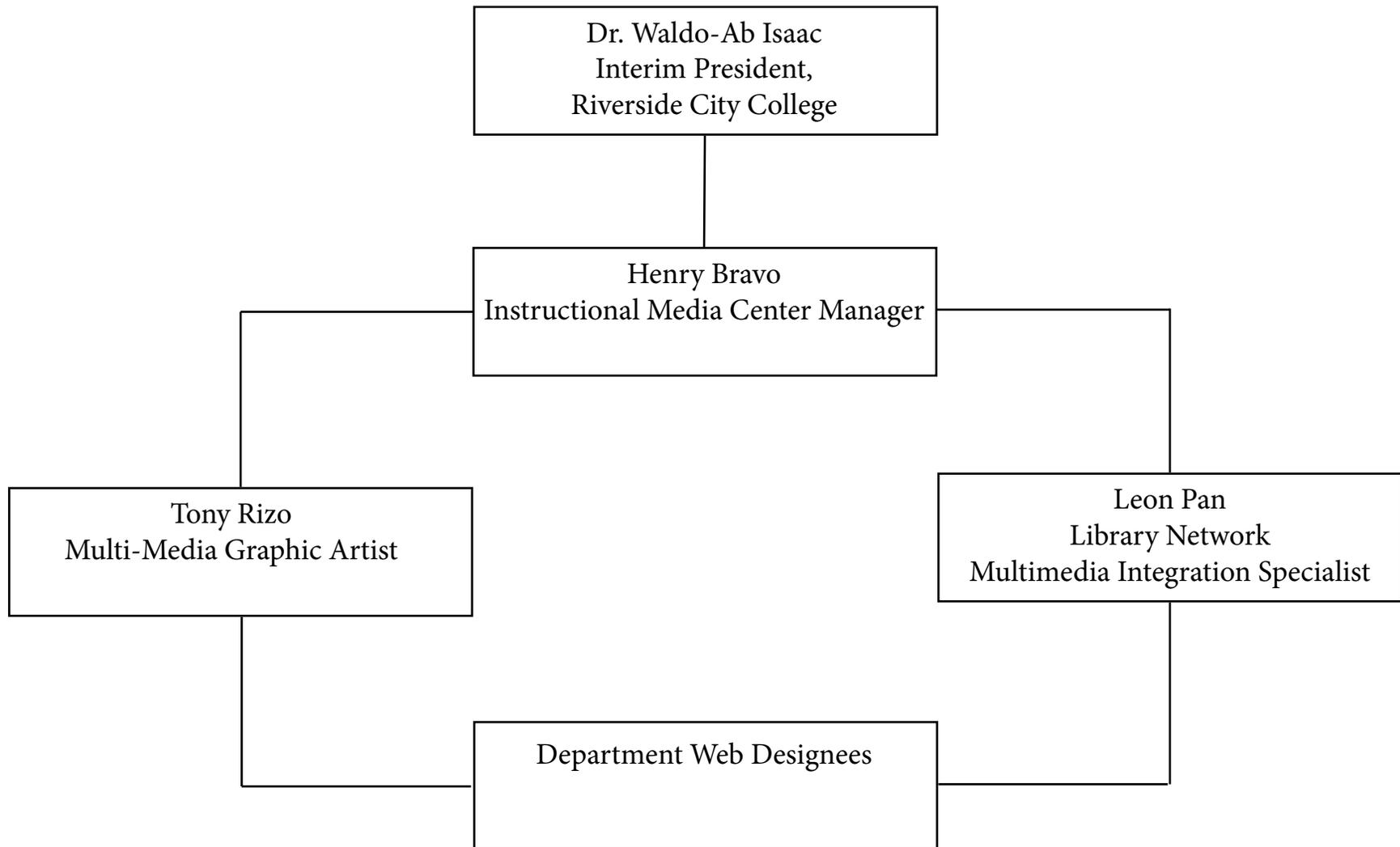
Web Consistency
The following guidelines acknowledge the importance of the web for open communication and scholarly activity, while also recognizing that users have the responsibility to use these resources in an efficient, ethical, and legal manner. District and college website content should present a clear image of academic programs, services, and general information; therefore, official web pages must undergo the same professional scrutiny and careful preparation given to any other official publication.

The web content managers are responsible for the content of published pages and are expected to abide by the highest standards of quality and responsibility. These guidelines are to assist web content managers in maintaining and developing professional and consistent pages. A Web Policy and Procedure Committee is in place to assist and guide the District and colleges' web presence.

Roles and Responsibilities of the Web Policy and Procedure Committee
The Web Policy and Procedure Committee serves as an active participant for web development and is responsible for:

- Developing and enforcing web guidelines, policies, and procedures
- Working with web managers to ensure that websites and pages comply with appropriate policies, branding and standards as well as applicable legal requirements
- Facilitating website change review procedures

Web Managers Responsibilities

- Ensuring a consistent look and feel throughout the website
- Ensuring consistent navigation throughout the website
- Overseeing content designee(s) (in order to properly maintain department web pages and social media sites)
- Overseeing cross-departmental changes to the website
- Granting access to web designees for their department sites
- Communicating with the District Web Committee to ensure guidelines are adhered to

The Role of the Department Web Content Managers
- Working with content designee(s) within their areas of responsibility
- Approving/publishing content from their designee for posting
- Enforcing the guidelines, policies, and procedures set forth in this document

The Role of Content Designee(s)

- Ensuring web content has department manager's approval
- Gaining Department Web Content Manager's approval for posting
- Adding content on web pages for their department
- Ensuring information is accurate (reviews content on a weekly basis)
- Maintaining content on department web pages
- Managing department photo release filings
- Consulting with the assigned web manager or college web team for any technical issues or questions
- Adhering to guidelines, policies, and procedures set forth in this document

Copyrighted Material Requirement

Intellectual property and copyrighted material are prohibited on RCCD websites without approval of the originator or copyright holder. However, when using or duplicating information from the private sector under "fair use" provisions as part of an information resource, product, or service, the District/colleges must ensure that the property rights of the private sector source are adequately protected. These protections apply to any material posted to public websites, such as stories, documents, graphics, or audio files. Department managers must review content to determine if material is subject to copyright laws. A copyright is a law that gives the owner of a written document, musical composition, book, picture, or other creative work, the right to decide what other people can do with it. A work can only be used, reprinted or posted online if the owner of the copyright gives permission. **Departments that receive permission to use copyrighted material are required to securely file the notice and be able to produce confirmation when requested by District or College staff.** Department managers should review the relevant laws and regulations to ensure that their website meets the full range of requirements.

If Department managers have questions or concerns, they should contact the District's legal counsel office at (951) 222-8001 or by email: ruth.adams@rccd.edu.

Section 508 Accessibility Statement
RCCD seeks to make programs and services, including electronic and information technology, accessible to people with disabilities. In accordance with the provisions of Sections 504 and 508 of the Rehabilitation Act and the Americans with Disabilities Act, the District provides students, faculty, staff, and community members with reasonable accommodations to ensure equal access to the programs and activities of the District. Individuals with disabilities should contact their respective College's disabled student program for assistance.

Students, employees or members of the public having difficulty accessing a web page, should be directed to the respective College Webmaster by e-mail at:

Moreno Valley College – webmaster@mvc.edu
Norco College – webmaster@norcocollege.edu
Riverside City College – webmaster@rcc.edu
and be directed to include contact information:

- Name
- Telephone number
- Email address
- Technical information regarding operating system (PC, Macintosh, Linux, etc.), browser version, and any adaptive software used address of website (URL) in question and describe the problem in accessing the page.

Individuals with disabilities may also contact colleges via US mail, telephone or TDD:
Riverside (951) 222-8060 (951) 222-8061 TDD
Norco (951) 372-7070 Voice and TDD
Moreno Valley (951) 571-6138 (951) 571-6140 TDD

Web Design Note: *Users with disabilities may not be able to see, hear, or process some types of information; may have difficulty reading or understanding text; or may not be able to use a keyboard or mouse. Various estimates put the percentage of website visitors who have some type of disability at 10 to*

30 percent. Please keep that in mind when designing and building your information.

Style Guide for:
Addresses: ### with Ave., St., or Blvd. may also be spelled out.
Phone numbers should be shown in standard format: (xxx) xxx-xxxx

Forms and Documents
Forms and documents placed on the District or college websites must include the respective entity's logo/seal. (Please reference the appropriate Style Guide. If it is a revised file, the document must be time stamped and indicate that this is the latest version of the document. Time stamp must be located bottom left or right, i.e., updated 6/1/2014.)

All forms hosted on the District and college websites are to be formatted as Acrobat PDFs. There will be some exceptions to this rule; for instance Institutional Research is required to post Excel spreadsheets. However, when possible, .pdf files are the preferred method. **PDF files should be no larger than 1MB for downloading purposes.**

Fonts
Below is the approved font and point size for the District and college websites. There shall be no variation of fonts or point sizes unless approved by the respective Web Manager at the college or District level.

District: 14 pt. Arial
Moreno Valley College: 12 pt. Arial
Norco College: 14 pt. Arial
Riverside City College: 14 pt. Arial

District Colors:
Text = Black
Page Background: White
Heading 1 = R0G37B123 or HEX #00257b 24px/2em Arial
Heading 2 = RGB R0G37B123 22px/1.5em Arial
Heading 3 = RGB R0G37B123 13.5px/1.17em Arial
Heading 4 = 12px/1em Arial
Heading 5 = 10px/.83em Arial
Normal = paragraph text

Moreno Valley College Colors:
Text = Black
Page Background: White
Heading 1 = RGB R0G114B125 or HEX #00727d
Heading 2 = RGB R0G114B125, font: Century Schoolbook; font-size: 20px;
Heading 3 = RGB R0G114B125, font-size:1.5em; font-family: Georgia, Times New Roman serif
Heading 3 = RGB R0G114B125
Heading 4 = Font Color
Heading 5 = Font Color
Teal Color: #00727d
Font color for text in paragraphs: #686868
Font family: Arial, Tahoma, Helvetica, Sans-Serif
Font size: 12 pt
Use of Headings (Hx) tags:
H3 used at the beginning of every page (i.e., title)
H2 used on all subtitles and at the beginning of every paragraph
H1, H4, H5, H6 are used rarely

Norco College Colors:
Text = Black
Page Background: White
Heading 1 = RGB R135G36B52 or HEX #872434
Heading 2 = RGB R135G36B52
Heading 3 = RGB R135G36B52
Heading 4 = Font Color
Heading 5 = Font Color
Page Title and H3
color: #990033
Font family: Georgia, Times New Roman serif
Font size: 2em
Font weight: bold; H2
Font size: 18px; color: #990033
Font family: Arial, Tahoma, Helvetica, Sans-Serif
Font weight: bold

Riverside City College Colors:
Text = Black
Page Background: Gray or White
Heading 1 = RGB R255G90B0 or HEX #ff5a00 24px/2em Arial, Helvetica, Sans-Serif
Heading 2 = RGB R255G90B0 22px/1.5em Arial, Helvetica, Sans-Serif
Heading 3 = RGB R255G90B0 13.5px/1.17em Arial, Helvetica, Sans-Serif
Heading 4 = Font Color 12 px/1em Arial, Helvetica, Sans-Serif
Heading 5 = Font Color 10 px/.83em Arial, Helvetica, Sans-Serif

Link Color:
District: Standard Blue
Moreno Valley College: Standard Blue or College Teal (refer to RGB values above)
Norco College: Standard Blue or College Burgundy (refer to RGB values above)
Riverside City College: Standard Blue

Text

Break text into short paragraphs, no longer than five sentences per paragraph preferred.

Use headers or section dividers to help people get to the sections they want quickly. Allow white space on your pages. White space provides eye relief, makes items easier to find, and creates a more attractive page. Put your most important information at the top of your page. *(Note: this is an example of a short paragraph.)*

Navigation of Pages

Global Navigation

These links depict the architecture of the site. The purpose is to help the end user navigate within the website. These links are locked down and only the administrators have the ability to make changes.

Page Navigation

Are links that can change within the submenu bars (side of the website)

Department Links

These links help the end user navigate within a department's site. The Web Designees have the ability to add links to their respective department.

Department and global links should be consistent with style guidelines.
District Style Guide -
http://rccd.edu/administration/strategiccomm/Documents/District%20Style%20Guide.pdf

Moreno Valley College Style Guide -
http://rccd.edu/administration/strategiccomm/Documents/Mo%20Val%20Style%20Guide%20w%20mayo.pdf

Norco College Style Guide -
http://rccd.edu/administration/strategiccomm/Documents/Norco%20Style%20Guide.pdf

Riverside City College Style Guide -
http://rccd.edu/administration/strategiccomm/Documents/Riverside%20Style%20Guide.pdf

All global and department links should be in lower case.

> Correct: About College
> Incorrect: ABOUT COLLEGE

Italics

Do not use italics for headers, sub-headers, links, or captions. In rare cases, italics may be used to add emphasis to a word within a narrative.

Page Headers

Page headers (not to be confused with the "page title" that appears in the blue bar at the top of the screen) are extremely important features of web pages. They should communicate - at a glance - the subject of the page. They also will serve as the text for any links to that page. So choose the wording of your page headers carefully.

Page headers should be:

- No more than three to five words and should fit on one line
- Use words the targeted audience will understand

Index Page

The landing page of a department or index page should be short and to the point (no more than two screens). For the most part, you should use it to highlight current or important news or information and to help people get to other parts of the section.

Page Length

Home, department, and top-level pages should be concise so all content can be viewed with minimal scrolling. Document level pages may be longer, but avoid excessive or unnecessary information.

Topics

Topics should be chosen carefully, with consideration given to the target audience. When possible, choose words that are - or could be - common across educational websites. Words used to describe topics need to be easily understood by the audience and should not be ambiguous.

Topics for each major component of the websites - whether college pages, District pages, or organization/club pages - should be carried through the entire section.

Generally, each section should have no more than 6-10 topics. To the extent possible, all topics should show in the first screen. Topic titles should be short and punchy - normally no more than four words. Topic titles should fit on one line, if possible.

District/college sites should use the same wording for common topics (e.g., "About Us").

Normally, a section should be no more than four layers deep. This means you need to carefully consider how you aggregate information into topics and subtopics. Your audience will appreciate your efforts.

Content Boxes

Use content boxes to guide users to related links, to highlight important information, or to provide additional facts. Verbiage should be limited to two to four words; two is preferred. Program offices may request customized boxes for their front pages. Customized boxes should contain content that changes infrequently.

Anchor Tags Or Jump To Command

In some cases, anchor tags, which allow the user to jump farther down the page, can be a good design practice. However, remember that if someone hits print, they'll print the whole page not just the section they jumped to. A better practice is to create a series of related web pages. This may be easier for the user to handle and enable a user to print out specific pieces of content instead of a large volume of information that they do not want or need.

Blank Targets

When allowing a web viewer to maneuver away from a District or college website through external links, separate windows should be utilized. Doing so allows users to still view District and college content material and pages. This practice should also be implemented when the user launches a pdf document or a web form or other material, which otherwise would close out the session.

Highlighting Items and Links

Colleges control their highlighting techniques, however, use of icon highlighting needs to be tasteful in size and color. Also colored links need to match the approved color-branding list, which can be found in the Style Guide or further down in this document.

Tables

- Tables are useful to create concise layouts and to create multi-column lists efficiently.
- Tables should be used to display tabular data and lists in an organized manner.
- Define tables with headings and with column and row labels to facilitate navigation for people with disabilities.
- Do not use borders on tables since borders may display differently in different browsers and platforms.
- When possible, use the approved background colors to enhance readability.
- Do not use tables to isolate or highlight text on a page. Use content boxes and other template features to highlight important content.

File Names

- Should not be all caps.
- All web page files should have short, meaningful names.
- Long titles should be abbreviated.
- Known acronyms can be utilized in the name.
- When selecting a name, consider how the name may be perceived. People do look at URLs and may misinterpret the meaning or intent of a file name.
- All file and folder names should be alphanumeric.
- Spaces cannot be used in a name, and you should not use underscore as it is difficult to see underscored words when they appear as a link in an email or print.

Case

To avoid any confusion or problems, all file names and folder names should be in lower case.

    Correct: morereleases.cfm or .aspx
    Incorrect: MoreReleases.CFM or .ASPX

Updating/Replacing Files

When a document file or image file is to be updated or replaced by changing the name, you must expire or delete the original document to make sure users aren't accessing obsolete content.

File Name Extensions

Web pages created as a template must use an .aspx extension - Microsoft, or .cfm (Coldfusion) extension.

Folder Names

Use clear and concise names to label the folders in which the web page files are stored.

    Correct: volunteering
    Incorrect: federalvolunteerprograms

Naming Your First Page

The first page or front page of your department site should be named index.cfm or index.aspx.

File Types
RCCD strives to make its website accessible to the broadest possible audience; thus, only common web formats should be used on District and college websites. Acceptable formats include .jpg, .gif, .pdf, .png, and .txt. Any file type specified for the Internet or any file types supported by standard desktop software are acceptable.

PowerPoint Files
PowerPoint files should not be used. You may consider using a PowerPoint if you want to allow the audience to download it and use it for their own presentations. But even then, consider your audience carefully. PowerPoint files have a number of issues: it is very difficult to ensure that they are accessible, they use proprietary software, and they tend to be very large for downloading. The accessibility issues are compelling. The free PowerPoint reader is not accessible, so if the visitor does not have PowerPoint software on his/her computer, he/she will not be able to use the file. If you do post PowerPoint files, you must make them compliant with 508 requirements. That means they must have alt tags on every page, providing both the text and description of the images. Another factor to consider is that PowerPoint presentations normally are used with a presenter in the room to explain the bullets and charts. When people look at a PowerPoint presentation on the web, they don't have the benefit of a live person giving them the context and meaning of the bullets on the presentation. **Therefore, a PowerPoint file should be converted to a .pdf file before posting.**

Using a Different File Type
If you want to use a file type that is not specified here, contact the District or College Webmaster.

Audio and Video Files

All multimedia files must be captioned. Media files are streamed from dedicated media servers, not downloaded from the Internet or web servers themselves.

Virus Protection
All executable files (for example, .exe, .bat or .com extensions) must be scanned for viruses using the most recent version of RCCD standard virus-scanning software before being posted to the website.

Page Length
Page length should be short and to the point (no more than two screens). For the most part, you should use it to highlight current or important developments and to help people get to other parts of the section.

Internet: For the portal, do not load files greater than 1 MB. Consult with the Office of Strategic Communications and Relations for exceptions.

Intranet: For Intranet pages, do not exceed a total page weight - including images, scripts, linked and included files, and dynamic content - of 200 KB.

Redirects
When you convert an old web page file (from .html to.aspx), move an existing web page file to another address, or delete a file, you may be creating a broken link in the website. Please check for broken or problematic links before uploading.

Create the redirect page. As a safeguard against potentially broken links, a copy of the web page file that

you need to convert, move or delete remains in production in its current location. However, the code of the file is replaced with a forward script that redirects the user to the new web page (when converting), the new location (when moving) or another web page (when deleting). By creating these redirects with the forward script, you send the users to the appropriate page/location and provide them the opportunity to update their respective bookmarks and links. As a rule, a redirect page should be deleted when it has been up for six months.

Aliases

Shortened URLs can be very useful when you want to market a particular page on the website. The alias should be shorter, punchier, and easier to remember than the long URL.

Intercepts (a notice that user is being directed away from the college site)

You must include an intercept to meet legal and regulatory requirements.

- When linking to non-educational websites.
- When linking to an email form or mailto link.
- When the intercept inserts an intermediate page that provides information.
- You do NOT use an intercept when linking to a website with an .edu domain.

Defining a Link

Words that are underlined, leading to a link, should describe what the user would find at the linked page. Software that reads the link to a person with visual problems literally reads the words that are underlined.

> Correct: Visit our listings of available classes
> Incorrect: Click here (being the linked text) for listing of available classes

Listing Links

Lists of links should appear in sentence case (first letter of first word capitalized and no other capitalization except for proper nouns, acronyms, abbreviations).

> Correct: Visit our listings of available classes
> Incorrect: Visit Our Listings Of Available Classes

When using a list of links, list them in alphabetical order unless:

- Links intentionally follow chronological order or
- Links intentionally lead the user through a logical sequence.

Case

Links are case sensitive; so are folders, file names and extensions. Therefore, use lower case when creating new document folders and site names.

Testing Links

It is extremely important to test all links on a web page to ensure that the URL is current and that the information in the linked page loads in a reasonable amount of time.

Links to Commercial Sites
You may link to a commercial for-profit web page or website if it is clear that the primary purpose of the page or site is to provide free information or services. As a rule, links may not promote specific for-profit products or services.

Photo and Graphics Rules
Be judicious in the use of photos and graphics. Remember that we want to keep the weight of each page to a minimum so that people using slow connections can access the website. Be sure to follow the guidance on total page weight. Make sure photos and graphics add value to the content. Every image and graphic should have a reason to be on the page. Keep graphics simple. Make sure photos are sized correctly and converted to 72 dpi.

Photo Usage and Release
It is important that departments understand the importance of when a photo release is required. Web managers must ask themselves two important questions: 1) How is the image being used? 2) Is the person in the image identifiable?

If the image is being used for editorial purposes (disseminating information), no release is necessary (though nice to have). If the image is being used for advertising, promotion, trade or commercial use, a photo release is required.

RCCD Photo Release Form
http://intranet.rccd.net/departments/administrative/district/PAIA/Documents/PhotoVideoReleaseForm.pdf

Here's Stanford's primer on the subject:
http://fairuse.stanford.edu/overview/releases/when/#commercial_uses

And the American Society of Media Photographers:

https://asmp.org/tutorials/property-and-model-releases.html#.U1B5JVf7Qct

The Website Brand

To ensure that District and college websites are easily recognizable, each has a standard brand that is to be used. The brand must be carried out throughout the website on each page. As a rule, no other branding should appear on District and college websites with the exception of icons or logos established by the Strategic Communications and Relations Office to promote specific initiatives or efforts. At the same time, it is okay to use logos of programs offered by the college (i.e., TRiO). Refer to your College's Identity Standards page in the Style Guide for more information.

Image and Graphic Types
The two primary image formats used are .gif (Graphic Interchange Format) and .jpg (Joint Photographic Experts Group). For best results save all drawings and graphs in the .gif format, and save all photographs in the .jpg format. Any images or graphics that were created in another format (e.g., .tif) must be converted to either .gif or .jpg prior to posting on a web page. Note that when you convert an image or graphic, certain aspects such as color or fonts may be affected.

Other forms of image and graphics files may be acceptable as long as they work with web browsers. Before you use another format, however, you should check with the Strategic Communications and Relations Office.

If you are creating images or graphics that will be posted on the website for the audience to download

and use in print publications, then use the .tif format. These images should be saved at a minimum of 300dpi. Note: .tif formatted files will not display on web page. You should link to the file using the <a href> tag so the user can download the file.

Image and Graphic Specifications
If you are offered different "save" options for the .gif format, save the graphics as 89a Non-Interlaced .gif files. If you are offered compression options for the .jpg format, experiment with different compression levels to determine the best balance between image quality and file size. The quality of a .jpg image degrades every time the image is edited and saved. If you need to edit an image, you should always go back to the original source file, edit it, and then save it as a separate .jpg file.

Thumbnails
When it is advantageous to put more than one photo on a page, use a thumbnail version of the photo in order to keep the page size within reason.

Colors
Images and graphics should use at least 256 colors and a color depth equal to or greater than 8 bits.

Banner Ad Sizes
District: 705x365
Moreno Valley College: 694x192
Norco College: 705x365
Riverside City College: 560x288

Pop-Up Banner
District: 662x67

Sub Banner
District: 152x102
Moreno Valley College: 172x91
Norco College: 200x70
Riverside City College: 180x90

Film Strips
District: 450w and 90h
Norco College: 450w and 90h
Moreno Valley: 450x and 90h
Riverside City College: 450w and 90h

Photo Sizes

Remember that all images and graphics should be designed to work within at least the 640x480 monitor resolution.

Cropping

Minimize any extraneous background space in an image by cropping the image. This will help focus attention on the subject of the photo and reduce the overall size of the image.

Borders
Photographs and some graphics (e.g., street maps) should have a 1-pixel border (border="1"), with the default (i.e., undefined) border color. Graphics, such as logos, icons, and graphical text, should not have a border (border="0"). There are default borders built in within the SharePoint templates.

Height and Width
The height and width of all images and graphics should be indicated (e.g., height="133" width="200"). Note that the height and width must be the exact height and width of the image or graphic. If you use different values in an attempt to force an image or graphic into a desired space, you will distort the image or graphic.

Vertical Space and Horizontal Space
Vertical space (Vspace) and horizontal space (Hspace) is the space around an image or graphic on a web page. The preferred Vspace and Hspace is 0.

Text Labels
Every image or graphic must have a text box or text label (the <alt> tag). This text label describes the picture or graphic to people using a text-based browser and people with disabilities using a text reader. The text label must describe the photo or image for those who cannot see it.

Posting Rights
Posting authorization rests with the department chair or administrator in most cases. As a publicly funded institution, under the California Fair Political Practices Act, political advocacy and content is not permitted on college or district department/offices web pages, which are considered a district resource. The Office of Strategic Communications and Relations must approve postings of a policy nature in advance.

Obsolete Information
Web content must be reviewed at least quarterly to ensure that it is current and accurate. Files that are obsolete should be evaluated to determine if they should be removed from the server.

As a rule, you should maintain a copy of the file, in case it is requested under the Freedom of Information Act or in a legal action. **Remember that as long as a file exists on the production server, an outside search engine can find it**.

Tips for Content Development and Design
Provide a text equivalent for every non-text element (e.g., via "alt", longdesc, or in element content). This includes: images, graphical representations of text (including symbols), image map regions, animations (e.g., animated GIFs), applets and programmatic objects, ascii art, frames, scripts, and images used as list bullets, spacers, graphical buttons, sounds (played with or without user interaction), stand-alone audio files, audio tracks of videos, and videos.

Ensure that foreground and background color combinations provide sufficient contrast when viewed by someone having color deficits or when viewed on a black-and-white screen. When an appropriate markup language exists, use markup rather than images to convey information. Create documents that validate to published formal grammars. Use style sheets to control layout and presentation.

Ensure that all information conveyed with color is also available without color; for example, from context or markup.

Clearly identify changes in the natural language of a document's text and any text equivalents (e.g., captions).

Organize documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document.

Ensure that equivalents for dynamic content are updated when the dynamic content changes.

Until user agents allow users to control flickering, avoid causing the screen to flicker.

Use the clearest and simplest language appropriate for a site's content.

Provide redundant text links for each active region of a server-side image map.

Provide client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape.

Use relative rather than absolute units in markup language attribute values and style sheet property values. Use header elements to convey document structure and use them according to specifications.

Markup lists and list items properly.

Markup quotations. Do not use quotation markup for formatting effects such as indentation.

Ensure that dynamic content is accessible or provide an alternative presentation or page.

Until user agents allow users to control blinking, avoid causing content to blink (i.e., change presentation at a regular rate, such as turning on and off).

Until user agents provide the ability to stop the refresh, do not create periodically auto-refreshing pages.

Until user agents provide the ability to stop auto-redirect, do not use markup to redirect pages automatically. Instead, configure the server to perform redirects.

Until user agents allow users to turn off spawned windows, do not cause pop-ups or other windows to appear, and do not change the current window without informing the user.

Use W3C technologies when they are available and appropriate for a task and use the latest versions when supported.

Avoid deprecated features of W3C technologies.

Divide large blocks of information into more manageable groups where natural and appropriate.

Clearly identify the target of each link.

Provide metadata to add semantic information to pages and sites.

Provide information about the general layout of a site (e.g., a site map or table of contents).

Use navigation mechanisms in a consistent manner.

If You Use Tables
Sharepoint has a built-in mechanism for creating tables; however, if you are building data tables, please identify row and column headers and for tables that have two or more logical levels of row or column headers, use markup to associate data cells and header cells. Do not use tables for layout unless the table makes sense when linearized. Otherwise, if the table does not make sense, provide an alternative equivalent (which may be a linearized version). If a table is used for layout, do not use any structural markup for the purpose of visual formatting. Also there should be no color added to tables.

If You Use Frames
Title each frame to facilitate frame identification and navigation for ease of use. Describe the purpose of frames and how frames relate to each other if it is not obvious by frame titles alone.

If You Use Applets and Scripts
Ensure pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page.

For scripts and applets, ensure that event handlers are input device-independent.

Until user agents allow users to freeze moving content, avoid movement in pages.

Make programmatic elements such as scripts and applets directly accessible or compatible with assistive technologies.

Ensure that any element that has its own interface can be operated in a device-independent manner.

For scripts, specify logical event handlers rather than device-dependent event handlers.

If You Use Multimedia
Until user agents can automatically read aloud the text equivalent of a visual track, provide an auditory description of the important information of the visual track of a multimedia presentation.

For any time-based multimedia presentation (e.g., a movie or animation), synchronize equivalent alternatives (e.g., captions or auditory descriptions of the visual track) with the presentation.

If You Use Forms
Until user agents support explicit associations between labels and form controls, for all form controls with implicitly associated labels, ensure that the label is properly positioned.

Associate labels explicitly with their controls.

If All Else Fails
If, after best efforts, you cannot create an accessible page, provide a link to an alternative page that uses W3C technologies, is accessible, has equivalent information (or functionality), and is updated as often as the inaccessible (original) page.

Checkpoints

Specify the expansion of each abbreviation or acronym in a document where it first occurs.

> Correct: The Riverside Community College District (RCCD) is …
> Incorrect: RCCD is …

Identify the primary natural language of a document.

Create a logical tab order through links, form controls, and objects.

Provide keyboard shortcuts to important links (including those in client-side image maps), form controls, and groups of form controls.

Until user agents (including assistive technologies) render adjacent links distinctly, include non-link, printable characters (surrounded by spaces) between adjacent links.

Provide information so that users may receive documents according to their preferences (e.g., language, content type, etc.)

Provide navigation bars to highlight and give access to the navigation mechanism.

Group related links, identify the group (for user agents), and, until user agents do so, provide a way to bypass the group.

If search functions are provided, enable different types of searches for different skill levels and preferences.

Place distinguishing information at the beginning of headings, paragraphs, lists, etc.

Provide information about document collections (i.e., documents consisting of multiple pages).

Provide a means to skip over multi-line ASCII art.

Supplement text with graphic or auditory presentations where they will facilitate comprehension of the page.

Create a style of presentation that is consistent across pages.

If You Use Images and Image Maps

Until user agents render text equivalents for client-side image map links, provide redundant text links for each active region of a client-side image map.

Standard Non-Web Page Formats for Websites

In order to ensure that websites remain accessible, RCCD has established standard formats for all non-web page files.

The standard formats are:

Format	Non-Web Function/Type	File Extension
Adobe Acrobat Portable Document	Printing	PDF
Adobe Flash	Animated or interactive graphics	SWF
Microsoft Excel	Spreadsheet	XLS and XLSX
Microsoft PowerPoint	Presentation	PPT and PPTX
Microsoft Word	Word Processing	DOC and DOCX
Windows Media Video	Video	WMV
Windows Media Audio, or Moving Picture Experts Group (MPEG) Audio Layer 3	Audio	WMA, MP3