

EL CAMINO COLLEGE WEB SITE GUIDE



El Camino College Web Site

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Overview

The El Camino College Web Site is published by the Public Relations and Marketing Department. This department is responsible for the design and content of the Web Site, as well as maintaining and publishing updates to the Web Site. Information Technology Services oversees the internal portal- *MyECC* and everything related to it such as checking grades, paying for classes and posting committee minutes. Public Relations and Marketing handles the public Web Site at www.elcamino.edu.

Our goal for the El Camino College Web Site is to maintain our college's presence in the web community in order to attract new students to our college and to provide students with the services needed to start their college career or to maintain their current education plan. The Web Site is also a resource for the community, faculty and staff, and should demonstrate our high-tech capabilities and academic excellence while taking care to accommodate users with lower-end equipment and person with disabilities.

Requests for a presence on El Camino College's Web Site must be submitted to the Publications Supervisor and are subject to approval by the Public Relations & Marketing Department. Requests will be accepted only from campus departments and official student groups. Upon submitting your request you must determine who in your department will be responsible for maintaining the site once it is created, and making sure they have OmniUpdate training.

Responsibilities of the Web Developer, Public Relations & Marketing Department and other college departments

Web Developer

Under the direction of the Publications Supervisor, the Web Developer manages the content, implementation, maintenance, improvement and support of the El Camino College District's World Wide Web site. The Web Developer is responsible for the day-to-day maintenance and operation of the official District's website and assures that all Web pages comply with appropriate policies, guidelines and standards. The Web Developer periodically reviews the entire El Camino College Web Site for date-related material. The Web Developer also coordinates Web functions, monitors web activities, incorporates new technologies into the Web Site and enhances existing Web pages.

Public Relations & Marketing

The Public Relations & Marketing Department has the ultimate responsibility and authority regarding the appropriateness of all content on the web. The Public Relations and Marketing Department is charged with ensuring that the integrity of El Camino College's image and brand identity are preserved throughout the entire Web Site; and holds responsibility for review relative to legal requirements such as 508 Compliance and copyright laws.

Departments

The individual departments, whose programs and services are represented on the web, have the ultimate responsibility for the accuracy of information specific to that department. When working on existing pages, please keep in mind that your department director or division dean must approve all content prior to making any final changes.

All Web Sites must be hosted by El Camino College

Official web pages are considered El Camino College-sponsored communications. Therefore, it is important that official web pages appropriately represent the college's mission and commitment to excellence. The Public Relations & Marketing Department has developed and maintains standards and review procedures for official El Camino College and Compton Center Web Sites/pages.

All El Camino College and Compton Center web pages must adhere to the policy as outlined here. Any third-party contracted to design El Camino College or Compton Center web pages must be approved by the Public Relations and Marketing Department and comply with these policies before the web pages are hosted on the El Camino College or Compton Center servers. Please contact the Publications Supervisor should you require assistance regarding the web policy at hparnock@elcamino.edu.

Official El Camino College and Compton Center web pages shall not be hosted on external servers to El Camino College for the purpose of protecting the integrity of El Camino College's image and brand identity, as well as for security reasons. All links and content on El Camino College web pages are subject to review by the Public Relations & Marketing Department.

Who to Contact For Assistance and/or More Information

Please contact the **Web Developer**, webdeveloper@elcamino.edu if you have any questions or suggestions regarding the El Camino College General Web Page Guidelines.

Public Relations & Marketing Department should be contacted for new page requests.

Ann Garten, Community Relations Director, x3406, agarten@elcamino.edu

Heather Parnock, Publications Supervisor, x6518, hparnock@elcamino.edu

LaTonya Motley, **Staff Development** office, x6452 is available to answer questions about the Omni program after a faculty or staff member has attended the Omni training.

For more information regarding the **OU Campus system**, please visit the OmniUpdate Help Pages at http://help.omniupdate.com/ox/standard/_home.html

Web Site disclaimer

A link to the following disclaimer, from each department/program main web page must be present.

El Camino College provides the information herein as a public service, with the understanding that El Camino College strives to achieve the highest standards in content accuracy on our Web Site. El Camino College makes no warranties, either expressed or implied, concerning the accuracy, completeness, reliability, or suitability of the information and expressly disclaims liability for errors and omissions in the contents of this Web Site. Errors or omissions should be reported to the Web Developer, e-mail: webdeveloper@elcamino.edu. Visitors to our Web pages might see links to Internet resources outside of the El Camino College Web Site: all are provided solely for the convenience of our Web Site visitors. By providing such links, El Camino College should not be considered as endorsing any or all outside sites linked from our main site. When a visitor links to another site that is not an official El Camino College Web Site, the user is no longer on the El Camino College Web Site and thus, El Camino College disclaims any responsibility or liability for the services or information. At all times, El Camino College makes every effort to accurately present programs and policies to the public. Those responsible for preparation of the catalog, the class schedule and all other public announcements make every effort to ensure that the information presented is current and correct. However, El Camino College reserves the right to add, amend, or repeal any and all rules, regulations, policies and procedures at any time. El Camino College assumes no responsibility for program changes or publication errors beyond its control.

Required Information

• *Standard Graphical Header*

Academic departments and divisions are responsible for developing their own official El Camino College Web pages using the graphics, style guidelines, templates and standards provided by the Public Relations & Marketing department. El Camino College and Compton Center Web Site templates are specifically provided for this purpose. Templates may include a graphic header, background, navigation, font style, color, or size. Any department or division that wishes to modify the provided templates in any significant way for its official site must obtain consent from the Director of Community Relations prior to the start of the project; and must obtain approval from the director before the new site is launched.

Templates are provided by the Web Developer. If you have a unique style requirement, the Web Developer will work with you to create an appropriate template. All colors, fonts, and layout designs are chosen by the Public Relations & Marketing Department. Every page needs to be designed using the El Camino College or Compton Center Web site templates.

• *Logos and College Names*

Each El Camino College Web page must include the **college logo**.

The El Camino College Compton Center logo includes “El Camino College” in the verbiage, therefore it is not necessary to use the official El Camino College logo when using the Compton Center logo on the Web or in publications.

You may access the logos via the Portal, click on the Forms tab. If you have specific size or color requirements please contact the Web Developer at webdeveloper@elcamino.edu.

It is important to use the correct name when referring to **El Camino College**. Following are appropriate uses of the college name:

- El Camino College: Use when referring to the college.
- El Camino Community College District: Use when referring to the District, such as the Board of Trustees and legal documents.
- DO NOT EVER USE: El Camino Community College

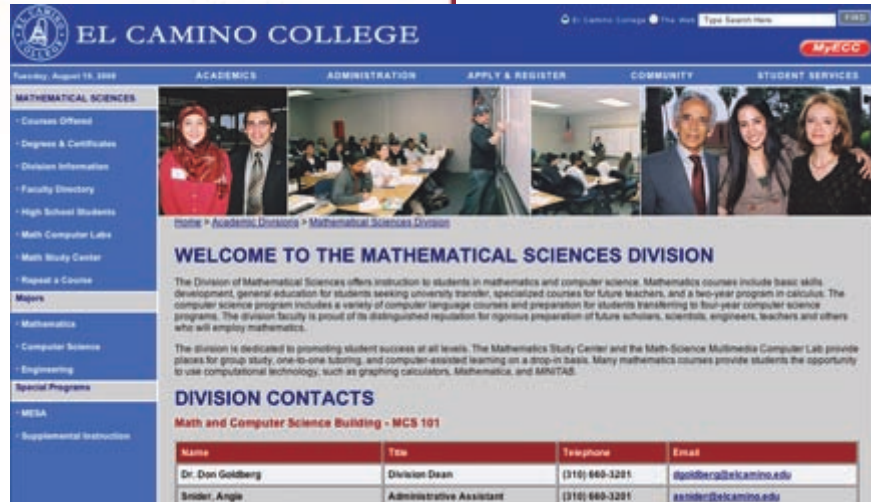
NOTE: If you are unsure, check with the Public Relations & Marketing Department.

El Camino College Compton Center is the newest center added to the college. For publications and marketing purposes, it is known simply as El Camino College Compton Center, or Compton Center on second reference.

Names for Centers

El Camino College has four centers: El Camino College Compton Center, El Camino College Business Training Center, El Camino College Fire Academy and El Camino College Inglewood Center. Please use the full name of each center in the headlines and on first reference. On second reference, you may use the more familiar name; for example, El Camino College Compton Center can be referred to as Compton Center on second reference.

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• *Academic Division Web Pages: Left Side Menu Standards*

The items below marked with an asterisk must be included in your department links; any other items are optional.

Department Name

* Courses Offered

* Degree Requirements

* Faculty/Staff Directory (link - ideas: faculty photo, name, title, e-mail, phone number, bio, etc...)

Calendar of Events (link to the new online calendar for individual division/department)

Forms links to campus forms that need to be collected in a database

Contact Information for the department/program should be listed on the homepage.

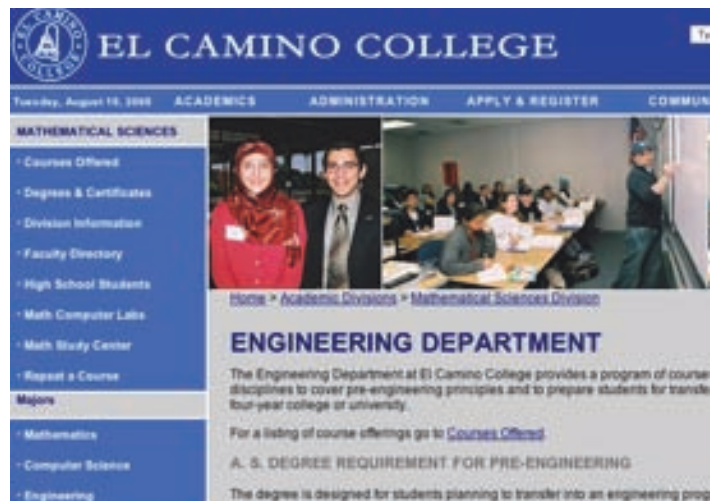
• *General Department/Program Web Pages: Left Side Menu Standards*

1. Calendar of Events (link to the new online calendar for individual division/department)

2. Contact Information (should be listed on main home page)

3. Forms (link - online forms project begins in phase 3)

4. Staff Directory (link - ideas: faculty photo, name, title, email, phone number, bio, etc...)



• *Equal Opportunity Statement*

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability or retaliation.

• *Web Accessibility (508 Compliance)*

All PDF documents created by departments must have the accessibility tags added to each document prior to uploading these files to the Web Sites. This is a built-in feature if you create the document in Word and then save it as a PDF. If you need assistance on how to do this, please email the Web Developer at webdeveloper@elcamino.edu. In addition, all images placed on ECC Web pages need the ALT tags, this feature is used in OMNI when inserting images. By filling this field in the screen, readers are able to identify what the image is.

What not to use or include

Any pages found violating any of the following items are, through the Web monitoring process, subject to immediate removal from the college resource until the pages comply.

- All Web pages must be consistent with the El Camino College mission and goals.
- All departments or personnel who create a Web page should assume responsibility for its accuracy and quality.
- Only licensed software, including text and graphic editors, may be used to create Web pages.
- Each El Camino College Web page must include the college logo. You may access the logo via the Portal, click on the Forms tab. If you have specific size or color requirements please contact the Web Developer at webdeveloper@elcamino.edu.
- Do not display student scores or grades publicly in association with names, Social Security numbers, identification numbers, or other personal identifiers. If scores or grades are posted, use a code or random numbers known only to you and the individual student. **IN NO CASE SHOULD THE LIST BE POSTED IN ALPHABETICAL ORDER.**
- No direct advertising or solicitation that renders financial gain to the individual will be permitted on a college Web page.

Copyright Information

Copyright and trademark laws apply to electronic publishing, as well as to print publishing. Unless exempted by law, or if they are not the holders of the copyright or trademark, Web page developers must have permission to publish the information, graphics, images, audio, or photographs on their pages. Electronic publications are subject to the same college policies and standards as print publications. See the Communications Guide available online at portal.elcamino.edu under Forms.

Recommended Web-Related Training

OmniUpdate (OU) Educate overview

OU Educate is a powerful browser-based web page updater that is as easy to use as a word processor. View any of your site's web pages in your browser and, with one click, update it immediately, with WYSIWYG ease.

OmniUpdate - Maintaining Department Web pages

Each department is responsible for keeping the content on their own department pages up to date. In order to accomplish this task we have implemented Web content management software, called OmniUpdate. OmniUpdate allows registered users to make updates using an Internet connection, no additional software is needed on your computer. Omni classes are available through the Staff Development office. Our goal is to have at least one person in each department who is responsible for their Web pages current using OmniUpdate. Please contact Staff Development at extension 3868 for information on the training schedule; or go to the online schedule and register. When working on existing pages, please keep in mind that your department director or division dean must approve all content prior to making any final changes.

OmniUpdate - Web page approval process

1. Each staff member should have his or her dean or director approve the Web page content on the page before sending it to the Web Developer for publishing.
2. Web pages must be reviewed in Omni using the staff member's account or printed in hard copy for the dean or director to approve.
3. Once pages are approved by the dean or director, the staff member should submit the Web page for publishing to the ECC website. If necessary (for your own documentation) you may want to print the Web page and have the dean or director sign off on it.
4. Although you should be reviewing your Web pages as if they are ready to go live to the Web, the Web Developer reviews the pages with the following criteria:
 - Spelling
 - Broken links
 - Layout of text (alignment, spacing)
 - Tables used where appropriate
 - Font and background colors are consistent to the Web standards developed by the Web Task Force Committee

Please note: The Web Developer does not review the content on your Web pages; therefore all review must take place before it is submitted for approval.

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El Camino The Web
Type Search Here FIND

Calendar of Events

For a comprehensive look at all events on campus (recommended) choose **Select All**, then **View Selected Calendars**.

<input type="checkbox"/> Academic Senate	<input type="checkbox"/> Athletics	<input type="checkbox"/> Career and Technical Education
<input type="checkbox"/> Career Placement Services	<input type="checkbox"/> Center for the Arts	<input type="checkbox"/> Civic Center
<input type="checkbox"/> Counseling	<input type="checkbox"/> Early Start Program	<input type="checkbox"/> EOPS/CalWORKs/CARE
<input type="checkbox"/> Financial Aid	<input type="checkbox"/> First Year Experience	<input type="checkbox"/> General
<input type="checkbox"/> Health Sciences Department	<input type="checkbox"/> Inglewood Center	<input type="checkbox"/> Language Academy
<input type="checkbox"/> Outreach and School Relations	<input type="checkbox"/> Special Resource Center	<input type="checkbox"/> Staff Development
<input type="checkbox"/> Student Activities	<input type="checkbox"/> Women in Industry & Technology	

Select All Clear View Selected Calendars

Online Web Calendar

Please request an online calendar by contacting the Web Developer at webdeveloper@elcamino.edu. This calendar is to be used for posting events that both our students and community would like to know about. Each department/program should consider posting a calendar.

Once you have a calendar you may start adding events.

1. Go to <https://portal.elcamino.edu/portal/main.html> and login with your username and password.
2. Click on the Home tab, listed there will be the "Online Calendar" link; click on that.
3. Choose the option to 'add event to calendar.'
4. A window will pop up with all the fields you need to fill in, things like department name, event name, time, date, sponsor etc. Be sure you also select the radio button for your department calendar. In addition, in the event name field please place your department code in parenthesis after the event name such as "Swimming and Diving Finals" (HSA) for Health Sciences & Athletics, that allows anyone viewing your calendar to easily identify what area it is from without having to click on details.
5. You can also insert a link (in the setup options) to a Web page that will provide more information. To set up a Web page with event information please use OmniUpdate.
6. Please remember this calendar is to be used for school events only: specifically those that are of interest to our students and the community. Any office meetings or internal announcements should be posted on the portal outlook calendar.

To check that it is live, visit the calendar by going to www.elcamino.edu and click from the main menu tabs the link that says "Calendar of Events". If you have any questions with the online calendar features please contact the Web Developer at webdeveloper@elcamino.edu.