
Revision Responsibility: Web Content Manager

Responsible Executive Officer: President

Source/Reference: [TBR Policy 1:08:00:00](#)

Columbia State Policy 07:08:00

[The Digital Millennium Copyright Act of 1998](#)

PURPOSE

To establish policy and procedures to guide faculty and staff in developing web pages.

POLICY

I. General Statement

- A. Columbia State Community College encourages departments to develop useful and interesting web pages to facilitate teaching and learning, and to provide information about Columbia State to current and prospective students, employees, as well as the general public.
- B. It is the College's intention to facilitate development of college web pages while at the same time protecting the image presented by Columbia State and assuring that the College complies with applicable federal, state, and local laws and Tennessee Board of Regents policies and guidelines.

II. Official Web Pages

- A. Official Columbia State web pages are hosted on the College's web server and are created by members of college departments or administrative offices for educational and business purposes.
- B. These pages will comply with guidelines for traditional Columbia State publications in addition to the guidelines included in this policy and are outlined in guidelines produced by the Office of Marketing and Public Relations.
- C. Official web pages must be consistent with the College's main web page in regards to appearance and content.
- D. One individual in the department or office "sponsoring" the web page will be designated as the "sponsor" of that page. The designated marketing and PR staff member (web content manager) will assist the "sponsor" to ensure the image and content on the web sites are in keeping with the institutional image.

- E. Official web pages must be approved by the department head, the web content manager, and the director of marketing and public relations or designee prior to initial posting.
- F. Procedures related to creating a web page on the columbiastate.edu server may be obtained from the Office of Marketing and Public Relations.

III. Unofficial Web Pages

- A. Unofficial web pages are pages created by individual faculty or staff members, students, or student organizations for academic and educational purposes. Individual student web pages will only be allowed if they are required as a class assignment and will be considered unofficial web pages for the purposes of this policy.
- B. These web pages can be hosted on Columbia State web servers and linked to the Columbia State web site.
- C. Information included on unofficial web pages is the responsibility of the originator; however, the College does reserve the right to disable a site if instances in violation of Section IV, Rules and Regulations, of this policy are reported.
- D. Unofficial web pages not updated on a regular basis may be disabled.
- E. Procedures related to creating a web page on the columbiastate.edu server may be obtained from the Office of Marketing and Public Relations.

IV. Rules and Regulations

A. Information Technology Policy

All web pages on Columbia State web servers or personal computers, and all authors of these web pages must comply with Columbia State policies and guidelines concerning information technology, including Columbia State's "[Computer Resources and Facilities Guidelines](#)" and the [TBR/TECnet "Acceptable Use Policy."](#)

B. Inappropriate Use

The following constitute inappropriate use and are not allowed on the Columbia State web server:

1. Support or conduct of a private business operation or commercial activity.
2. Conduct of activities unrelated to any Columbia State or educational purpose.

3. Intentionally providing access to a hyperlink to obscenity as defined by law, unless such activities are directly related to an employee's legitimate research or to a student's completion of an academic requirement.
4. Violating Columbia State's policy prohibiting discrimination against individuals on the basis of race, color, gender, sexual orientation/ gender identity, religion, ethnic or national origin, sex, age, disability status, or status as a covered veteran.
5. Attempting to use Columbia State computer resources as a resource to attempt to gain unauthorized access to any other system or account.
6. Sending unsolicited electronic mail in quantities that interfere with Columbia State's or another's server. Senders who anticipate sending large numbers of unsolicited electronic mail messages at one time must contact the appropriate server administrator prior to sending the messages.
7. Compromising the privacy of users of the computer resources.
8. Utilizing Columbia State resources to intentionally interfere with others' use of computing resources or conduct of Columbia State business.
9. Compromising access, integrity, or security, and destroying or altering Columbia State computer resources when such uses are not authorized.
10. Violating copyright law. Users who do not hold the copyright on a work must have permission to publish information, graphics, cartoons, photographs, or other material; or, the publication must be otherwise permitted under copyright law. (See Columbia State Policy 07:08:00, Use of Copyrighted Materials.) Failure to comply will result in removal or suspension of said occurrence by the web content manager until the issue is resolved.
 - a. The executive vice president for academic and student programs and services shall serve as the designated agent for claims of copyright infringement relative to the College's website.
 - b. Upon notice of an infringement the designated agent will order the College's web manager to remove the offending material pending an investigation.
 - c. The investigation consists of contacting the person who allegedly posted the content and stored it on the College's server.
 - (1). If a defense exists, the agent notifies the copyright holder what the defense is and authorizes the web manager to re-post the content.

- (2). If no defense exists, the content stays removed from the website.
 - (3). If the offender is a student, the conduct will be reported according to Columbia State Policy 02:07:00, Student Conduct in the Classroom.
11. Likewise, violating trademarks law or any federal, state, or local law will result in removal or suspension of said occurrence by the web content manager until the issue is resolved.
 12. Copying or distribution of software in violation of a license.
 13. Sharing of music or lyrics. Users who do not hold the copyright on music or lyrics must have permission to publish that work. All music or lyrics published prior to 1978 are generally considered to be within public domain, but it is the responsibility of the “sponsor” to insure that any shared music complies with current copyright laws.

C. Removal of Old Content

To prevent the search engine from indexing old information, all old html pages, content, PDF's and other related files should be removed from the server when no longer needed.

V. Accessibility

Effective September 1, 2002, all official sites designed or redesigned will comply with and adhere to the basic provisions of Section 508 of the Workforce Investment Act of 1998 (see Appendix A).

VI. Web Content Manager

The web content manager has the authority to remove pages that are deemed in violation of Section IV, Rules and Regulations, of this policy without prior notice until the contested content is resolved.