

Website Governance

November 2024

Website Purpose and Oversight	2
Roles and Responsibilities	2
Standards	3
Processes and Workflows	4
Guidelines for Layouts and Features	5
Page Layouts	5
Features	11
Editorial Guidelines	11

Website Purpose and Oversight

LaGuardia.edu is a primary source of information for students, prospective students, faculty, staff, alumni, and community members to obtain information about the college.

LaGuardia.edu is maintained by the Division of Communications and External Affairs (CEA) and the Department of Information Technology (DoIT). CEA and DoIT are responsible for the quality, design and layout, branding, content, accessibility, and overall user experience. CEA and DoIT work with personnel throughout the college to update and maintain the accuracy of information on the site.

Divisions, departments, programs and others with content published to the website must designate a content expert who is responsible for providing information updates to CEA.

In maintaining the overall quality of the website and consistency of LaGuardia's brand, the Communications Department determines site design; monitors analytics; provides web writing resources and content development for top-level website content; and direction for web strategy, accessibility, and search engine optimization. In consort with the Marketing Department, photography and video elements are selected.

By clearly and consistently managing content, streamlining workflow procedures and maintaining brand/style standards, Communications and DoIT work with designated program and unit staff to produce and maintain relevant, contemporary, and meaningful website resources for the LaGuardia community.

Roles and Responsibilities

Web Team: Comprised of primarily of Communications staff, responsible for day-to-day strategic direction and management of the site, and DoIT staff, responsible for the back-end functionality of the site.

Content Expert: Serve as subject-matter experts to provide and review information and content presented on the website and related portals. Content Experts do not work within the CMS. Every aspect of the institution must designate a Content Expert who will coordinate with the Communications team in a timely manner to ensure that content remains current.

Note: Additional access may be implemented in the future.

Standards

LaGuardia's website is pivotal in how the college is presented to prospective and current students, alumni, faculty, staff and community members. The LaGuardia website pages therein are owned by the college and intended solely for college-related purposes. The Web Team is responsible for the website and maintains the college's content management system (CMS) consisting of various approved standard templates/layouts, which are mandated for use on most webpages.

All LaGuardia webpages must comply with college policies and guidelines, and those of the City University of New York. They must be consistent with applicable federal, state, and local laws and regulations, including copyright laws, WCAG, obscenity laws, laws relating to defamation, and laws relating to piracy of software.

- Websites should be well organized, clear, and up to date. Content must be reviewed regularly to ensure continued accuracy. A regular review by the Content Expert is the best method to ensure timeliness and accuracy. The Communications Department will perform periodic audits and, if necessary, remove or modify content.
- Websites on the college's network should not contain content solely for personal purposes or unrelated to professional responsibilities. They should not be used for private purposes, including non-college commercial or not-for-profit purposes.
- The college website is for public access and use. No confidentiality of material should be implied.
- LaGuardia assumes no responsibility for content on non-LaGuardia websites and pages.
- Utilization of Plain Language to ease use of understanding among audiences.
- Department and office webpages will feature a minimum of two methods of contact on the upper left. Whenever possible, hours of service will also be posted.
- Avoid duplication of content by linking to the content rather than repeating it.
 - For example, instead of repeating resources for students a link to existing resources will be utilized.
 - Similarly, information maintained on other websites (i.e. CUNY.edu) will be linked and not repeated on LaGuardia.edu.
- The use of PDF files will be limited in order to maintain a positive user experience. Rather the content of the file will be on page.
- Introductory paragraphs seldom need a heading; focus instead on optimizing the text.
- LaGuardia's logo appears prominently across all website pages. Departmental logo lock ups are not displayed online. See <u>brand and palette guidance</u>.
- Photos and video are incorporated throughout the website and must be owned/original works produced
 by the college. See Features below for more information. CEA has authority over the contents of
 image/visual asset galleries associated with the website and may remove any assets that do not meet
 size and/or quality standards.
- The Web Team is solely responsible for maintaining the site taxonomy, governing content tagging, organization and re-use sitewide, as well as complementary taxonomy in use for events, news, or other content types.

Processes and Workflows

Requests for content changes should be made in writing via <u>project request</u> by the designated Content Expert for a particular area. In some cases, additional approval may be required.

Edit Requests

Be sure to include the following information:

- URL of the page upon which an edit is requested, for each requested edit.
- Specific guidance, i.e. remove and replace first paragraph with the following..., update table, change hours of service, etc.
- For longer text edits, please provide a Word document with the current content edited with Track Changes enabled. Instructions should be provided in Comments.

Requests for New Webpages or Content Sections

Requests for new webpages or content sections should be thorough and detailed. Requests may warrant a meeting or call to review in advance of any site development. A timeline will be provided once the request has been reviewed.

Guidelines for Layouts and Features

Page Layouts

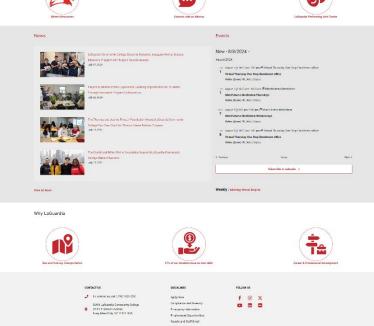
The Web Team is responsible for developing and implementing various templates for use on LaGuardia's website.

Homepage: As the name suggests, only the homepage utilize this layout.

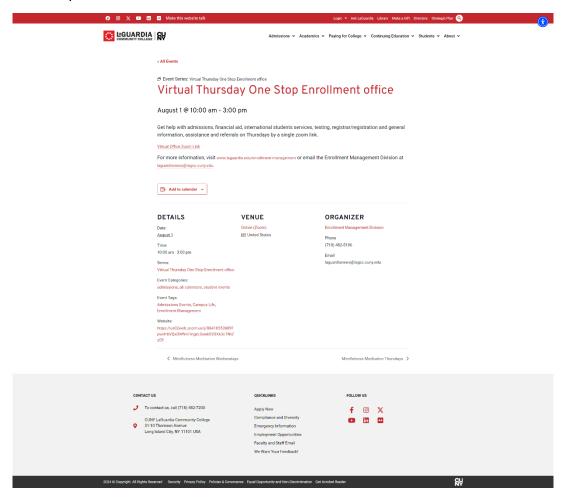


Carousel displays are at the discretion of the CEA Division. Requests may be sent to CEA-Division@lagcc.cuny.edu.

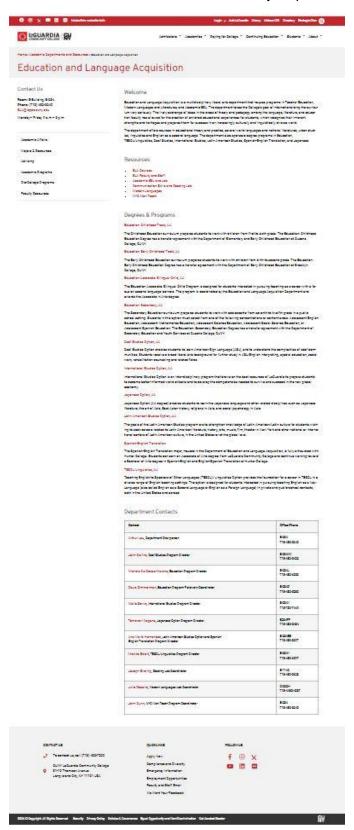
The Events feed is driven by the website calendar. Events must be submitted via the online <u>form</u>.



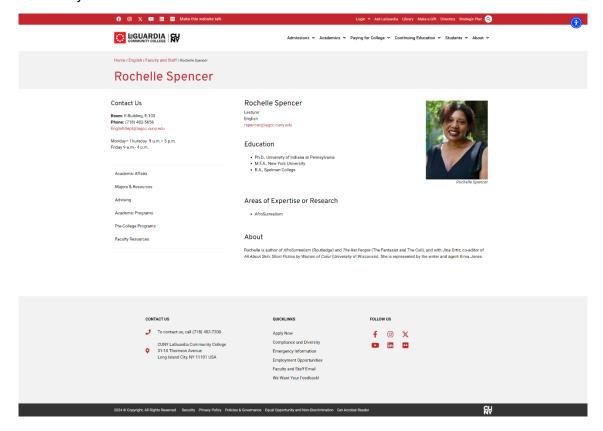
Events: Events submitted through the online form appear in the full calendar and their own page, generated through this process. Event descriptions should be 150 words or less. Events submitted without required information will not be published.



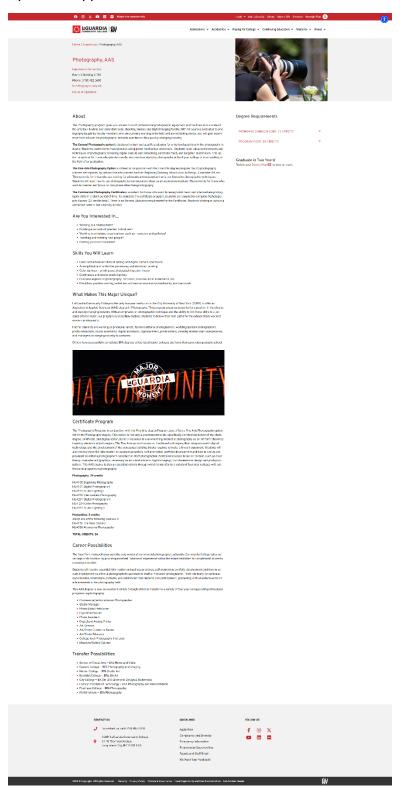
Academic Departments: These pages include Resources, Degrees & Programs, and Department Contacts for each Academic Department, as well as primary contact information. Faculty & Staff listings for the Department are accessed here. Additional custom content is added by request.



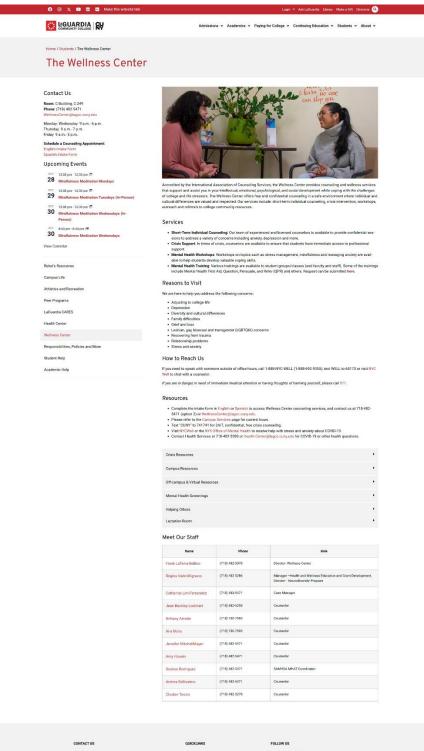
Faculty Profile: Housed within each Academic Department, faculty profiles are submitted online by each member of the faculty.



Major or Academic Program: These pages require contact information, introductory text, related interests, skills, unique qualities, career possibilities, transfer information, and a degree map. Content for academic degrees and certificates require the approval of Academic Affairs.



Offices: Content for these webpages include contact information and custom components, created based on individual department needs.





Features

In-Page and Sub-Page Navigation appears as a list below the contact information on the left

Buttons appear as red rounded-rectangles with white lettering and are utilized to jump to related sections.

Photos: The Division of Communications and External Affairs produces photo content for LaGuardia Community College. Requests for video can be made online. Only images produced and owned by LaGuardia Community College will be utilized on laguardia.edu, with the exception of student work published in virtual galleries produced in coordination with the Humanities Department.

Video: The Division of Communications and External Affairs produces video content for LaGuardia Community College. Requests for video can be made online. LaGuardia's Official YouTube Channel is the only acceptable host site for videos embedded on laguardia.edu. Videos produced by other entities must be hosted elsewhere.

Editorial Guidelines

Acronyms and Abbreviations

- Avoid using abbreviations unless they are universally recognized.
- If an abbreviation is not universally recognized, spell out the organization's name on first use, followed by the abbreviation in parentheses if you intend to use the abbreviation later in the document.
- The proper abbreviation for LaGuardia Community College is LAGCC.

Academic Degrees

- There is no apostrophe in "associate degree" when spelled out in general reference.
- Correct degrees offered at LaGuardia:
 - Associate of Applied Science
 - Associate of Arts
 - Associate of Science
- Abbreviations for degrees should be written without periods and spaces between letters (AAS, AA, AS).

Academic Years and Semesters

- Graduated classes should be referred to as, for example, the "Class of 2024," where "Class" is capitalized and the year is not abbreviated. Abbreviations like '24 are acceptable where space is limited (such as in article titles, photo captions and social media).
- Semesters should be referred to as, for example, "fall 2024" or "spring 2025"; the season should not be capitalized and the year should not be abbreviated.

Administrative and Academic Titles

- The titles Mr., Ms., Mrs., Miss, and Dr. should only be used in direct quotes, letters and donor lists. Do not use these titles in running text or faculty/staff listings.
- Do not abbreviate Professor to "Prof."
- When names and academic titles appear in article titles and headlines, AP title case rules apply, which
 require that all major words in the title, except articles and prepositions, unless an article or preposition
 appears at the beginning or end of the title, use initial caps.

- In general, titles are capitalized when they appear *before* a person's name, but are lowercase if they are informal, appear without a name, follow a person's name, or are offset by commas.
 - o Correct:
 - President Kenneth Adams...
 - LaGuardia's president, Kenneth Adams, ...
 - Kenneth Adams, president of LaGuardia, ...

Ampersand

• An ampersand (&) should not be used to replace "and" unless it is part of an official title, place or organization name.

Dates

- When possible, write out the names of the days of the week. When abbreviation is necessary, use the following: Mon., Tue., Wed., Thu., Fri., Sat. and Sun.
- Spell out the name of the month when it is used with a date, alone or with a year.
- Avoid using numerals such as 08/06/24 to indicate dates.
- On first reference, specific dates should be preceded by the day of the week in running text.
- When referring to a specific date, use cardinal rather than ordinal numbers. On subsequent references to the same date, ordinal numbers are acceptable.
 - Correct: Wednesday, July 31, 2024
 - o Correct (2nd use): On the 31st, ...
- Commas should be used before and after the year designation, unless referring to only the month and year.

Correct: September 3, 2024Correct: September 2024

Geography

- Spell out a state's name when it is used without the name of a town, county, or other official area. When the name of a state is used with the name of a town, use the standard abbreviation for the state's name, not the two-character postal code.
- "United States" is spelled out when used as a noun, but abbreviated to U.S. when used as an adjective.

Latin Abbreviations

- i.e. is short for id est and means "that is" or "in other words."
- e.g. is short for exempli gratia and means "for example."
- etc. is short for et cetera and should be used at the end of a list of items when two or more items have been omitted.
- et al. is short for et alii and should be used at the end of a list of names when two or more people have been omitted.

Times

- Times should be written with a space between the number and the a.m./p.m. designation.
- Do not include :00 for times that are on the hours.
 - o Correct: 11:40 a.m. 2:48 p.m.
 - o Correct: 10 a.m. 1 p.m.
 - o Correct: 1 3 p.m.