

*Joint Statement of  
The QCC Web Site Committee and*

*The Academic Senate Committee on Computer Resources.*

The proposed Policies and Procedures for the College Web Site reflect the current technological resources and the availability of staff, and have been designed with the key goals of ensuring overall security of the Web Site and protecting its technical operation. Limitations have resulted from this combination of circumstances, and include a limited access for updating pages on the Web Site, and the need for a consistent theme, created primarily for ease of navigation through the site. In no way are these guidelines intended to control, monitor or infringe upon academic freedom.

We are pleased to inform the college community that a redesign of the QCC Web site is underway, with a target completion date of December 2003.

The College's Web Site Committee is the appropriate vehicle to oversee this college-wide project. The Committee solicits recommendations, ideas, concerns, and questions from the college community. Input from students and prospective students will be incorporated into the redesign. All meetings of the Web Site Committee will be announced so that any interested faculty, staff or student may attend.

These proposed policies acknowledge and support the following with regard to the Academic areas of the QCC Web site:

- Academic Departments may design, test, and revise their own Web sites, while adhering to the guidelines set forth in these policies, to ensure that the sites best serve their users. (See section 3.1, defining the procedure for establishing and maintaining a departmental Web site.)
- Academic Departments will name a department Web coordinator. The current goal, dependent on the proposed re-design of the Web site, will enable coordinators to place materials on the Web site directly and in an expeditious manner.
- Individual faculty members may design, test, and revise their own Web sites, while adhering to the guidelines set forth in these policies, to ensure that the sites best serve their users. (See section 3.2, defining the procedure for establishing and maintaining an individual Web site.)
- Research, creativity and the use of such department and individual faculty Web sites in teaching and learning activities are supported by the College. Faculty members are encouraged to publish and otherwise disseminate their work through the College Web site.

Any concerns about expediency in developing and presenting information to the College Web site, its security, or any other pertinent matter, should be brought to the attention of the Director of the Academic Computing Center (ACC) and, if issues are not satisfactorily resolved in a timely manner, to Chairperson of the Web Site Committee.

Academic Department and Individual Faculty Websites must be in conformity to the general codes of responsibility for computer users of CUNY and of the College as stated in the guidelines contained in the CUNY Computer User Policy and the College's Computer User Policy.

FEBRUARY 13, 2003

# QCC WEB SITE POLICIES AND PROCEDURES

## QUEENSBOROUGH COMMUNITY COLLEGE Prepared by the QCC Web Site Committee

The QCC Web Site exists to support the teaching, learning and administrative functions at Queensborough Community College and to respond to the needs of current and prospective students, faculty and staff, alumni, community members and donors. The Web Site enables the College to convey key messages directly to its various publics and thus has become an integral component of institutional communications.

Encompassing all pages hosted by the QCC Web server farm, the **QCC Web Site** must effectively address the College's mission and organizational goals. With the understanding that all that appears on this Web Site reflects upon the image of Queensborough Community College, and recognizing existing limitations in resources, staffing and technology, the following policies, standards and guidelines for web development have been devised by members of the **QCC Web Site Committee**. These policies and procedures are in no way intended to curtail or limit academic freedom. Their sole purpose is to establish a realistic framework in which the college can responsibly build and maintain its Web site.

The **QCC Web Site Committee** was formed to discuss and address issues pertaining to the **QCC Web Site**, to develop policy and guidelines for its usage, and to suggest modifications for the Web Site's overall enhancement. Reporting to the Senior Vice President for Finance and Administration, the Committee comprises the Executive Director of Information Technology, the Director of the Academic Computing Center, the QCC Webmaster(s), the Academic and Administrative Web Editors, and members of the faculty, as designated by the Academic Department Chairs (see APPENDIX A for a listing of current committee members).

### 1.0 DEFINITIONS

#### 1.1 General Terms

- 1.1.1 **Internet:** computers on networks that are linked to each other throughout the world.
- 1.1.2 **World Wide Web (the Web, WWW, or W3):** a full-color, multimedia database of information on the Internet comprising electronic pages (Web Sites) that are connected together.
- 1.1.3 **Web Site:** a collection of electronic pages of information on a Web server.
- 1.1.4 **Web Server:** the hardware and software that are required to make Web pages available (for delivery to others) on networks.
- 1.1.5 **Webmaster:** the person(s) who is (are) responsible for the technical operation of a Web site.
- 1.1.6 **Home Page:** any document on the World Wide Web that is a starting point for finding other information.
- 1.1.7 **Link (Hyperlink):** a part of a Web page (text or graphic) that causes a new Web page to be displayed when it is selected, usually by clicking on it. Expressed as a "link to" or "link from" a Web site or page.
- 1.1.8 **Environment:** supported Web site building and hosting tools.
- 1.1.9 **Web server farm:** a group of Web servers that perform "load balancing" to alleviate Web site congestion and provide redundancy in the event of a failure.

#### 1.2 QCC Terms

- 1.2.1 **Academic Department:** see APPENDIX C for listing.
- 1.2.2 **Administrative Department:** see APPENDIX C for listing.
- 1.2.3 **QCC Web Site:** the entire QCC Web Site residing at URL <http://www.qcc.cuny.edu> including all Web pages, databases, and Web applications.
- 1.2.4 **QCC production Web server:** a **Web server farm** that uses Microsoft Internet Information Server software with FrontPage Server extensions installed. The **QCC production Web server** URL is <http://www.qcc.cuny.edu>, and it hosts the **QCC Web Site** for public viewing.

- 1.2.5 **QCC development Web server:** a Web server system that uses Microsoft Internet Information Server software with FrontPage Server Extensions installed. The QCC development Web server hosts Web applications for the purpose of designing, developing, and testing prior to placing those pages on the **QCC production Web server**.
- 1.2.6 **QCC Theme:** the QCC theme is a set of elements that make up the design and navigational aspects of the QCC Web Site.
- 1.2.7 **Academic Departmental Materials:** Information designed to promote and support academic departments, programs of study, or faculty.
- 1.2.8 **Administrative Materials:** official college information, including the college catalog, calendar, phone and email lists.
- 1.2.9 **Course Materials:** information related to teaching any QCC course.
- 1.2.10 **Standard Course Materials Environment:** course materials that are currently being hosted in the Blackboard environment.
- 1.2.11 **Alternative Course Materials Environment:** course materials that are outside the **Standard Course Materials Environment** (currently Blackboard) (**see 2.7** for the policy on requests for an **Alternative Course Materials Environment**).
- 1.2.12 **Web Coordinator:** the designated contact person from each office, department, chartered organization, or other official entity at QCC who is responsible for his or her section of the **QCC Web Site**. **Web Coordinators** will to be designated by the chair or department head.
- 1.2.13 **Web Editor:** working with the Director of Marketing, the **Web Editor** is responsible for periodic review of academic and administrative materials on the QCC Website to insure consistency, accuracy and timeliness of information. The **Web Editor** will act as a resource for the web coordinators and can also provide assistance in the preparation of materials for publication on the College Home Page, departmental home page and/or in News and Events. Currently positions of web editors have been designated for Academic Affairs, Administrative Departments, and Student Organizations.
- 1.2.14 **Web Editor for the Department of Student Affairs.** Although each office and area within the Department of Student Affairs will designate a **Web Coordinator**, the Vice President of Student Affairs will designate a **Web Editor** for the overall department. This departmental **Web Editor** will assume the same responsibilities as those listed above. (**see 1.2.13**)
- 1.2.15 **QCC Web Master** – Person(s) responsible for the day-to-day maintenance, design implementation, and overall operation the **QCC Web Site**.
- 1.2.16 **Personal Web site** – a Web site that is hosted by a non-QCC service provider and contains personal information not related activities or functions at QCC.

## 2.0 POLICIES

- 2.1 Official Web Site: the **QCC Web Site** is the official Web Site of Queensborough Community College. Queensborough Community College does not support any other site on the World Wide Web. The name "Queensborough Community College" and the College logo are the official property of Queensborough Community College and are not to be used on any Web Site without proper authorization.
- 2.2 Responsibilities
  - 2.2.1 Day-to-day updates, and changes to the **QCC Web Site** are the responsibility of the Academic Computing Center with Information Technology providing emergency-support personnel.
  - 2.2.2 The Information Technology Department is available to assist in the development of administrative sections of the **QCC Web Site**.
  - 2.2.3 The **QCC Web Site** hosting infrastructure, mainframe database interfaces, database servers, and Web Registration and Web Advisement applications are the responsibility of the Information Technology Department.
  - 2.2.4 The Information Technology Department will provide emergency closing messages updated remotely to the QCC homepage.
- 2.3 All Queensborough Community College policies and procedures apply to the **QCC Web Site**.
- 2.4 The **QCC Web Site** is subject to the same policies and standards as that of print publications at the College.
- 2.5 The **QCC Theme** (**see 1.2.6**) will be used to construct QCC Web pages containing both academic department and administrative materials and establish the Web Site's navigational structure.

- 2.6 The **Standard Course Materials Environment** (currently Blackboard) will be utilized to host QCC Web pages containing materials used for instructional purposes.
- 2.7 However, if there is a request for an alternative theme or mode of Web page hosting for course materials outside of the **Standard Course Materials Environment**, an **Alternative Course Materials Environment** can be used if the materials meet the following criteria:
  - 2.7.1 Alternative course materials must be compatible with the QCC Web Server environment (currently Microsoft Internet Information Server with FrontPage server extensions);
  - 2.7.2 There must be sufficient bandwidth to deliver the alternative course materials without interfering with standard Web materials delivery;
  - 2.7.3 Links to Web pages containing alternative course materials must be constructed in a way that causes the alternative Web pages to “pop-up” in a separate Browser window, thus maintaining QCC site consistency (**see footnote 1**);
  - 2.7.4 Alternative course materials must adhere to QCC Web Site rules and regulations pertaining to Copyright, Accessibility, and Privacy as described in this document.
- 2.8 Web pages containing time-sensitive information should indicate the revision date.
- 2.9 The homepage of every department/organization/office shall have a “contact us” link supplied by the departmental **Web Coordinator**.
- 2.10 Links:
  - 2.10.1 Requests from other Web Sites to link to the **QCC Web Site** will be forwarded to and reviewed for approval by the **QCC Web Site Committee** on a case-by-case basis;
  - 2.10.2 The **QCC Web Site** is not to be used for advertising or other commercial activities. Any request for links to other sites not related to QCC courses should be forwarded to the Web Site committee.;
  - 2.10.3 The **QCC Web Site** will not link directly to any external personal Web sites that are not related to QCC courses;
  - 2.10.4 Links to Web sites external to QCC should open a new, dedicated Browser window.<sup>1</sup>
- 2.11 Student Organization Web Sites: Student Organization Web Sites will be available to chartered QCC student organizations and will be overseen by the faculty member or administrator who advises the organization. The Director of Student Activities will serve as the **Web Coordinator** and **Web Editor** for these sites.
- 2.12 Hosting Multimedia Materials – Animations, Audio and Video
  - 2.12.1 Location – Multimedia materials will physically reside on a server other than the **QCC production Web server**
  - 2.12.2 Format – A Streaming Media format should be used. The currently recommended streaming format is Microsoft Windows Media
  - 2.12.3 Size – Multimedia materials should be broken into reasonably sized pieces (we recommend 30 minutes or less) so that they can be delivered discretely.
- 2.13 Hosting Databases and Database Applications
  - 2.13.1 Location – Database materials will physically reside on a server other than the **QCC production Web server**
  - 2.13.2 Format – A supported database should be used. Currently recommended databases include Microsoft SQL Server™ and Oracle Corp. Oracle Database™.
  - 2.13.3 Size – Databases should be of reasonable size so that they do not cause other Web applications to slow down or malfunction.
- 2.14 Hosting Other Web sites on Queensborough Community College Web Server
  - 2.14.1 On a case-by-case basis as determined by the Web Committee, Queensborough Community College may provide Web server space for Non-Profit Professional Organizations or Societies. Approved cases will be reviewed once a year by the **QCC Web Site Committee**.

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<sup>1</sup> It is suggested that the following or similar HTML code be used so that multiple windows are not opened by multiple links, thus overloading system resources: <A HREF=”LINK\_PAGE.HTML” TARGET=”qccpopup”>Click here to visit...</A>

### 3.0 PROCEDURES

#### 3.1 Procedure for Creating a **Departmental** Web Site:

- 3.1.1 The departmental **Web Coordinator** contacts the **QCC Web Master**; administrative departments may contact the Department of Informational Technology;
- 3.1.2 An appointment will be scheduled with the departmental **Web Coordinator** to discuss the department's needs and to assist in designing and compiling information;
- 3.1.3 Information for the Web site will be submitted to the Academic Computing Center (or Information Technology) in electronic form;
- 3.1.4 Using the **QCC Theme**, the site will be created and presented for review by the **Web Coordinator**;
- 3.1.5 Once approved by the **Web Coordinator**, information will be made available on the **QCC production Web server**.

*Note: Departments are encouraged to be as creative and innovative as possible within the technological criteria set forth in section 2.7*

- 3.1.6 Access will be via <http://www.qcc.cuny.edu/departmentName>

#### 3.2 Procedure for Establishing an **Individual Faculty Member** Web Site

- 3.2.1 The faculty member contacts the **QCC Web Master**;
- 3.2.2 An appointment will be scheduled with the faculty member to discuss his/her needs and to assist in designing and compiling information;
- 3.2.3 Information for the Web Site will be submitted to the Academic Computing Center in electronic form;
- 3.2.4 The Web Site will be created using the **QCC Theme** or approved **Alternative Course Materials Environment (see definition 1.2.11 and see 2.7 for policy)**, and presented for review by the faculty member;
- 3.2.5 Once approved by the faculty member, information will be made available on the **QCC production Web server**.

*Note: Faculty members are encouraged to be as creative and innovative as possible within the technological criteria set forth in section 2.7*

- 3.2.6 Access will be via <http://www.qcc.cuny.edu/departmentName/facultyName>

#### 3.3 Procedure for Creating a **Blackboard Course** Web Site:

- 3.3.1 The faculty member contacts the **QCC Web Master** or fills out the online request form at <http://www.qcc.cuny.edu/QCCOnline/BBRequest.asp>
- 3.3.2 If necessary, an appointment will be scheduled with the faculty member to discuss his/her needs and to assist in designing and compiling information;
- 3.3.3 The Blackboard Course Web site will be created on the Blackboard Server according to the faculty member's specifications;
- 3.3.4 The faculty member will be assigned a Blackboard username and password;
- 3.3.5 Information will be placed into the Blackboard Course Web site by the faculty member. *Please note: The Academic Computing Center is available to assist faculty members in the development of their Blackboard sites.*
- 3.3.6 Upon request, and with departmental approval, the Academic Computing Center will register the current semester's students into the course.
- 3.3.7 Access will be via <http://bb.acc.qcc.cuny.edu>

*Note: It is strongly recommended that those building a Blackboard Web site should take one of the Blackboard workshops given each semester by the Academic Computing Center.*

#### 3.4 Procedure for Creating a **non-Blackboard Course** Web Site:

- 3.4.1 The faculty member contacts the **QCC Web Master**;
- 3.4.2 If necessary, an appointment will be scheduled with the faculty member to discuss his/her needs and to assist in designing and compiling information;
- 3.4.3 Information for the Web Site will be submitted to the Academic Computing Center in electronic form;

- 3.4.4 The Web Site will be created using the **QCC Theme** or approved **Alternative Course Materials Environment (see definition 1.2.11 and see 2.7 for policy)**, and presented for review by the faculty member;
- 3.4.5 Once approved by the faculty member, information will be made available on the **QCC production Web server**.
- 3.4.6 Access will be via  
<http://www.qcc.cuny.edu/departmentName/facultyName/courseID>

3.5 Procedure for Establishing a **Student Organization** Web Site:

- 3.5.1 All content will be approved by the advisor for the club or organization; materials will then be forwarded to the Director of Student Activities, who serves as the **Student Organization Web Coordinator** for these sites.
- 3.5.2 The **Student Organization Web Coordinator or his/her representative** will contact the **QCC Web Master**, and submit materials to the Academic Computing Center in electronic form;
- 3.5.3 The Web Site will be created using the **QCC Theme** and presented for review by the **Student Organization Web Coordinator**
- 3.5.4 Once approved, information will be made available on the **QCC production Web server**.
- 3.5.5 Access will be via <http://www.qcc.cuny.edu/organizationName>

3.6 Procedure for posting Materials to an **Academic Senate Committee Web Site**

- 3.6.1 Materials should be sent via Email to the **Academic Senate Steering Committee Web Coordinator** for validation
- 3.6.2 Validated materials will then be forwarded to the **QCC Web Master**
- 3.6.3 The information will then be made available on the **QCC production Web server**.
- 3.6.4 Documents that have not been voted on by the Senate will be designated as "Unofficial Documents of the Academic Senate".

3.7 Procedure for posting **News and Events**

- 3.7.1 Materials should be sent via Email to the Director of Marketing and Communications ([SCurtis@qcc.cuny.edu](mailto:SCurtis@qcc.cuny.edu)) for validation
- 3.7.2 Validated materials will then be forwarded to the **QCC Web Master**
- 3.7.3 The information will then be made available on the **QCC production Web server**.

#### 4.0 INTELLECTUAL PROPERTY AND COPYRIGHT

- 4.1 Information on the **QCC Web Site** is guided by the **CUNY Intellectual Property Policy**.
- 4.2 Written permission is required from the owner of copyrighted material (including graphics, video, audio, and text) before copyrighted information can be placed on the QCC Web Site.
- 4.3 No portion of the QCC Web Site may link to other Web sites that violate copyright law. Questions pertaining to copyrighted material should be forwarded to the **Chair of the QCC Web Site Committee (Susan Curtis, - [SCurtis@qcc.cuny.edu](mailto:SCurtis@qcc.cuny.edu))**.

#### 5.0 ACCESSIBILITY

- 5.1 Efforts will be made to ensure that the QCC Web Site is accessible to all users.

*Note: The web site for the College's Homebound program has been designed to meet current guidelines of accessibility.*

#### 6.0 POLICY REVIEW AND CHANGES

- 6.1 Changes to these policies and procedures may be made as often as necessary. Policies and procedures will be reviewed at least once a year by the **QCC Web Site Committee**.
- 6.2 Suggestions for changes to these policies and procedures should be directed to the **Chair of the QCC Web Site Committee (Susan Curtis - [SCurtis@qcc.cuny.edu](mailto:SCurtis@qcc.cuny.edu))**.
- 6.3 The Web Site Committee will be responsible for forwarding suggestions affecting policy and operating procedures to the Academic Senate Steering Committee.

#### 7.0 PRIVACY POLICY

- 7.1 The **QCC Web Site Privacy Policy** is guided by the **CUNY Web Site Privacy Policy**.
- 7.2 Information, such as name, address, phone number, etc., provided by visitors to any Queensborough Community College Web page will remain confidential. The information will not be shared with anyone who is not directly affiliated with the college.

**APPENDIX A**  
**Members of the QCC Web Site Committee (2003)**

1. Dr. Arthur Corradetti, Assistant to the Vice President for Academic Affairs & Academic Web Editor: ACorradetti@qcc.cuny.edu
2. Susan Curtis, Director of Marketing, Committee Chair & Administrative Web Editor: SCurtis@qcc.cuny.edu
3. Dr. Dwight Meyer, Professor, Biological Sciences: DMeyer@qcc.cuny.edu
4. David Moretti, QCC Webmaster, Academic Computing Center, DMoretti@qcc.cuny.edu
5. Bruce Naples, Director, Academic Computing Center: BNaples@qcc.cuny.edu
6. Emil Parrinello, Information Systems Specialist, Office of Information Technology:  
[EParrinello@qcc.cuny.edu](mailto:EParrinello@qcc.cuny.edu)
7. Norton Reid, representative for Academic Senate
8. George Sherman, Executive Director of Information Technology: GSherman@qcc.cuny.edu
9. Dr. Kenneth Walpuck, Chairperson, Department of Art and Photography:  
[KWalpuck@qcc.cuny.edu](mailto:KWalpuck@qcc.cuny.edu)

General questions regarding the QCC Web Site should be directed to the Web Site Committee, to the attention of the Web Site Committee Chairperson: Susan Curtis – SCurtis@qcc.cuny.edu.

**APPENDIX B**  
**Current Web Administrators and Editors (2003)**

**Senior Vice President for Finance and Administration** – Howard Lapidus (HLapidus@qcc.cuny.edu)

**Academic Web Editor** – Arthur Corradetti (ACorradetti@qcc.cuny.edu)

**Administrative Web Editor** – Susan Curtis (SCurtis@qcc.cuny.edu)

**Student Organization Web Editor** – Gisela Rivera (GRivera@qcc.cuny.edu)

**Student Affairs Web Editor** – to be designated

**Executive Director of Information Technology** – George Sherman (GSherman@qcc.cuny.edu)

**Director of the Academic Computing Center** - Bruce Naples (Bnaples@qcc.cuny)

**QCC Web Master** – David Moretti (DMoretti@qcc.cuny.edu)

**Information Systems Specialist** – Emil Parrinello (EParrinello@qcc.cuny.edu)

**APPENDIX C**  
**Administrative and Academic Departments**

<b>Administrative Departments</b>		<b>Academic Departments</b>
Academic Advisement	Homebound External Education Program	Art and Photography
Academic Affairs	Information Technology	Basic Educational Skills
Academic Computing Center	Institutional Advancement	Biology Sciences and Geology
Accounting	Institutional Planning Research and Assessment	Business
Admissions	Institutional Records and Planning	Chemistry
Affirmative Action Compliance Office	Institutional Research and Assessment	Electrical and Computer Engineering Technology
Alumni Relations	Instructional Resources Center	English
AMP Program	Instructional Support Services	Foreign Languages and Literatures
Art Gallery	International Students	Health Physical Education and Dance
Asian Programs	Inventory Control	History
Audio Visual Media Services	Messenger Service	Library
Budget Director	Newman Center	Mathematics and Computer Science
Buildings and Grounds	Office Supplies	Mechanical Engineering Technology and Design
Bursar	Payroll	Drafting
Campus Planning	Performing Arts	Music
Career Counseling	Personnel	Nursing
Career Services	President	Physics
Central Receiving	Printing	Social Sciences
Chemical Hygiene and Health and Safety Officer	Project Prize	Speech, Communications and Theatre Arts
Child Care Center Head Start Program	Publications	
College Discovery	Publicity	
College Now	Purchasing	
Communique	QSA	
Continuing Education	Registrar	
COPE	Room Reservations	
Counseling	Security	
Cstep	Service for Students with Disabilities	
CLIP	Sponsored Programs	
Development and Alumni Relations	Student Activities	
Enrollment Management	Student Government	
Environmental Health and Safety	Student Affairs	
Faculty and Staff Relations	Testing	
Finance and Administration	Transportation	
Financial Aid	Treasury Management	
Health Services	Veteran Services	
Holocaust Center		

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*These policies and procedures were developed after reviewing the policies of other colleges and universities.*

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February 13, 2003