4.19 KCTCS Web Services Policies

4.19.1 Purpose

The purpose of Web Services within KCTCS is to extend the System's ability to create and maintain relationships with our constituents; to provide structures for enhancing communications with and service to those constituents; to provide standards and best practice recommendations for those communications and services; and to assist the System in accomplishing its strategic goals and vision through accuracy, innovation, timeliness, responsiveness, and quality.

4.19.2 Mission and Role of Web Services

The mission of KCTCS Web Services is to provide the highest level of effective and accurate content and services to System audiences in keeping with the KCTCS vision of being the nation’s best two-year college system.

The role of Web Services within the System is to provide standards-compliant, user-friendly platforms for the delivery of KCTCS content and services and to provide expert guidance in the proper use of those platforms.

4.19.3 Definitions

A. **KCTCS web property**: A KCTCS web property is defined as any collection of web-based documents, content, or services that:

- Employs the kctcs.edu domain name, or any variation owned or controlled by KCTCS, or is hosted using another domain name under an agreement with KCTCS.
- Resides primarily on servers owned, managed, or controlled by KCTCS.
- Presents official KCTCS content and/or services to public or KCTCS-internal audiences.
- Engages in activity governed by KCTCS business procedures; is primarily funded or supported with KCTCS resources; or is dependent on KCTCS for management, technical services, content, or support.

B. **Public web property**: A public KCTCS web property is one that is available via the public internet, and which generally does not restrict access to content. Examples include college web sites or official KCTCS presences on social networking web sites.

C. **Private web property**: A private KCTCS web property is one to which access is restricted by network location or by user authentication. Examples include student self-service or the employee Intranet.

D. **Intranet**: An Intranet is a secure collection of web sites, content, and services geared toward specific internal audiences. In KCTCS, these include private areas for teams to collaborate and manage files, open web-based communications channels, connected search services, and secure integration points to other enterprise systems and information.
E. **Extranet**: An extranet is a semi-private web site that enhances communications and transactions between KCTCS and various partners. A web site allowing vendors to review bids, provide information about services they offer, and process invoices would be an example of an extranet.

### 4.19.4 Administrative Structure

Web Services within KCTCS is a functional area with both college and System Office components. Overall management is provided by a System Director of Web Services, reporting to a System Vice President. Each college maintains full-time professional web services management as detailed in the responsibilities section of this policy.

#### 4.19.4.1 College Responsibilities

Responsibility in each of the areas below is assumed by the college president and formally assigned to appropriate personnel.

A. **Content** - The college president assigns personnel charged with production of digital graphics and photography and writing/editing/proofing web site copy in compliance with established branding, writing, style, and other standards maintained by the Web Services Peer Team.

B. **Optional Development** - The college president may optionally assign content personnel to participate in collaborative web application development with members of the Web Services Peer Team. This development is governed by a prioritization and development model approved by the President’s Leadership Team and maintained by the Web Services Peer Team.

C. **Training** - The college president assigns personnel charged with providing ongoing training to colleagues for CMS use, Intranet functionality, content development, standards and best practices, and web technologies through compliance with training plans and standards are maintained by the Web Services Peer Team.

D. **Support** - The college president assigns personnel charged with providing advice to content managers on standards compliance, serving as tier-one and tier-two technical support for web-services related issues, and managing user access and permissions to Intranet or CMS systems. Support complies with governance plans, support models, and standards maintained by the Web Services Peer Team.

E. **Leadership** - The college president assigns personnel charged with service on the Web Services Peer Team. Members will participate fully and complete assignments as requested.

### 4.19.4.2 System Office Responsibilities

The System Office Web Services Department is responsible for general oversight of System-wide Web Services efforts as well as management of web operations at the System Office.

The System Office Web Services Department provides leadership, service, and support to the colleges by:

1. Leading the Web Services Peer Team.
2. Coordinating governance, training, and support for all Web Services efforts.
3. Representing the Web Services Peer Team to Cabinet, President’s Leadership Team, and the Board of Regents as required.
4. Serving as a resource for standards, technical issues, communications, and other assistance as needed.
5. Managing System-wide Web Services infrastructure, including:
   - Installation, management, and support of all System-wide hosting environments.
   - Leading all development efforts.
   - Creating certification models for Web Services developers.
   - Providing implementation support for Web Services platforms.
   - Installation, management, and support of all System Web Services platforms.

4.19.4.3 Peer Team Responsibilities

1. To develop best practices for all KCTCS Web Services.
2. To increase enrollment and retention through the promotion of more responsive services and improved customer service.
3. To provide effective, efficient communication among colleges and KCTCS System Office and students.
4. To recommend system-wide web services policies, including compliance with the KCTCS marketing plan.
5. To collaborate with other peer teams to ensure coordinated and seamless service.
6. To oversee compliance of all KCTCS Web Services with legal obligations regarding accessibility of Web Services for persons with disabilities.
7. To provide review and recommend enforcement of issues regarding non-compliance with standards and best practices.
8. To provide Web Services support to all colleges through shared experiences, open dialogue, and active collaboration.

4.19.5 General Policies

4.19.5.1 KCTCS Web Properties

Web properties as defined in the "definitions" section of this policy will be subject to all relevant standards, requirements, and procedures as approved by the President’s Leadership Team and maintained by the Web Services Peer Team. Additional considerations are included here.

A. Student web sites
Web sites for student organizations will comply with branding and other standards if provided by KCTCS. Student organizations with web sites not provided by KCTCS will provide notice on every web page that the content of the site is not reviewed or approved by KCTCS and does not reflect KCTCS views or policies.
Web sites of individual students shall be governed by the KCTCS Student Code of Conduct and other related policies, including Information Technology policies. Student web pages provided by KCTCS shall be otherwise exempt from KCTCS web property standards but will include a disclaimer that the content of the site is not reviewed or approved by KCTCS and does not reflect KCTCS views or policies.

B. Faculty web sites
Web sites provided for faculty in order to provide basic information to students, like office hours, directory information, and the like shall be governed by KCTCS web property standards. This content must be provided and maintained via KCTCS web properties.

Web content provided by faculty members as a required component of a course must be provided within the approved KCTCS e-learning system and must comply with standards for that system as well as relevant legal standards.

Personal faculty web pages are not subject to KCTCS web property standards but may not contain required course materials that are not provided in the KCTCS e-learning system and may not purport to be official content for either KCTCS or any KCTCS course. These sites must contain a disclaimer that the content of the site is not reviewed or approved by KCTCS and does not reflect KCTCS views or policies.

C. Third-party sites
Web sites provided through a third-party partnership (vendors and the like) must comply with all KCTCS web property standards to the extent possible. Exceptions must be reviewed and noted by the Web Services Peer Team. Requests to comply with standards must be included in requirements for subsequent contract renewals. All new efforts to secure service from third-party web sites or vendors will include requirements that these standards be met.

4.19.5.2 System-wide Coordination

A. Purchasing - The purchase of web-related products and services will be coordinated with the Web Services Peer Team in accordance with KCTCS web property standards referenced in the "Third-party" sites portion of this policy and the prioritization model established by the President's Leadership Team.

B. Development - The development of web-based applications and services will be coordinated through the prioritization and development model established by the President's Leadership Team and maintained by the Web Services Peer Team.

C. Web hosting - Hosting of Web Services content and applications will occur on the platforms provided by the System Office or via an approved vendor relationship for third-party services. Exceptions must be noted and reviewed by the Web Services Peer Team utilizing the prioritization and development model established by the President's Leadership Team and maintained by the Web Services Peer Team.
4.19.5.3 Standards

A. Legal Standards
1. All KCTCS web properties will comply with FERPA requirements.
2. All KCTCS web properties will comply with legal requirements related to accessibility for disabled persons as required in Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). The measurement for compliance will be based upon current industry standards and will be maintained by the Web Services Peer Team.
3. All KCTCS web properties will comply with copyright and fair use laws.
4. All KCTCS web properties will comply with any and all other applicable federal and state laws.

B. KCTCS/Industry Standards
1. All KCTCS web properties will comply with the KCTCS web privacy statement maintained by the Web Services Peer Team.
2. All KCTCS web properties accepting credit cards will comply with the industry-required PCI standard.
3. All KCTCS web properties will comply with KCTCS marketing and branding standards as approved by the President's Leadership Team and maintained by the Marketing Peer Team.
4. All KCTCS web properties will comply with Information Technology and data security standards as approved by the President's Leadership Team and maintained by the Technology Solutions Administrative Team.
5. All KCTCS web properties will comply with best practices guidelines, style requirements, and other standards approved by the President's Leadership Team and maintained by the Web Services Peer Team or other assigned entities.

C. Enforcement
Violations of Web Services standards and policies shall be reported to a local Web Services Peer Team member for attempted resolution. Failing a satisfactory resolution, issues shall be referred to local leadership first, then to the Web Services Peer Team for an evaluation and possible enforcement recommendation, then to System leadership for resolution.

Recommended enforcement actions may range from intervention by a Web Services employee for the purpose of correcting an issue, to removal of an individual's access to Web Services platforms, to the removal of non-compliant content or services. Recommendations are non-binding, and the final decision of KCTCS leadership will be implemented in all cases.

D. Content
1. Academic Speech - Academic speech will be protected in all cases but shall not be assumed to supersede relevant policies or legal requirements.
2. Advertising and promotion - Advertising and promotion of non-KCTCS entities via KCTCS web properties is not permitted without prior review and approval by the President's Leadership Team. In limited circumstances, as in the identification of Foundation sponsors by name or logo, or through
a negotiated contract approved by Business Services and KCTCS leadership, some recognition of external entities is permitted. In all other cases, exceptions shall be requested through the System Director of Marketing and the System Director of Web Services, who will make a joint recommendation to the Cabinet or President's Leadership Team.

3. **Style and audience** - All KCTCS web properties will present content and services in a manner most appropriate for the intended audience. Language, style, tone, and format are all important considerations. The *KCTCS Style Guide* shall serve as the reference for questions regarding content. Marketing and Web Services personnel shall serve as a resource for questions or concerns regarding web content.

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Date: [Date]  
President, KCTCS  
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