



Website

Procedure Number: 517P

Responsible Office: VP of Strategy, Research, and Workforce Innovation

Forms: N/A

Effective Date: 01/12/2024

Date Last Reviewed: 10/11/2024

1. Purpose

This policy procedure details the specific actions to be taken by all Northern Virginia Community College (NOVA) employees, who wish to make changes or updates to NVCC.edu.

2. Definitions

NVCC.edu: Serves as a comprehensive online platform that supports the academic, administrative and community-related needs of prospective students, current students, and other stakeholders associated with the institution.

3. Procedure

1. Website Update Requests

Web Services is committed to promptly addressing all requests with diligence and professionalism. We prioritize clear communication and collaboration and strive to build strong partnerships through proactive engagement and transparency. By continually seeking feedback and actively listening to the needs of our stakeholders, we aim to deliver outcomes that reflect our dedication to excellence.

2. Website Update Request Process

- May be submitted to the NOVA Web Services department by NOVA staff, faculty, and students.
- Must be submitted via email to wsdm@nvcc.edu. A ticket is subsequently assigned and placed in a queue.
- Will be prioritized according to urgency, rather than the order they are received.
- Will be assessed for alignment with these NOVA Web Guidelines.
- NOVA Web Services may contact the submitter for more information or to request a meeting.

3. Criteria for Approval of Website Update Requests



The NOVA Web Services and Marketing departments have the right to deny a request, or to change the specifications of a request to align with these NOVA website priorities below (requesters should consider the following when submitting a website update request):

- *Relevance to the College's Goals:* Updates should align with NOVA's overall objectives and priorities.
- *Accuracy and Validity:* Content should be factually accurate, current and consistent with NOVA's standards and values.
- *Quality of Content:* Updates should maintain or enhance the quality of the website, ensuring clarity, readability and relevance to the target audiences.
- *Brand Consistency:* Changes should adhere to NOVA's branding guidelines, including colors, fonts, logos and messaging.
- *Legal and Regulatory Compliance:* Updates must comply with relevant laws, regulations and industry standards, including copyright laws, data protection regulations and accessibility standards.
- *Technical Feasibility:* Updates should be technically feasible within the constraints of the website's platform, infrastructure and resources.
- *Readability:* Content should be written using correct grammar and spelling, and in a student voice.
- *Respectful and Inclusive:* Content must respect all individuals and groups, promoting an inclusive environment free from discrimination.
- *Originality:* Content shared must be the requester's own or the requester must have rights or permission to use and share it.

4. Criteria for Approval of Document Publication on the Website

Documents published on the NOVA website should follow all the above approval criteria and include the following:

- Documents such as PowerPoint presentations, Excel spreadsheets and Word documents should be converted to, and submitted as, PDFs.
- All PDFs must be compliant with the requirements of the Americans with Disabilities Act before it will be published on the NOVA website. Refer to these resources to ensure document compliance.
- Ensure that only the most current and approved versions of documents are published on the website.