Policy Number:	**700.6**
Policy Title:	**Web Standards**
Subject:	**Section 700 – Information Technology**
Date Adopted:	**November 24, 2014**
Date(s) Revised:	
Approved by:	

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POLICY STATEMENT:

This policy applies to Helena College's web presence including; primary website for the umhelena.edu domain, affiliate/3rd party websites that host official Helena College content, and the institution's LMS (Learning Management System).

This policy outlines the general rules governing Helena College's web presence and provides formal standards and guidelines for development of Helena College's websites. When standards are practiced would provide end users a consistence and accessible user experience.

The standards fall into two categories: content, style, and graphics; and accessibility.

Departments are responsible for adhering to these standards on all official Helena College Web sites.

The Information Technology Department is responsible for coordinating with other campus organizations to implement the standards and to outline a review process by which the standards shall be adhered across the campus.

All Helena College policies shall adhere to and be consistent with relevant federal and state laws, rules, and regulations; with Board of Regents' policies and procedures; and with The University of Montana's policies and procedures.

PROCEDURES:

The Information Technology Department recommended the official Helena College Web standards in conjunction with a number of other campus entities including; Disability Services for Students, ADA recommendations, the Web Standards Committee, the Marketing Department, Library Services and Continuing Education.

Recognizing that achieving campus wide compliance with the standards will need to be an ongoing process, involving every official office of Helena College that has ability to edit or manage web hosted content. A review process will be developed in order to assess that web sites meet a defined criteria. The forthcoming plan will define any terminology or concepts necessary for clarifying the standards. It will also establish a schedule for Helena College's IT and Web Standards Committee to identify priorities and any exceptions for compliance to the standards of Helena College's Web Standards Policy.

CONTENT, STYLE, AND GRAPHICS REQUIREMENTS

1. **Copyright Information**

   Web developers must adhere to all federal and state copyright laws when developing official campus web sites.

2. **Page Titles**

   All pages must include an HTML title (defined within the <title></title> tags).

3. **Official Helena College Logo**

   An official Helena College logo must appear on every program and department home page in either the upper left or right hand corner. Helena College's Home Page Links. The logo image can be resized but must not be skewed or distorted.

   A graphic link (in the form of an official Helena College logo) and text link to the Helena College home page must appear on the home page of a program web site.

   On all pages of a program or department Web site, a graphic link (in the form of an official Helena College logo and a text link to the Helena College home page must appear somewhere on the page.

   When referring to the Helena College home page in a text link, developers must make clear that the link is to the Helena College home page and not to the program home page (i.e. use "Helena College Home" in lieu of "Home").

4. **Upper-Level Helena College Navigation**

   A link to the Helena College search engine and A-Z index must appear at the top of every program's home page. Links to these tools must appear somewhere on every page in a web site. The text for these links must make clear that they link to Helena College's navigation tools and not program navigation tools. (i.e. use "Search Helena College" in lieu of "Search")

5. **Program Home Page Links**

   Within a program's Web site, every page should have links to that site's home page.

6. **Headers and Text Color**

   Headers and text must remain a dark color. The text color must have contrast against the background of the web page. (i.e. white background/black text, black background/white text)

7. **Contact Information**

   The following contact information must be available from every program or department's home page:

   - Helena College Mailing address (usually located in footer)
   - Helena College's main Phone/Fax Numbers and TTY Numbers (usually located in footer)
   - Program or department's main phone/fax numbers and other relative contact information.

ACCESSIBILITY REQUIREMENTS

The following standards are based upon the guidelines outlined by the U.S. Government in Section 508 of the Rehabilitation Act of 1973 (as amended by the Rehabilitation Act Amendments of 1998). One additional standard (having to do with tagging content in different languages appropriately) has been added from the World Wide Web Consortium Priority One checkpoints for Web Content Accessibility.

1. Provide a text equivalent for every non-text element.(e.g., via "alt", "longdesc", or in element content).
2. Synchronize equivalent alternatives for any multimedia presentation with the presentation.
3. Design Web pages so that all information conveyed with color is also available without color, for example from context or markup.
4. Organize documents so they are readable without requiring an associated style sheet.
5. Provide redundant text links for each active region of a server-side image map.
6. Provide client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
7. Identify row and column headers for data tables.
8. Use markup to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.
9. Title frames with text that facilitates frame identification and navigation.
10. Design pages to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
11. Provide a text-only page, with equivalent information or functionality, to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
12. When pages utilize scripting languages to display content, or to create interface elements, identify the information provided by the script with functional text that can be read by assistive technology.
13. When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, provide a link to a plug-in or applet that complies with Section 508 guidelines.
14. When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
15. Provide a method that permits users to skip repetitive navigation links.
16. When a timed response is required, alert the user and give sufficient time to indicate more time is required.