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**Revision Responsibility:** Director of Communications  
**Responsible Executive Officer:** President

**Source/Reference:** [TBR Policy 1:08:00:00](#)  
[Columbia State Policy 07:04:00](#)  
[Columbia State Policy 07:08:00](#)  
[State of Tennessee Internet Acceptable Use Policy](#)  
[The Digital Millennium Copyright Act of 1998](#)  
[Section 508 of the Rehabilitation Act of 1973](#)

## **PURPOSE**

To establish policy and procedures to guide faculty and staff in developing content for Columbia State webpages.

## **POLICY**

### **I. General Statement**

- A. Columbia State Community College encourages departments to develop useful and interesting web content to facilitate teaching and learning, and to provide information about Columbia State to current and prospective students, employees, as well as the general public.
- B. It is the College's intention to facilitate development of College webpages while at the same time protecting the image presented by Columbia State, and assuring that the College complies with applicable federal, state, and local laws and Tennessee Board of Regents policies and guidelines.

### **II. Official Webpages**

- A. Official Columbia State webpages are hosted on the College's web server and are created by the Communications Office for members of College departments or administrative offices for educational and business purposes.
- B. These pages will comply with guidelines for traditional Columbia State publications in addition to the guidelines included in this policy.
- C. Office webpages must be consistent with the College's main website in regards to appearance and content.

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- D. One individual in the department or office “sponsoring” the webpage(s) will be designated as the “content owner” of the page or section. The Communications Office will assist the “content owner” to ensure the image and content of the webpages are in keeping with the institutional image.

Content owners should evaluate their pages monthly in order to ensure that information is timely and accurate.

- E. Official webpages must be approved by the department head, the department content owner, and the Communications Office prior to initial posting.
- F. Procedures related to how to request or update a webpage on the ColumbiaState.edu server may be obtained from the Communications Office.

### III. Unofficial Webpages

All webpages should be part of the overall structure and branding of the ColumbiaState.edu website. No department may go outside the main structure or content management system without approval by the Communications Office.

### IV. Rules and Regulations

#### A. Information Technology Policy

All webpages on Columbia State web servers or personal computers, and all authors of these webpages must comply with Columbia State policies and guidelines concerning information technology, including Columbia State Policy 07:04:00 and the State of Tennessee Acceptable Use Policy.

#### B. Inappropriate Use

The following constitute inappropriate use and are not allowed on the Columbia State web server:

1. Support or conduct of a private business operation or commercial activity.
2. Conduct of activities unrelated to Columbia State or educational purposes.
3. Intentionally providing access to a hyperlink to obscenity as defined by law, unless such activities are directly related to an employee’s legitimate research or to a student’s completion of an academic requirement.

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4. Violating Columbia State's policy prohibiting discrimination against individuals on the basis of race, color, religion, creed, ethnic or national origin, sex, sexual orientation, gender identity/expression, disability, age (as applicable), status as a covered veteran, genetic information, and any other category protected by federal or state civil rights law with respect to employment, programs, and activities sponsored by the Board.
  5. Compromising access, integrity, or security, and destroying or altering Columbia State computer resources when such uses are not authorized.
  6. Violating copyright law. Users who do not hold the copyright on a work must have permission to publish information, graphics, cartoons, photographs, or other material; or, the publication must be otherwise permitted under copyright law. (See Columbia State Policy 07:08:00.) Failure to comply will result in removal or suspension of said occurrence by the Communications Office until the issue is resolved.
    - a. The Vice President for Academic Affairs shall serve as the designated agent for claims of copyright infringement relative to the College's website.
    - b. Upon notice of an infringement, the Communications Office will remove the offending material pending an investigation by the designated agent.
    - c. The investigation consists of contacting the person who allegedly posted the content and stored it on the College's server.
      - 1) If a defense exists, the agent notifies the copyright holder what the defense is and authorizes the Communications Office to re-post the content.
      - 2) If no defense exists, the content stays removed from the website.
      - 3) If the offender is a student, the conduct will be reported according to [Columbia State Policy 02:07:00](#).
  7. Likewise, violating trademark law or any federal, state, or local law will result in removal or suspension of said occurrence by the Communications Office until the issue is resolved.

#### C. Removal of Old Content

Content must be kept current and relevant. To prevent the search engine from indexing old information, all old html pages, content, PDF's and other related files should be removed from the server when no longer needed.



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V. Accessibility

The Columbia State website will adhere to accessible web standards as defined in Section 508 of the Rehabilitation Act of 1973 and the Web Content Accessibility Guidelines (WCAG) 2.1.

VI. Web Content Management

The Communications Office has the authority to remove pages that are deemed in violation of Section IV, Rules and Regulations, of this policy without prior notice until the contested content is resolved.

*November 29, 2001 (new policy); Revised: October 23, 2002 (to bring policy into compliance with existing federal, state, and local guidelines); December 12, 2011 (deleted Appendix A and C and renumbered B to A; February 3, 2012 (new policy format and updated titles); March 11, 2013 (naming Copyright Designation of Agent and the reference of The Digital Millennium Copyright Act of 1998;) Revised January 2019, Updated, reviewed, accepted by Cabinet, approved and signed by the President May 2022.*