

<b>College Website &amp; Digital Media</b>	Procedure Number	691.4
	Effective Date	4-1-19

**1.0 PURPOSE**

UA-PTC recognizes the importance of digital media and its role in communicating, publishing, and sharing information with students and the public. The purpose of the UA-PTC website is to provide high quality information about the college’s mission, educational opportunities, services, academic programs, events, and community offerings while serving the college staff in offering resources as well as business processes.

The following policies do not apply to:

- Web pages consisting of course content
  - Document archives
- a. Web pages published by departments, academic programs and related services are considered “official” college pages. These sites are also in accordance the Graphic Identity policy, Sexual Harassment and Title IX policies, FERPA, and other policies enforced by UA-PTC.
  - b. Official pages are required to be approved by the Office of PRM. This approval is to promote consistency, professionalism, and facilitate navigation within the college’s website.
  - c. Pages published by faculty, staff, or student organizations web pages may be linked from the official college website; however, they are understood to represent the position of an individual or group, not the college as a whole.

**2.0 REVISION HISTORY**

Adopted on: 4-1-19  
 Revised on:

**3.0 PERSONS AFFECTED**

UA-PTC employees

**4.0 DEFINITIONS**

- Personal web pages- web pages and electronic documents created by individual artists, authors, and scholars which may be related to the individual’s role within the college but do not officially represent UA-PTC.
- Student Organizations- any group or club recognized by the Student Government Association.
- Document Archives- Content no longer in use but subject to records retention schedules.

**5.0 PROCEDURES**

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s):	Public Relations and Marketing	1-1-19
Ratified by:	College Council	3/15/2019

Recommended by Chancellor (Signature)	Margaret Ellibee	3-15-19
UA Policy Alignment		

