Administrative Responsibilities
It is the shared responsibility of the Office of College Communications and the Information Technology Department to review and revise this procedure.

Procedure

A. Procedural Responsibilities

1. The Office of College Communications (OCC) works with various offices and departments of the College to coordinate the development of online college information and services including the design, content, navigation and maintenance of Web pages on the College’s public web site at www.ptc.edu. The OCC also plans and budgets for future Web development, trains faculty and staff to edit the Web site as deemed necessary, and establishes editing permissions for the site.

2. The Information Technology Department (IT) is responsible for the technical management of the primary College Web server; maintenance, backup and periodic upgrade of the Web server software; maintenance of user accounts; and security of server access.

3. The Information Technology Department is responsible for the technical management of the college Internet Portal “Pathway” server hardware.
B. Content and Design

1. Content and final design of all pages on the public web site is overseen by the Office of College Communications. The OCC works directly with stakeholders throughout the College to present timely and accurate content, to create new content as necessary, and to schedule new development with outside vendors when deemed necessary. If a need for new content or a change to existing content is identified on the public web site by employees, the Director of Marketing and Public Relations or the Public Information Coordinator should be contacted to discuss the necessary work. The work is carried out by the OCC or scheduled with outside vendors if necessary.

2. As necessary, edit access to Web pages is provided to qualified editors who have been appointed by the department or faculty member responsible for the page. All editors are to adhere to the guidelines established by the OCC.

B. Access Request

New access requests for editing rights on the public web site should be sent directly to the Director of Marketing and Public Relations for review. The OCC evaluates requests based on the required or desired frequency of updates to the page(s) in question, the role of the requestor in the institution relative to the requested content access, and the existing maintenance workload of the OCC.