TITLE:	**Management of Information Dissemination through Electronic Media**
PROCEDURE NUMBER:	**1-2-1020.3**
RELATED POLICY AND PROCEDURES:	**1-1-1020 College Communications**
DIVISION OF RESPONSIBILITY:	**Administrative and Business and Finance**
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June 20, 2013	**November 15, 2022**	**October 26, 2016**
Date Approved by President	**Date of Last Review**	**Date of Last Revision**

Administrative Responsibilities

It is the shared responsibility of the Office of Marketing and Public Relations and the Information Technology Department to review and revise this procedure.

Procedure

A. Procedural Responsibilities

1. The Office of Marketing and Public Relations (OMPR) 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 website at www.ptc.edu.The OMPR also plans and budgets for future web development, trains faculty and staff to edit the website as deemed necessary and establishes editing permissions for the site.

2. The Information Technology Department is responsible for the technical management of the college Internet Portal "Pathway" server hardware and

collaborates with the Division of Enrollment and Communications to manage content and design on the College's portal.

B. Content and Design

1. Content and final design of all pages on the public web site is overseen by the Office of Marketing and Public Relations. The OMPR 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 website 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 OMPR 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 OMPR. B Access Request New access requests for editing rights on the public website should be sent directly to the Director of Marketing and Public Relations for review. The OMPR 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 OMPR.