LBCC WEB CONTENT MANAGEMENT GUIDELINES

- **Introduction:**

  This document outlines the guidelines for managing web content on the official Long Beach City College (LBCC) website. It ensures that all material is carefully reviewed, approved, and aligned with LBCC's commitment to high-quality standards, user engagement, and accessibility. This framework applies to all individuals and departments involved in creating, reviewing, and managing content on the official LBCC website, **www.lbcc.edu**. **This includes all pages that begin with "www.lbcc.edu/", NOT any other external domains.**

  Our approach promotes collaboration and centralization in the ongoing development, deployment, and maintenance of our online presence. By prioritizing consistency and accuracy in content, it helps to effectively represent the LBCC brand through clearly defined processes, roles, responsibilities, and best practices.

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LBCC WEB CONTENT MANAGEMENT GUIDELINES

- **Purpose:**
  - To establish a clear framework that ensures web content effectively supports LBCC's mission and institutional values, creating an effective and engaging online experience. Additionally, we will ensure compliance with legal and technical standards.
- **Scope and Applicability:**
  - **Scope**: **These guidelines apply to all content published on the LBCC official website** - **www.lbcc.edu**, including text, images, multimedia, and interactive elements. **This covers all pages that begin with "www.lbcc.edu/", and DOES NOT apply to any other external domains.**
  - **Applicability**: All individuals and departments, including LBCC staff, faculty, and contracted partners, who are involved in the creation, review, management, or publication of web content using the CMS, hosted on the **www.lbcc.edu** domain.

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GOALS

High-Quality Content: Ensure content is high-quality, accurate, relevant, clear, up-to-date, and engaging

User Experience: Enhance website usability and visitor engagement

Workflow Efficiency: Streamline content submission, review, approval, and management process

Brand Consistency: Maintain a unified brand voice and visual identity

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DEFINITIONS

- **Web Content Management Guidelines:** refer to the individuals, procedures, standards, and guidelines that direct the creation and maintenance of our official website and digital assets. This framework applies exclusively to content managed through the Content Management System (CMS) and published on the **www.lbcc.edu** domain, **including all pages starting with www.lbcc.edu/.** It DOES NOT apply to any other external domains.
- **Content Management System (CMS):**
  - The platform LBCC uses for creating, editing, and managing web content.
- **Web Content:**
  - All forms of web content, including but not limited to:
    - Textual content (e.g., articles, program descriptions, FAQs)
    - Visual content (e.g., images, videos)
    - Interactive content (e.g.,forms, web applications...)
    - Documents (e.g., PDFs, whitepapers, reports)

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LBCC WEB CONTENT MANAGEMENT GUIDELINES

The following guidelines are designed to ensure effective web content management at LBCC. They apply exclusively to all content managed through the Content Management System (CMS) and published on the **www.lbcc.edu** domain, **including all pages that begin with "www.lbcc.edu/**".

These guidelines **DO NOT** apply to content on other LBCC platforms or domains, such as *www.apps.lbcc.edu, Canvas, Courseleaf, Starfish,* or any other external, non-LBCC systems.

1. **Content Ownership:** Every piece of content must have a designated content owner to ensure accountability and facilitate collaboration. Submit the contact information for the content owner to the Web Coordinator and/or Public Affairs & Marketing department (PAM), and promptly communicate any changes in ownership to the Web Coordinator.
2. **Content Contributors:** Each department or area designates at least two trained content contributors who will create and update content in the CMS. A content owner can also take on the role of a content contributor. Submit this information to the Web Coordinator in the Public Affairs & Marketing Department.
3. **Quality Standards:** Make sure all content adheres to LBCC's content and style guidelines and meets accessibility regulations. (Refer to *Content Guidelines and Best Practices*)
4. **Review and Approval:** All content must be reviewed and approved by the designated content owner to maintain quality control and workflow prior to submission for publishing. (Refer to *Content Review & Approval Process –Publishing Workflow*)

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LBCC WEB CONTENT MANAGEMENT STANDARD GUIDELINES (CONT.)

The following guidelines are designed to ensure effective web content management at LBCC. They apply exclusively to all content managed through the Content Management System (CMS) and published on the **www.lbcc.edu** domain, **including all pages that begin with "www.lbcc.edu/"**.
These guidelines **DO NOT** apply to content on other LBCC platforms or domains, such as *www.apps.lbcc.edu, Canvas, Courseleaf, Starfish*, or any other external, non-LBCC systems.

5. **Web Request Process:** All requests requiring **complex changes must be submitted through the LBCC Launch ticket system**. This includes:
   - Creating new microsites on the www.lbcc.edu domain
   - Redesigning existing pages with new layouts or templates
   - Updating with attachments or images
   - Introducing new or modified navigation terms
   - Any other changes to the site's structure

   Please ensure your submissions are clear, well-organized, and include all necessary materials as outlined by the Public Affairs & Marketing Department. (For detailed guidelines, refer to the *Web Request Process Guidelines*)

   Note: For simpler updates, Web-Contributors and Editors are responsible for updating their content using the (CMS) and submitting it for publishing.

6. **Quality Control - Content Relevancy and Maintenance:** Content owners and contributors are required to review and update their webpages regularly to ensure the content remains accurate, relevant, and of high quality. As part of our policy, **all content must be reviewed and updated at least twice a year**, in **January and July**, and more frequently as needed depending on the nature of the content.

7. **CMS Training**: Regular training sessions will be offered for Content Contributors/Editors to ensure understanding of policies, best practices, and CMS for effective content management. Only Content Contributors/Editors who have completed training will receive access to the content management system. In the interim, departments should coordinate with Web Coordinator for maintaining/updating content.

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CONTENT OWNERS

Role & Responsibilities

Definition:

- Content Owners are individuals responsible for specific areas of web content within the college, ensuring accuracy, relevance, and engagement.

Key Responsibilities:

- Assess departmental content needs; make departmental decisions for their webpage content to ensure alignment with departmental and LBCC and community goals.
- Ensure all content is accurate, relevant, and up-to-date.
- Designate faculty or staff as CMS Content Contributors, if needed. Collaborate with content contributors and editors to enhance user engagement.
- Oversee the content creation process within the department to maintain high quality and compliance with LBCC standards.
- Review and approve content before submission to the Web Administrator/Coordinator for publication.
- Document ownership of departmental web pages on www.lbcc.edu and provide this information to the Web Coordinator for accountability. Promptly inform the Web Coordinator of any changes in content ownership to ensure accurate records.

Examples of Content Owner Titles:

- Vice Presidents
- Deans/Directors
- Department Heads
- Program Coordinators

Importance:

- Enhances accountability for web content quality.
- Ensures content is effective, useful, and resourceful.
- Promotes user engagement and satisfaction.

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CONTENT CONTRIBUTORS

Role & Responsibilities

Definition:

- Content Contributors are individuals responsible for creating, updating, and maintaining web content for specific areas within the college.

Key Responsibilities:

- Develop original content based on departmental needs.
- Ensure accuracy, relevance, and alignment with institutional branding.
- Submit draft for review and approval to the designated Content Owner.
- Submit approved content to the Web Administrator for final review and publishing.
- Regularly update assigned web pages to maintain current information.

Examples of Content Contributor Titles:

- Faculty Members
- Program Coordinators
- Administrative Staff
- Classified Staff

Importance:

- Ensures high-quality, accurate, and engaging content for users.
- Supports effective communication of departmental goals and resources.
- Contributes to an organized and user-friendly website experience.

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CONTENT EDITORS

Role & Responsibilities

Definition:

- Content Editors are responsible for creating, reviewing, submit content to Content Owner for approval and publishing the approved content on the college's website, ensuring accuracy and adherence to institutional standards.

Key Responsibilities:

- Create and develop content relevant to their area of expertise.
- Ensure content is accurate, well-organized, and aligns with institutional branding.
- Submit content to the designated Content Owner for approval.
- Review and incorporate feedback from Content Owner.
- Publish approved content on the website in collaboration with the Web Administrator/Coordinator.
- Regularly monitor and update published content to ensure ongoing relevance.

Examples of Content Editor Titles:

- Digital Media Coordinator
- ITS Full Stack Developer

Importance:

- Ensures the delivery of high-quality, engaging content for users.
- Maintains a consistent and professional online presence.
- Supports the strategic goals of the institution through effective communication.

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WEB COORDINATOR

Role & Responsibilities

Definition:

- The Web Coordinator oversees the overall web content strategy, technical functionality, and user experience of the college's website.

Key Responsibilities:

- **Oversee Web Content Strategy:** Manage and implement the overall web content strategy and management:
  - Develops web content and style guidelines.
  - Maintains communication with college content owners, editors, and contributors regarding content, design, accessibility, and compliance with college policies.
  - Offers guidance on best practices for content, branding, style, and accessibility.
- **Technical Collaboration:** Collaborate with the 3rd party Web Hosting Provider to ensure website functionality, stability, and security.
- **Template & Style Guide Development:** Develop and maintain web templates and style guides, collaborating with IT support (Web Hosting Provider).
- **Content Review & Approval:** Review and approve all website content before publishing. Collaborate with content owners and contributors to ensure that all web content adheres to LBCC guidelines and standards. However, content contributors and owners are responsible for creating and updating their content in accordance with LBCC's established guidelines.
- **Manage Content Management System (CMS):** Oversee and maintain the CMS to ensure efficient content updates and management.
  - Keeps a current list of designated Content Owners, Contributors, Editors for all academic and administrative units.
- **Training & Support:** Provide training and offer ongoing support to content contributors on web content best practices.
- **Website Updates & Maintenance:** Upload and update content in the CMS based on department submissions following the approval workflow.
- **Analytics & User Experience:** Analyze website traffic data to identify areas for improvement in usability and user experience.

Importance:

- Ensures the website's technical functionality and content quality.
- Enhances user experience through effective content management and usability improvements.
- Supports LBCC goals by maintaining a professional and engaging online presence.

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WEB PERMISSIONS, ROLES, AND PUBLISHING WORKFLOW

At LBCC, roles determine an individual's responsibilities regarding content management and workflow:

- **Public Relations & Marketing/Communcations Team**: Responsible for maintaining and generating content for high-level landing pages, homepage sliders, and news posts. They provide support to content owners and editors and oversee overall content strategy.
- **Web Coordinator**: Oversees all web content submitted for review before publication. Provides training, assistance, and guidance on best practices for CMS users.
- **Web Content Owner**: Makes departmental decisions regarding content for their pages that align with LBCC's strategic web principles. Ensures that all department content is accurate and up to date, and designates faculty or staff as Content Editors/Contributors.
- **Content Editor**: Responsible for adding and editing content, ensuring quality, style, consistency, and accuracy. Departments may designate one or more Content Editors. This role has access to publish content to the website via CMS.
- **Content Contributor**: Responsible for adding and editing content, ensuring quality, style, consistency, and accuracy. Submits approved content draft to the Web Coordinator for publishing on the website.

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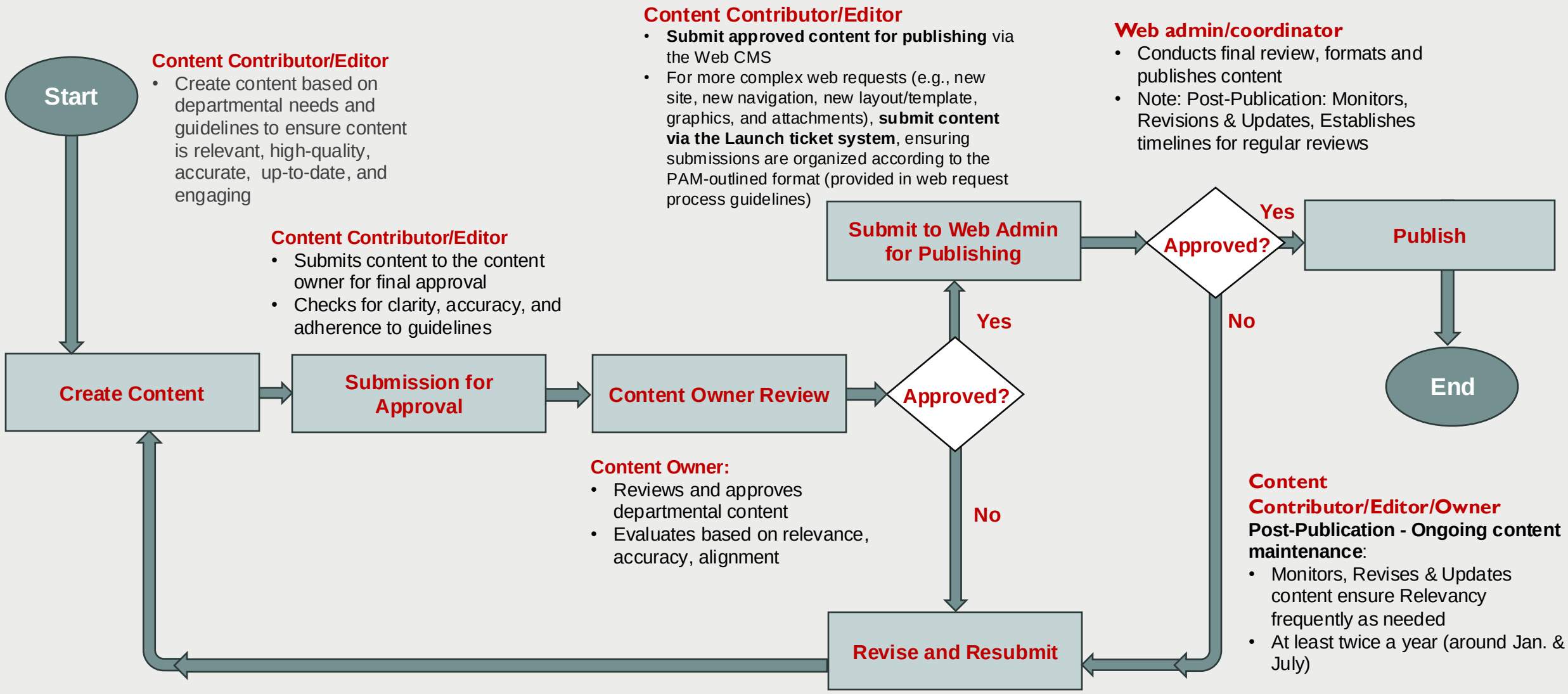
CONTENT REVIEW & APPROVAL PROCESS –PUBLISHING WORKFLOW



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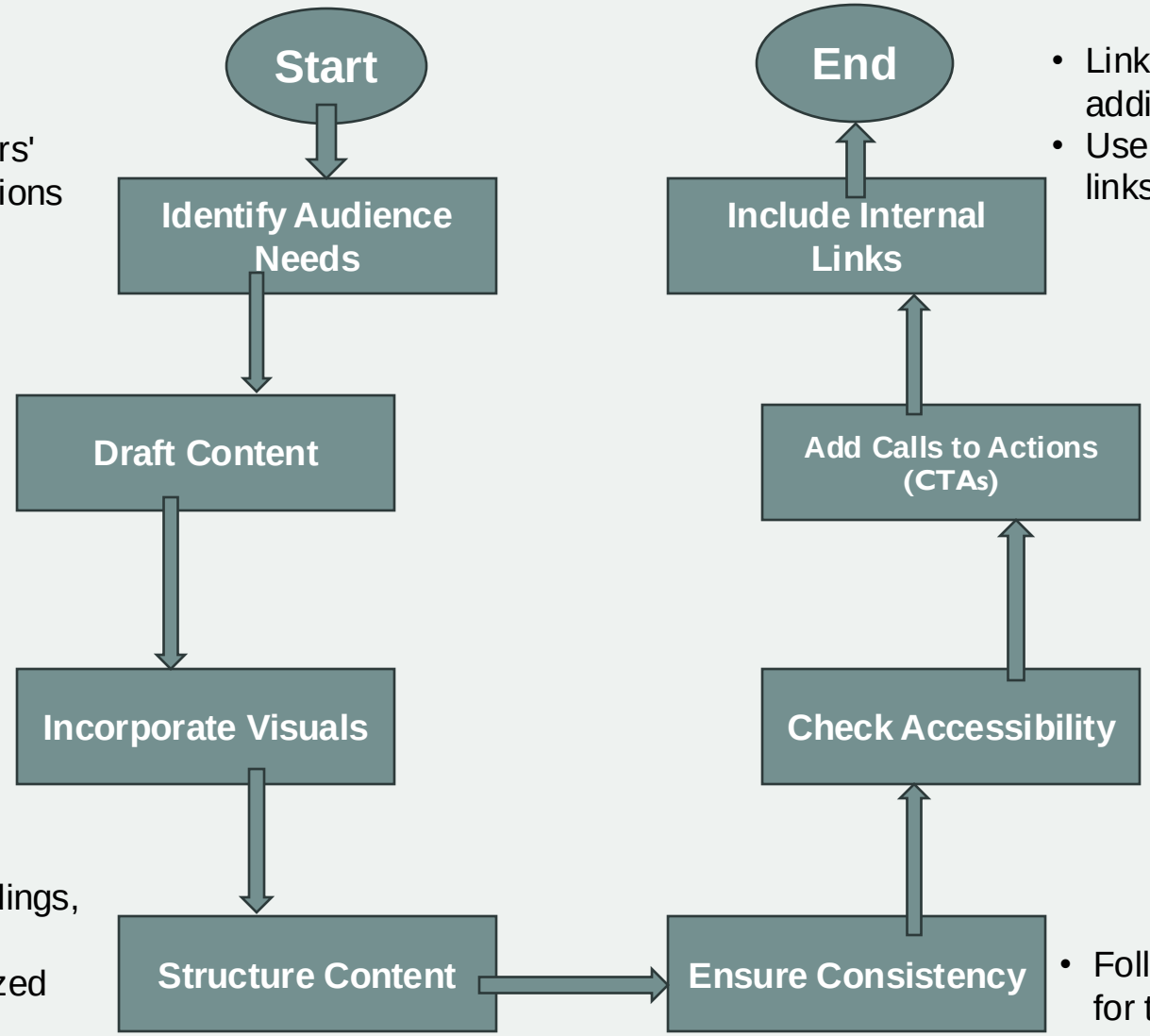
CONTENT CREATION PROCESS



- Understand users' goals and questions

- Use clear, concise language
- Tailor content to meet their preferences, needs, and understanding levels
- Use appropriate language and tone for the best engagement

- Use high-quality images and multimedia

- Use headings, subheadings, bullet points for better scanability, stay organized
- Maintain a logical flow

- Follow LBCC brand guidelines for tone and style

- Adhere to Web Content Accessibility Guidelines (WCAG)
- Include descriptive alt text for images
- Video with closed captions

- Clearly state the desired action, make it straight forward for user to follow (e.g., ***Apply Now, Request a Brochure, Check Your Grades, Join Our Newsletter***…)
- Position CTAs prominently but maintain a balanced approach
- Customize CTAs for the specific content and target audience

- Link to relevant LBCC pages for additional information
- Use descriptive anchor text for internal links; avoid generic terms like "click here"

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CONTENT GUIDELINES OVERVIEW

Below is a summary of key points. For in-depth insights and best practices, be sure to explore the ***LBCC Content Guidelines and Best Practices***, which provide valuable details to enhance your content management efforts.

- **Content Quality**
  - Informative, engaging, and clear
  - Use visuals and multimedia
  - Proofread and follow best practices
- **Accessibility**
  - Use inclusive language to respect diverse audiences. Ensure all content meets accessibility standards
  - All web content must Comply with Web Content Accessibility Guidelines (WCAG) 2.0 standards, including Americans with Disabilities Act (ADA) and Family Educational Rights and Privacy Act (FERPA) when applicable
  - Use appropriate alt text and descriptive titles, captioned video
- **Search Engine Optimization (SEO)**
  - Optimize with keywords, clear titles, and internal linking
  - Prefer HTML over PDF file
- **Branding**
  - Use approved LBCC Templates: LBCC logos, colors, and fonts automatically applied by Cascading Style Sheets (CSS)
- **Rules & Regulations Compliance**
  - Create your own original content or use licensed material.
  - Verify all media for copyright. This includes images, music, and videos. Ensure permission is obtained from any people featured in visual content. Credit your sources.

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QUALITY CONTROL

- **Content Review Process:**
  - Before submitting content to the Web Coordinator for publishing, have another person review it. This review should check for:
    - Spelling and grammar
    - Adherence to style guidelines
    - Working links
    - Overall content quality: Relevance, Accuracy, Alignment
    - Comply with copyright & ADA rules when applicable (images, photos, videos & multimedia)
- **Error Handling:**
  - If submissions contain errors or do not adhere to LBCC's content guidelines and best practices, the Web Coordinator/Admin may:
    - Reject the submission for revision
    - Correct the issues and/or notify the editor/contributor
- **Responsibility:**
  - Content Owners and Content Contributors/Editors are responsible for creating and maintaining content that complies with LBCC guidelines.

CONTENT RELEVANCY AND MAINTENANCE

- **Regular Reviews**:

  All website content must undergo a biannual review and update process to ensure accuracy and relevance.

  - **Review Schedule**: Content must be reviewed and updated twice a year, before the start of the **Fall** and **Spring** semesters - Content Owners should ensure that their Content Editors/Contributors review and update departmental webpages at least every six months (in **January and July)** if not sooner.
  - **Content to Review**: Ensure that all relevant content is checked for:
    - Accuracy of dates, times, and events
    - Updated information
    - Correct links and references
    - Any other seasonal or program-specific changes
    - Outdated content must be updated, deleted, unpublished
- **Reminders and Actions**:
  - The Web Coordinator will send periodic reminders to staff for content review.
  - Pages identified as outdated may be referred to a Web Content Owner for review. If the content is not updated, the Web Coordinator may remove or unpublish it until it can be refreshed.
- **Responsibility:**
  - Content Owners and Content Contributors/Editors are accountable for the relevance and ongoing maintenance of their content, ensuring adherence to LBCC's content guidelines and best practices.

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WEB REQUEST PROCESS GUIDELINES

*Adhering to the web request process is **mandatory** for the following complex web updates:*

- *Creating new microsites on the www.lbcc.edu domain*
- *Redesigning existing pages, including new layouts or templates*
- *Updating pages with attachments or images*
- *Introducing new or modified navigation terms*
- *Making any other structural changes to the site*

- **Step 1: Prepare Your Content**
  Before submitting your request, ensure that your content meets the following criteria:
  - **Approval and Proofreading**: All content must be reviewed and approved by relevant stakeholders.
  - **Finalization**: Make sure the content is polished and free of errors.
  - **Relevance**: Ensure that your content aligns with your departmental & LBCC's mission, institutional values, and target audience.
  - **Layout Vision:** Create a mock-up of how you envision the content being displayed on the website. This will help communicate your ideas clearly.

- **Step 2: Gather Supporting Materials**
  Collect all the necessary materials for your submission: Make sure to follow the ***Web Request Guidelines Checklist* outlined by PAM** to ensure all necessary information is provided.
  - **Content Attachments**: Text content in a Word document or similar format, Images, Videos (comply the copyright rules), Layout Mock-Up: Provide a visual representation of your content layout to illustrate your design vision.
  - **Detailed Instructions**: Organize your detailed instructions in a Word document, following the guidelines provided by the PAM team. Clearly outline the necessary information to facilitate the review and publication process.
  - **Content Ownership/Accountability**: When submitting a web request, please provide the following information: content owner contact info and proof of approval, background information justifying the request.

- **Step 3: Submit Your Request**
  - Submit your complete request through the Launch Ticket System. Ensure that you include all the supporting materials listed above. A thorough submission will help expedite the review and publishing process.

- **Step 4: Review and Feedback**
  - Once submitted, the Web Coordinator and/or PAM will review your request. They may provide feedback or request additional information to ensure that the content meets the required standards and criteria.

- **Step 5: Final Approval and Publication**
  - After any necessary revisions, your content will be finalized for publication. You will receive notification once your content is live on the LBCC website.

By following this process, you will help ensure a smooth and efficient web request experience, leading to high-quality content on the LBCC website.

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TRAINING & SUPPORT FOR WEB CONTENT MANAGEMENT

- **CMS Training**
  Training sessions on using the Content Management System (CMS) will be offered twice a year to help you effectively navigate and manage web content.
- **LBCC Content Guidelines**
  Gain an understanding of LBCC's content guidelines to ensure consistency and alignment with our institutional values.
- **Best Practices**
  Learn best practices for creating high-quality, engaging content during the training sessions.
- **Ongoing Support**
  Access guidelines and best practices materials, and reach out to the Web Coordinator, PAM, or ITS for any questions or assistance you may need.

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CONCLUSION

These guidelines for web content management are designed to ensure the quality, consistency, and effectiveness of our LBCC online presence on the official website (**www.lbcc.edu**). They apply specifically to pages that begin with **www.lbcc.edu/**, and do not extend to other external domains.

- **Responsibility**: Content owners and contributors are responsible for keeping their pages up-to-date, ensuring high quality, and aligning content with the LBCC's goals.
- **Collaboration**: Together, we maintain a user-friendly and effective web presence.
- **Ongoing Support:** Access guidelines and best practice materials, and reach out to the Web Coordinator, PAM, or ITS for any questions or assistance you may need.
- **Ongoing Updates**: These guidelines are subject to continuous review and refinement.
- **Stay Informed**: Keep updated on any changes to the guidelines.