Web Site Guidelines

All North Seattle Community College (NSCC) Web pages must adhere to the principles and guidelines contained in this document as well as any other relevant policies, including SCCD's Use of Electronic Information Resources, Information Technology Security policies, Use of Electronic Messaging Systems, Ethical Conduct/Conflict of Interest Standards, CIS Policy on Acceptable Use and K-20 Consortium policies.

Purpose of Guidelines

NSCC first went online in 1996 when standards for Web site navigation, design, and interactivity were still being developed and explored as operating systems, software, search engines and Web browsers were continually being upgraded. Since then, technology has continued to improve and the capabilities of the World Wide Web have expanded, allowing Web sites to not only provide information, but also online services seven days a week, twenty-four hours a day.

As a result, the importance of having a dynamic Web presence has taken on an even more meaningful and powerful role as an important marketing tool. How easily users can navigate a Web site to find the information they are looking for, how the information is presented, as well as the type of services the Web site provides makes an immediate impression about the institution and its credibility.

Just as the World Wide Web has further expanded and developed, so has NSCC's Web site with services such as the ability to complete an admission application online, register for classes, access schedules and grades and subscribe to specific news and information feeds. However, the college has realized that the Web should be used even more effectively, specifically as an important tool in the recruitment, progression, and graduation of students. To accomplish this, its Web site must present a stronger presence — a presence that is consistent and coherent across the entire site, is interactive, is appealing, promotes a positive image of NSCC, and most importantly, meets user needs. The college has determined that the Web site must be more than an information repository — it must provide a positive experience for the user, which will build credibility for the college and lead to greater student satisfaction.

The purpose of these guidelines is to not only ensure that NSCC's online presence meets these standards and reflects a positive image of NSCC, but to insure that NSCC's Web site maintains the following principles:

- Supports the mission and strategic plan of the college.
- Provides a consistent and coherent user experience and promotes a positive image of NSCC.
- The information on NSCC's Web pages is accurate and current.
- NSCC's Web site is used effectively as a recruitment and retention tool.
- NSCC's Web site meets accepted Web standards and protocols, including at least the Web accessibility standards mandated by Washington state law.

Web Site Standards

NSCC's Web site is an institutional publication and as such, should have active participation by all college academic and administrative units, as well as all college-supported organizations. In order to meet the goals outlined by these guidelines, the main emphasis for most unit Web pages on NSCC's northseattle.edu domain should be placed on the recruitment and retention of students. Thus top-level pages for each unit should focus on the needs of future students and present a positive image of the college and the department. In addition, unit top-level pages should include highly visible links to pages designed to meet the needs of current students, faculty and

staff, alumni, and the community.

All Web pages on the NSCC domain (northseattle.edu), as well as the Web site as a whole, should adhere to and support the following principles:

NSCC's Web site supports the mission of the College

The mission of NSCC expresses a commitment to changing lives through education. Its vision is to be a progressive educational resource, actively engaged with its community and known for innovation and responsiveness. The college should therefore strive to employ the latest in technology and support for its Web site, including systems that provide for the continuous operation of the site, provide adequate security for the site, and provide capabilities for adequate memory and disk storage, as well as communication needs. These systems should utilize technology that supports the ability to provide services on the Web site, for example, online applications and registration for classes; online tuition/fee payments; and the retrieval and maintenance of pertinent information by identified user audiences.

NSCC's Web site as a whole is consistent coherent and promotes a positive image of NSCC

The first step to creating a positive image of NSCC on the Web is to develop a Web site that is consistent, coherent, and user-friendly. The Web site should address the needs of its identified audiences and provide the information and services in a format that is easy to navigate. Navigation on the Web site should be consistent in placement and style, and links should be clear and concise. Broken links and dead pages must be avoided. Page content must be easy to understand and not include terminology that people outside of NSCC's community might not understand.

In order to provide a consistent and coherent Web site that is appealing, content and editorial style guidelines must be implemented. The Marketing & Public Relations department, in conjunction with the Webmaster will develop and implement content and editorial style guidelines. All units represented on NSCC's Web site must adhere to these guidelines. The Marketing & Public Relations Department will work with units to ensure that their Web pages meet the guidelines.

The information on NSCC's Web pages is accurate and current

All Web pages must be accurate and current, and outdated information should be removed from the Web site immediately. All units must identify a content contributor who is responsible for publishing information to the Web site. The unit head and the unit's content contributor should review the information on the Web site regularly to insure that information published to the Web site is accurate and current. It is recommended that units review and update their Web pages at least once per year, and more often, if the unit sponsors events and/or provides information that references a specific date. The Marketing & Public Relations department will work with units to ensure that content on Web pages is accurate and current.

NSCC's Web site is used effectively as a recruitment and retention tool

Creating a strong marketing presence on the World Wide Web aimed toward the recruitment and retention of students will allow NSCC to use its Web site more effectively. Providing the information and services that make it convenient for future students to learn about NSCC will create a better user experience and a positive image of the college. Providing easy access to the information and services that current students need and want will add a positive impact to their NSCC experience and lead to student satisfaction. NSCC's Web site should be regularly assessed to determine if the site is being used effectively for the recruitment and retention of students, especially as the technology supporting the Internet and the World Wide Web continues to develop and improve. In addition, the design and content of Web pages should regularly be reviewed to ensure that the Web site as a whole is providing a positive experience for future and current students. The NSCC Web site and all print materials and other marketing efforts should be closely aligned in style and presentation of NSCC's image.

NSCC's Web site meets accepted Web standards and protocols, including at least the Web accessibility standards mandated by Washington State law

Since the inception of the World Wide Web, the medium has continued to evolve, as the possibilities of the use of

the Web have expanded. As the development continues, standards and protocols have come to be widely accepted by Web developers as well as Web users, including file and Web page naming protocols, and standard practices for linking and Web site navigation. NSCC's Web site should adhere to these standards, including those outlined by the Web Standards Group (http://webstandardsgroup.org/), thereby providing a better user experience and less user confusion and/or frustration.

In addition, NSCC must adhere to all applicable laws and regulations regarding Web site accessibility. NSCC will ensure that its public Web pages meet or exceed the minimum standards recommended by the Web Content Accessibility Guidelines (http://www.w3.org/TR/WCAG20/) developed by the World Wide Web Consortium's Web Accessibility Initiative as mandated by the Washington State Information Services Board.

NSCC's content management system (CMS), along with its content and style guidelines, will adhere to the standards outlined by the Web Standards Group. Additionally, using the CMS and guidelines helps assure that all pages on NSCC's Web site meet accessibility requirements, and reduce the effort of content contributors and editors needed to meet those standards.

In an effort to ensure the above principles are met, all college academic and administrative units, as well as all college-supported organizations will be required to be a part of NSCC's northseattle.edu domain and content management system and will be required to utilize college templates. However, while the following Web pages must adhere to the principles outlined above, and applicable state laws and district policies, they are not required to participate in NSCC's northseattle.edu domain and content management system:

Student organizations
Student organizations are free to design and publish Web sites outside of NSCC's Web site. These pages are not required to be a part of NSCC's content management system nor are student organizations required to use college templates. Student organization Web pages published on NSCC's northseattle.edu domain must use its content management system and college templates and adhere to the standards outlined in the Web Content and Style Guidelines.

Faculty Web pages
The purpose of Faculty Web pages is to advance the academic and service mission of the college and with this purpose in mind, NSCC's Faculty Web pages are not required to be a part of NSCC's northseattle.edu domain or content management system nor are faculty required to use college templates when publishing their Web pages. In general, faculty pages are for providing class information, which may include a syllabus, assignments and links to other relevant sites, etc. Faculty members are responsible for creating and maintaining their own pages and should adhere to the spirit of the standards outlined above and should adhere to the standards outlined in the Web Content and Style Guidelines. Faculty Pages are NOT for personal use. These pages should have a link to the northseattle.edu homepage or to their division home page.

Multi-organization Web pages
Web pages created for projects that represent multiple organizations including NSCC (i.e., grants, partnerships, etc.) are not required to be part of NSCC's extranet/northseattle.edu domain or content management system. However, if the content to be presented is restricted to NSCC's role in a multiple-organization project, then it is required to be part of NSCC's extranet/northseattle.edu domain and content management system and to utilize college templates.

Service-related vendor pages

Other **unique situations**, where complying with these requirements would be problematic, will be considered on a case-by-case basis and must be approved by the college's Executive Team.

Outside Web Sites
Owners of official NSCC Web sites that are outside of the northseattle.edu domain and content management system will be responsible for managing the content and technical aspects of those sites. For instance, IT

Services is not responsible for direct or consequential problems associated with code written for outside Web sites. Technology changes and routine software updates may "break" an outside Web site. Fixing such problems is the responsibility of the site's owner, manager, or department. Failure to do so in a timely manner will subject the site to being removed by IT Services. If a security hole or policy/law violation is found in an outside site, it is the responsibility of the department to fix their pages or they will be disabled by IT Services. The navigation framework will include a link back to northseattle.edu from every page in the site. Content must be kept current by the site's owner, or department/program. Content that has been identified as outdated is subject to removal by IT Services. These sites should be in compliance with the policies and guidelines set forth in this document as well as other applicable college policies and guidelines, including the SCCD's Use of Electronic Information Resources and Information Technology Security policies and will be periodically reviewed by IT Services and/or Marketing and Public Relations for compliance to these requirements.

Content on outside sites or faculty Web pages many not copy/duplicate content or images from northseattle.edu nor may they contain duplicate or contradictory information that can be found on the main Web site.

Virtually Hosted Web Sites
As a public service, upon the Executive Team's approval, NSCC may virtually host Web sites for college affiliated organizations on its servers. College affiliated organizations are those non-profit organizations that enhance or further the college's mission, and a contractual agreement must have been established between the organization and college. College affiliated Web sites may not have Web pages that are a part of the northseattle.edu domain.

Personal Web Sites
NSCC's Web servers are to be used to support the mission of the college. Thus, Web pages of a personal nature should not reside on any NSCC Web server. Faculty, staff, and students desiring to publish Web pages of a personal nature should seek Web space through other means.

Web Site Development and Hosting
The northseattle.edu site will be developed and maintained by IT Services in compliance with current standards and best-practices regarding security, usability, and technological advancement.

*Sensitive Information
Any Web application that requires the transmission and/or storage of sensitive information MUST be developed and maintained by IT Services or by an authorized 3'rd party that has been approved by IT Services.

*Sensitive information includes, but may not be limited to the following:
Social Security Number (SSN)
Bank Account Number(s)
Credit Card Number(s)
Drivers License Number
Personally Identifiable Student Information

Use of College Data
Any Web application that requires the use of college data whether it is of a sensitive nature or not MUST be developed and maintained by IT Services. College data is defined as any data that is stored on the HP3000 system or NSCC databases.

Hosting
All official college Web sites will be hosted on the campus Web servers with the only exception being that a page can be hosted at the district domains (seattlecolleges.edu, sccd.ctc.edu) if the college Marketing and Public Relations Director and/or Webmaster gives approval for district hosting.

Web Site Administration

Responsibility for developing, implementing, and overseeing NSCC's Web site includes the following:

IT Services

IT Services is responsible for the following:
° Ensures that there are adequate systems and support in place for continuous development and operation of NSCC's Web site. This includes security, data storage and retrieval, appropriate communication applications, as well as providing college-wide services such as e-learning, online applications for registration, fee payments and the retrieval of pertinent information by identified user audiences.
° Coordinates and implements Web page interfaces with the college's/district's administrative systems as well as any other applicable systems.
° Researches, recommends, develops and implements new technologies as appropriate for improving Web server system support, maintenance, and reporting.
° Coordinates technical aspects of maintenance of the college's Web site.
° Administers, organizes and maintains Web server systems based on the established standards and operating guidelines.
° Maintains and controls all aspects of user access to the system(s) to ensure both logical and physical security.
° Develops and assists in the maintenance of college-approved general information databases and other applications.
° Monitors system performance and anticipates and evaluates problems.
° Attends to system operational parameters including system memory requirements, storage needs, internal systems communications and networking.
° Supervises, coordinates, manages and assigns work to Web programming staff.
° Coordinates and implements Web page interfaces with the college's administrative systems as well as any other applicable systems.
° Works with the Marketing & PR Department on the design of college Web page templates. Researches, recommends, develops and implements new technologies for developing Web sites and multimedia as appropriate.
° Resolves Web site issues in conjunction with Marketing & PR and any other appropriate parties for issues that must be addressed on a college-wide level.

Marketing & Public Relations Department

The Marketing & Public Relations Department is responsible for the following:
° Ensures that the Web site meets accepted Web standards and protocols and college policies, that content are cohesive and current and that the site is a unified and dynamic representation of the college.
° Provides and/or edits content, photos and other graphic elements for Web pages, promos, profiles, testimonials and news and events sections.
° Works with IT Services on the design of college Web page templates.
° Ensures that new and updated pages on the college Web site conform to page layout and content guidelines.
° Develops Web content and style guidelines.
° Establishes and maintains communication with college content approvers and content contributors with regard to content, design, accessibility and compliance with college policy.
° Maintains a current list of designated content contributors for all academic and administrative units.
° Schedules and notifies content approvers and content contributors of Web orientation and training sessions.
° Assists content approvers and content contributors.

Content Approvers

° Unit heads, which include instructional department heads, deans, and administrative unit heads, are content approvers and have the following responsibilities:
° Designate a content contributor for the unit and notify Marketing & PR as to the name of the content contributor for the unit as well as any subsequent changes in content contributors.

- ° Attend Web orientation and training sessions for content approvers.
- ° Ensure the unit's content contributor(s) attend Web orientation and training sessions.
- ° Develop or assign development of page content and provide to content contributor(s) for placement on the unit's Web pages.
- ° Using the college's content management system, review and approve the unit's Web pages to ensure currency, accuracy and compliance with Web and other college policies.
- ° Integrate Web publishing into the unit's planning and operations.

Content Contributors
The duties of unit content contributors include the following:
- ° Attend Web orientation and training sessions.
- ° Work closely with unit content approvers and/or content developers and the Marketing and PR Department to prepare content for the unit Web pages according to college's Web Content and Style Guidelines.
- ° Using the college's content management system, input content on the unit's Web pages.

NSCC's Content Management System

What is a Content Management System?
Managing a Web site as large as NSCC's is quite a large undertaking. In order to meet NSCC's Web Site Guidelines in the most efficient manner possible, the college has chosen to use a Web content management system. A Web content management system (CMS) is software that manages content on a Web site. Utilizing a CMS will allow the college's site to be updated more easily, give it a more consistent look and feel, and provide greater security to the site. The benefits of using a CMS include the following:

- Content information can be easily updated across the site. Content is shared, allowing information to be updated in one place instead of having to find and update the information on every page of the Web site in which it occurs.
- Site navigation is automatically updated when changes are made to the site. The CMS stores the relationships of content items in a database and automatically updates affected pages on the site when content changes.
- Content contributors (Web publishers) do not need technical expertise in Web development in order to create or update Web pages. Content contributors login to the CMS, enter in text, images, etc., and the CMS updates the Web page.
- Because the CMS creates the Web pages through the use of templates, all Web pages will not only meet NSCC's graphic standards, but Web accessibility standards as well. The templates will insure that NSCC's Web site will be consistent in look and feel throughout and site visitors will have a coherent, consistent and predictable experience.
- Access to NSCC's Web site through the CMS is based upon college NetID accounts and users can only access and/or update content they have been given permission to access.
- Scheduling capabilities help ensure that certain types of content are always up-to-date. Announcements and other time sensitive information can be assigned expire or release times when created to insure that out-dated information is removed promptly. For example, an announcement about a special departmental scholarship program can be posted with an expiration date that coincides with the final date applications are accepted. The CMS will automatically remove the content and the link to it from public view on that date, preventing the accumulation of outdated information.
- The CMS only publishes current Web pages to the Web server, which ensures that search engines only have access to current pages and information.

The CMS will help NSCC create a more dynamic presence on the Web and will be a more effective marketing tool for recruiting and retaining students. All college, departments, administrative and service units, programs and other official units of the college are required to be a part of the CMS. Exceptions to this are noted elsewhere in the Web Site Guidelines.

Use of Templates and Graphic Elements
In adherence to NSCC's Web Guidelines, the following standards will be followed with regard to the use of templates, typography and images on NSCC's Web site.

Templates
Templates have been designed to ensure NSCC's Web site meets appropriate Web Content Accessibility Standards as well as to provide a consistent style and user experience across NSCC's Web site. All college departments, administrative and service units, programs and other official units of the college are required to use one of the designed templates. If existing templates do not

reasonably meet a unit's needs, the unit should work with the Marketing & PR Department to adapt a template. Templates may only be used by college units and organizations that are supported by the college. College affiliated organizations that are hosted by NSCC may not use its templates.

Images
An image repository providing a variety of photos has been developed for use by content contributors. Contact Marketing & Public Relations for more information. Outside photos or clip art from other sources should never be used, as they can create copyright issues. In addition, clip art is not consistent with the design of the new NSCC Web site. If a special photo is needed, arrangements for a photo shoot should be made with the Marketing and PR Department.

URLs and Naming Conventions
As the World Wide Web has developed, certain standards and protocols have been established concerning URLs and the naming of Web page files. In line with these widely-accepted protocols, NSCC's Web site will adhere to the following standards:

- All system-generated URLs will be lowercase and will not contain any spaces or articles (a, an, the, of, etc.)
- All names of files attached to Web pages must contain only letters, numbers, hyphens (-), or underscores (_). They must not contain any spaces, punctuation, ampersands (&), pounds (#), or percent (%) symbols, as those have special meanings in URLs.
- Titles, headings, and file names should be short and descriptive. Brevity supports comprehension and findability.
- Sub-domains (for example, *mail.northseattle.edu*) will be reserved for special purposes and parts of the NSCC Web site that have special audience needs or unusual access control configurations. New convenience and/or vanity redirects will not be permitted and existing sub-domains used for such purposes may be removed. Requests for sub-domains will be handled individually in coordination with Marketing & PR, Webmaster and IT services.

Links
The following guidelines should be adhered to when creating links:

- Links should not be used to replace information. Instead, a brief summary of the information should be provided with a link. The link allows the user access to more details on the subject.
- Link names should be concise, informational, and easy to understand (for example use *Math Curriculum Sheet* instead of *Math Requirements* or *Get Your Math Degree).*
- Do not use "Click Here" for links included in text. For example, *see the Math Curriculum Sheet for a listing of course requirements for a degree in Math* should be used instead of *Click here for a Math Curriculum Sheet.*
- Links should avoid opening new browser windows, in adherence to Web accessibility standards.
- Relative links should be used whenever linking to resources that are a part of the same sub-domain.
- Absolute links must always be used when linking to pages that are not a part of the same sub-domain or exist outside of NSCC's Web site.
- Links to commercial organizations are prohibited unless there is a valid college business relationship with the entity (e.g. http://www.factsmgt.com/). As a public institution, North cannot appear to be endorsing a particular product or service. The Executive Team must approve any link to a commercial organization before it can be placed on any official Web page within the *northseattle.edu* domain.

Downloadable Files
Use of downloadable files like PDFs should be limited as much as possible. Generally, they should be used for supplementary information only – not as a replacement for content that would otherwise be better presented in an actual page on the NSCC Web site. They should be attached to the appropriate content item, or stored in the Web share folder most closely associated with the Web page to which they relate. When a downloadable file is needed, proprietary and uncommon file formats associated with specific software programs (e.g. Word) should be converted to a more accessible format like PDF for online publication. Departments/programs are responsible for maintaining the accuracy of all information in PDFs or other documents.

Metadata

Metadata is a set of terms used to classify and identify content. Metadata is the core of the CMS and is what the CMS uses in order to create workflow, to create dynamic Web pages and to track content and its use in multiple locations within a Web site. An example of the metadata descriptors that would be attached to a math curriculum page may include the title of the page, keywords associated with the content on the page and the college and department owning the page. Metadata requirements will be attached to all Web content and must be completed in order to publish the Web page.

Content Requirements and Navigation

In order to ensure consistency, completeness of information and a positive end user experience, the content requirements and navigation structure outlined below are minimal requirements for college Web pages. Unit pages may not deviate from this basic content and navigation structure. Units that have changes in services, programs or unit name should contact the Marketing and PR Department to update navigation labels. Please remember that content on top-level pages should be geared towards marketing to future students, and links from the unit's home page should provide information that future students, current students, faculty and staff, alumni and other community visitors need to know about a unit.

All Web Pages

Header
College name & star

Toolbox (upper right corner):
Classes (links to online schedule)
Locations (links to Maps/Directions)
People (links to People Directory)
Site Map
Login
Search

Main Navigation (at top of page):
Admission
Financial
Programs
Services
Campus Life
Library
About NSCC

Footer
College name and address & QR indicia
Map & Directions
Links to District/South/Central
Links to Emergency Alert, RSS Feed, Contact North & Facebook Page subscription
Buttons for:
Giving (links to Ed Fund)
Bookstore
Enroll Now (links to Admissions)
Disclaimer
About This Site
Contacts

Most Unit Web Pages
Header with unit name and photos

Left Navigation menu specific to unit
Overview text in middle of page
Resources
Related Links
News & Events
Contact information

Other tools available as appropriate
Calendar
Profiles
Testimonials
Promos
Slideshow
Call out buttons

Disclaimer
Although every effort is made to ensure the accuracy and timeliness of the information presented on the NSCC Web site, errors, omissions and technical limitations may occur. NSCC provides this information "as is" and without warranty. NSCC disclaims all warranties either expressed or implied. The information provided on the NSCC Web site is for informational purposes only and does not constitute a contract with the college. NSCC reserves the right to change or remove information from the college Web site without notice. NSCC reserves the right to remove any page on its Web site that does not observe the restrictions or provisions set forth by the college.

Inappropriate Information
The following information is inappropriate for publication to the college Web site:
1. Copyrighted information without written consent of the owner, such as text, images and graphics.
2. Information that promotes outside commercial enterprises or violates community standards and statues concerning discrimination.
3. Libelous information to groups or individuals.
4. Language that is abusive, profane or sexually offensive in nature.
5. Confidential student information, including grades, social security numbers, addresses, and phone numbers.
6. Personal and professional information that is not related to NSCC.

The Director of Marketing & Public Relations, with the approval of the President, will direct the removal of any content or materials that does not adhere to NSCC policies regarding appropriate content, logo imagery and copyright standards.

Privacy Notice

Information Collected and How it is Used
Information collected if you only browse this site:
If you do nothing during your visit to our Web site but browse, read pages or download information, we will gather and store certain information about your visit. This information does not identify you personally. We automatically collect and store the following information about your visit:
1. The Internet Protocol address and domain name used. The Internet Protocol address is a numerical identifier assigned either to your Internet service provider or directly to your computer. We use the Internet Protocol address to direct Internet traffic to you. This address can be translated to determine the domain name of your service provider (for example, xcompany.com or yourschool.edu);
2. The type of browser and operating system you used;
3. The date and time you visited this site;
4. The Web pages or services you accessed at this site; and
5. The Web site you visited prior to coming to this Web site.

The information we automatically collect or store is logged and used by North Seattle Community College only to improve the content of our Web services and to help us understand how people are using our services. North Seattle Community College analyzes the Web site logs to determine how our Web site is being used, so that we may continually improve the site's usefulness to the public.

What we collect if you volunteer information
If during your visit to our Web site you participate in a survey, send an e-mail, or perform some other transaction online, the following additional information may be collected:
- The e-mail address and contents of the e-mail, for those who communicate with us via e-mail
- Information volunteered in response to a survey
- Information volunteered through an online form for any other purpose

The information collected is not limited to text characters and may include audio, video, and graphic information formats you send us.

We use your e-mail to respond appropriately. This may be to respond to you, to address issues you may identify, to further improve our Web site or to forward the e-mail to another agency for appropriate action. Information from other online forms may be added to a database for college promotional materials.

Personal Information and Choice
You may choose whether to provide personal information online.

Personal information is information about a natural person that is readily identifiable to that specific individual. Personal information includes such things as an individual's name, address, and phone number. A domain name or Internet Protocol address is not considered personal information.

We collect no personal information about you unless you voluntarily provide it to us by sending us e-mail, participating in a survey or completing an online form. You may choose not to contact us by e-mail, participate in a survey or to provide any personal information using an online form. Your choice to not participate in these activities will not impair your ability to browse the North Seattle Community College Web site and read or download any non-restricted information provided on the site. In cases where you choose not to use e-mail, participate in a survey, or use an online form, an alternative method is always available by using mail, fax or telephone or coming in person to access the service.

If personal information is requested on the Web site or volunteered by the user, state law and the federal Privacy Act of 1974 may protect it. However, this information is a public record once you provide it, and may be subject to public inspection and copying if not protected by federal or state law.

If you believe that your personal information is being used for a purpose other than what was intended when submitted, you may contact the North Seattle Community College contact person as shown in the Contact Information section of this statement.

North Seattle Community College is a general audience site and we do not knowingly collect any personal information from children. Users are cautioned that the collection of personal information requested from or volunteered by children online or by e-mail will be treated the same as information given by an adult, and may be subject to public access.

Public Access to Information
In the State of Washington, laws exist to ensure that government is open and that the public has a right to access appropriate records and information possessed by state government. At the same time, there are exceptions to the public's right to access public records that serve various needs including the privacy of individuals. Exceptions are provided by both state and federal laws. All of the information collected at this site becomes public records that may be subject to inspection and copying by members of the public, unless an exemption in law exists.

In the event of a conflict between this Privacy Notice and the Public Records Act or other law governing the agency's disclosure of records, the Public Records Act or other applicable law will control.

The complete Revised Code of Washington (RCW) is available at: http://apps.leg.wa.gov/rcw/

Nondisclosure of Certain Personal Information
You may be required to provide certain personal information when you use the Web-enabled applications that are described below.

These applications, although linked from the North Seattle Community College Web Site, are available through the Seattle Community College District Web Site/Server which provides its own Privacy Policy and disclaimer for these applications: http://www.seattlecolleges.com/Common_files/privacy/privacyCIS.html.

You can read the privacy policy for these specific applications by choosing the links provided for:
- Credit Card Payment
- Degree Audit
- Financial Aid Inquiry
- Hope and Lifetime Learning Tax Credit
- Registration
- Registration Appointment
- Schedule Planner
- Student Address Change
- Student PIN Change
- Student Schedule
- Unofficial Transcript
- Student ID (SID) Lookup

Review and Correction of Personally Identifiable Information
You can review any personally identifiable information the North Seattle Community College collects about you by using the information in the Contact Information section at the end of this Notice. You may recommend changes to your personally identifiable information you believe to be inaccurate by submitting a written request that credibly shows the inaccuracy. We will take reasonable steps to verify your identity before granting access or making corrections (RCW 43.105.310).

Cookies
The North Seattle Community College Web Site does use cookies for session management and statistical analytics. Access to restricted content is handled via an authentication system that requires cookies.

Security
The North Seattle Community College, as developer and manager of the North Seattle Community College Web Site, has taken several steps to safeguard the integrity of its data and prevent unauthorized access to information maintained by North Seattle Community College. These measures are designed and intended to prevent corruption of data, block unknown or unauthorized access to our systems and information and to provide reasonable protection of private information in our possession.

This information should not be construed in any way as giving business, legal or other advice, or warranting as fail proof, the security of information provided via North Seattle Community College Web sites.

Hyperlinks
The North Seattle Community College Web site has many links to other Web sites. These include links to Web sites operated by other government agencies, nonprofit organizations and private businesses. When you follow a link to another site, you are no longer on the North Seattle Community College Web site and this Privacy Notice will not apply. When you link to another Web site, you are subject to the privacy policy of that new site.

Neither the State of Washington, nor any agency, officer, or employee of the State of Washington warrants the accuracy, reliability or timeliness of any information published by this system, nor endorses any content, viewpoints, products or services linked from this system, and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of such information may be incorrect or not current. Any person or entity that relies on any information obtained from this system does so at their own risk.

Copyright

The northseattle.edu Web site is an official publication of North Seattle Community College. All content, including text, graphics, and multimedia presentations included on the official pages are copyrighted and should not be reproduced without written permission from the Director of Marketing & Public Relations unless it is saved in an area explicitly made available for common use, such as a common images repository.

Definitions

The following is a list of definitions for terms referenced within this policy.

absolute links

Absolute links provide the complete URL location of a document, including the protocol to use to get the document, the server to get it from, the directory it is located in, and the name of the document itself (for example, *http://www.selu.edu/academics/math/curriculum.htm)*. Absolute links should always be used when linking to Web pages that are not a part of NSCC's Web site or pages that are in a different sub-domain of the NSCC Web site.

content

Within the context of a Web page, content can be text, images, documents (such as .PDF files), code (programming such as .asp, or .php) and audio, video or flash files.

content approver

The content approver, generally the unit head, approves new and revised content. Once content has been approved, it is deployed (published) to the Web server.

content contributor

The content contributor, appointed by the unit head, is essentially the Web publisher for the unit. The content contributor is responsible for creating and updating content on the unit's Web pages.

content management system (CMS)

A content management system is software designed to manage Web content on a Web site.

deployment

Deployment is the process within a content management system where a completed, approved Web page becomes available for viewing on the Internet. This is an automatic process once the Web page has been published by the content approver.

extranet

NSCC's extranet consists of Web files that are for general public and campus consumption and are visible to anyone on the Internet. These pages must be visually appealing and promote a positive image of North.

intranet

The Seattle Community College District intranet consists of Web files that generally pertain to the operation of the district and have restricted access. Generally these pages require a login and password in order to access the files.

navigation

Navigation refers to the way content is organized and presented on a Web site. The primary goal of Web page navigation is to provide clear direction to the content a user is seeking. NSCC's Web site provides for four sets of navigation: topical navigation, where information is categorized into broad topics such as Admission, Programs, Financial, Campus Life, etc.; tools navigation, which provides easy access to primary Web site tools, such as Search, People Directory, Online Schedule, etc; unit navigation

where information is categorized into broad topics related to the specific unit; and breadcrumb navigation, which displays the hierarchical depth and/or classification of the Web page the user is currently viewing.

relative links
Relative links are used when linking to documents that are in the same directory or sub domain. Relative links do not include the entire URL of the document that is being linked. For example, the relative link to a document located at *http://www.selu.edu/academics/math/mypage.html* would be */math/mypage.htm*.

template
Web page templates consist of pre-defined formats for text, graphics and Web page layout. NSCC's Web page templates not only provide for continuity and consistency on North's Web site, but are also designed to meet accepted Web standards and protocols like the W3C's Web Content Accessibility Guidelines.

top-level pages
Top-level pages include NSCC's home page and the pages that directly link from the home page. Top-level pages also refer to the home page for each unit and the pages that directly link from the unit's home page.

Web server
A Web server is a computer that manages and shares Web based applications and files, accessible anytime from any computer connected to the Internet.

Web site
NSCC's Web site includes its extranet, those files that can be accessed by anyone and are for general public consumption.

workflow
Workflow is the process within the content management system that allows for the tracking of work that is needed to create and maintain Web pages on the Web site.