

REQUEST FOR BOARD ACTION

ITEM NO. //

DATE OF MEETING: February 21, 2011

REQUESTED BY: Erik Harvey, Director, ITS Department

SHORT TITLE: Resolution to Adopt Web Resources and Standards Policy

BACKGROUND: The purpose of the Pender County Web Resources and Standards Policy is to outline policies and guidelines concerning use of the Pender County web information resources.

Pender County Government web resources include all content, digital assets and other intellectual properties contained on the Pender County website and external online entities (social media, virtual and/or interactive tools, and others) published in the name of Pender County Government or any of its departments. Although these departments and organizations may maintain their own web content, they are responsible for adhering to web policies and other applicable Pender County Government policies and local, state, and federal laws. A copy of the Policy is attached.

SPECIFIC ACTION REQUESTED: To consider a resolution to adopt the Pender County Web Resources and Standards Policy.

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.

RB
Initial

RESOLUTION

NOW, THEREFORE, BE IT RESOLVED by the Pender County Board of Commissioners, that the Web Resources and Standards Policy be adopted for distribution to all county departments. The County Manager is authorized to execute any and all documents necessary to implement this resolution.

AMENDMENTS:

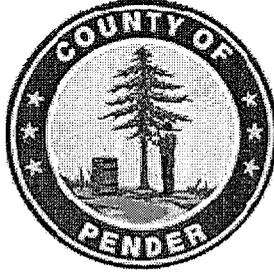
MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS

YEA VOTES: Brown ___ Tate ___ Blanchard ___ Rivenbark ___ Ward ___ Williams ___

George R. Brown, Chairman 02/21/11
Date

ATTEST 02/21/11
Date



**Pender County
Web Resources and Standards Policy**

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1. General Policies

1.1 Purpose

The purpose of the Pender County Web Resources and Standards Policy is to outline policies concerning use of the Pender County web information resources. Any questions regarding these policies should be directed to the Web Administrator or Information Technology Services (ITS) Director in the Information Technology Services Department.

1.2 General Understandings

Service to the citizens, community, and visitors is determined by the quality of the information that is electronically published. A set of minimum standards and guidelines for websites of Pender County Government and its affiliates is necessary to maintain accuracy, consistency and integrity of such sites.

The Pender County website, located at <http://www.pendercountync.gov>, is owned and administered by Pender County Government and contains a consistent, clearly identifiable set of web pages. Each page has the official Pender County logo located in the top left corner, above the static navigational bar, and bottom center. Pender County Government recognizes the internet as a powerful communication tool and as only part of its means of communication with the community. Pender County Government utilizes the internet as a medium to inform, educate, and communicate government policies, and county and community information with the citizens of Pender County and visitors.

Pender County Government web resources include all content, digital assets and other intellectual properties contained on the Pender County website and external online entities (social media, virtual and/or interactive tools, and others) published in the name of Pender County Government or any of its departments. Although these departments and organizations may maintain their own web content, they are responsible for adhering to web policies and other applicable Pender County Government policies and local, state, and federal laws.

1.3 Privacy Statement

Pender County respects our web site visitors and values their trust. Personally identifying information is not required for visitors to access, read, or print from Pender County's website.

Pender County may request personally identifying information from website visitors in order to provide requested services. Any information collected for service provision would be only that which is necessary to provide requested services and will be handled as it would be on an in-person visit to a government office.

Website visitors have the option of registering with Pender County's website to receive information updates and for advanced website functions. All personally identifying information collected in website registration is only used for official Pender County operations and will at no time be disclosed to third parties.

1.4 Appropriate Use

Pender County website resources are intended for use of obtaining information regarding the business of Pender County Government. By visiting the Pender County website, visitors agree that they will not use the website for any unlawful activity, or use it any way that would violate the terms and conditions set

forth. Any use of the website shall comply with all Pender County and State of North Carolina laws and regulations.

1.5 Appropriate Content

The contents of all web pages under the Pender County Government's jurisdiction must comply with local, state, and federal laws and policies stated by Pender County Government. Information to be published on the Pender County Government website is to be submitted to the Web Administrator. The Web Administrator and authorized county employees are responsible for ensuring that all information and content is current, accurate, relevant, and restricted to Pender County Government business and its functions.

1.6 Advertising

Advertising is not permitted, unless stated otherwise. It is acceptable for Pender County web pages to market, advertise, and promote Pender County Government services and events.

It is also acceptable and appropriate for a department to acknowledge external sponsorships by properly publishing text and/or trademarks of the sponsoring organization. However, the text and/or trademark of the sponsoring organization must be directly related to a collaboration, project, or service provided by Pender County Government. Posting of a text link, trademark, or other logo that does not provide a clearly defined benefit for Pender County citizens or visitors is not permitted.

1.7 Digital Content Management

The Pender County Web Administrator is responsible for routine operation management of the County websites. The creation and updates of timely and accurate content will be the responsibility of the Web Administrator and selected staff members. The Web Administrator, ITS director and/or the County Manager will ultimately determine what topics and featured content we promote on our websites, as well as review and approve content.

The Pender County website is not intended as a forum for partisan political activity. Information which appears to promote or denigrate a political party, partisan political positions, political candidates, partisan activities of political office-holders, or other such partisan political activity will not be accepted for linkage from the County website.

1.8 Hosting of External Organizations' Websites

Pender County will not host external sites or pages that are not part of the Pender County website, unless authorized by the Pender County ITS Department. The Pender County website is not intended as a forum for partisan political activity, therefore hosting of political websites is not permitted. Any website given permission to be hosted on the Pender County website is expected to maintain the most current publicly available data and information on their websites. If a link is found to have outdated or fraudulent information, the ITS Department is responsible for removing this link from County websites.

1.9 External and Internal Web Publishing & Social Media

All content, digital assets, and/or other forms of digital external publication presented on behalf of Pender County and/or any of its departments are subject to the same standards of all other Pender County Government publications. All online accounts and/or Web presences established by Pender County and any of its departments require prior registration and/or permission from the ITS Director.

Authors are held to the same standards and policies of accuracy, appropriateness, consistency, and visual identity consideration as they would be if the content was published on the official Pender County website at www.pendercountync.gov. Although external web tools may vary in style, audience, and/or presentation, the same standards apply.

1.10 Posting Guidelines for Announcements and Events

Pender County encourages employees to post announcements and news on the Pender County Website and Intranet.

Announcements and events can be posted to the Pender County Website and Intranet through an approval process, and generally include:

- lectures, performances, athletic and recreational events
- community service and volunteer opportunities
- special and County-wide events (board and committee meetings)
- general county announcements (parking, construction, utilities, ITS Planned Outages, HR News)
- announcements/sign-ups/deadlines requiring reservation or registration

To submit a posting of an event or announcement, in accordance with the guidelines, please submit all posting request via the ITS Work Order System. All web announcements and events will be approved and posted by the Web Administrator.

1.11 Policy Violations and Oversight

Pender County Government reserves the right to remove or limit access to material posted on Pender County web pages. Pender County Government also reserves the authority to restrict web access.

Ultimate authority respecting web management and oversight of the web and its resources resides with the ITS Department.

1.12 Web Policies Compliance Procedure

The ITS Department manages the day-to-day operations of the County's web resources, services, and web presence. The Pender County ITS Department is responsible for ensuring web policy compliance issues are followed.

In matters concerning the enforcement of web policies, the ITS Department provides the appropriate information to the end-user so that non-compliance issues may be addressed and resolved. In issues regarding reported copyright infringement, intellectual properties, and/or content-specific issues, the ITS Department will address the issue with the parties as appropriate.

The steps below shall represent the standard operating procedures for the handling of non-compliance for all web policies:

- a. Upon initial discovery of non-compliance, the ITS Department will notify the end-user/party and the end-user's supervisor of the non-compliance issue and refer to the appropriate web policy. In addition, the ITS Department will offer assistance in order to establish a corrective course of action.

- b. Should the issue of non-compliance continue unresolved for two (2) days after the initial notification, the ITS Department will remove the content from the Pender County website.
- c. If an issue of non-compliance occurs more than twice with any of the selected staff who have the authority to edit/add/delete content to the Pender County Website, privileges to maintain the website content will be revoked and other staff will be selected to maintain the website.

1.13 Copyright

Pender County prohibits the posting of any copyrighted materials on any web page without the permission of the copyright holder(s). To obtain permission for copyrighted material a Copyrighted Material Request Form is required to be completed and kept on file. Pender County requires that all web authors and web pages comply with copyright laws. Content contained on this site directly or through linkage are intended to present Pender County Government information that is public domain.

1.14 Disclaimer

Pender County Government expects that its website information is accurate, that online transactions are secure, and that all material aspects of the site function properly. However, the Pender County Government website is provided "as is", makes no warranties whatsoever in relation to the site, and users rely upon it at their own risk.

Pender County disclaims any and all liability for damages incurred directly or indirectly as a result of errors, omissions or discrepancies.

The policy defined is not intended and should not be interpreted as a contract of any nature, either stated or implied.

Pender County Government reserves the right to change this policy as necessary, at any time, without notice.

2. Public Web Standards

2.1 Purpose

The Pender County website provides a means of reliable, up-to-date, and informative communication with Pender County citizens and visitors concerning Pender County Government. To effectively provide this service, web standards and style guidelines are implemented to establish a uniform look that offers ease of navigation from page to page. Web pages should be easily identifiable as part of the Pender County website and must comply with the following standards and style guidelines.

2.2 General Design Standards for the Web

The General Design Standards include the following general guidelines:

- a. The official logo will be on each page.
- b. All departments are required to utilize the Pender County DotNetNuke content management system to publish web pages. Updates are to be requested via Work Order.

- c. All departments are required to publish content (text, imagery, new media) that is relevant and useful to the Pender County citizens and visitors.
- d. All departments are required to comply with the design standards/templates and visual identities as defined in Section III: Design Standards.
- e. The structure of the addresses of all Pender County web pages are required to be listed in the following way: www.pendercountync.gov/category/page.aspx, unless otherwise stated. See the list for Permitted Nonconforming Sites and Pages. For example, to access the Economic Development Page the address is as follows:
<http://www.pendercountync.gov/Business/EconomicOpportunity.aspx>
- f. Each web page must include the header, body, and footer with the following static sections:

The Header:

1. Official Logo
2. Search Box
3. Navigation Bar
4. Flash Image
5. Date
6. Register/Login

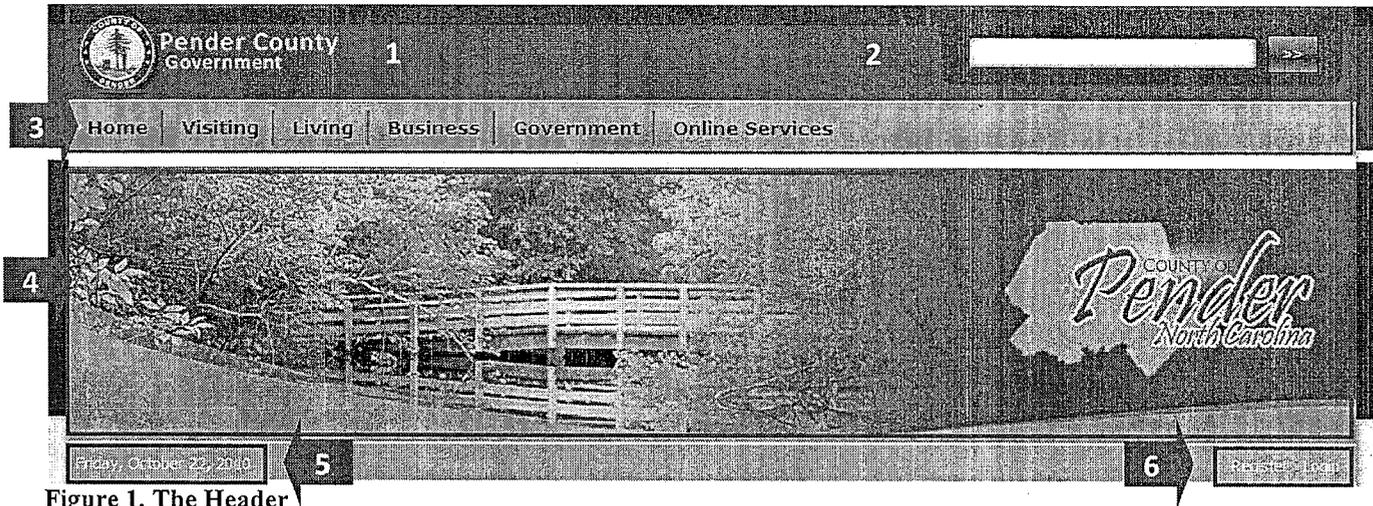


Figure 1. The Header

The Footer:

1. Official Logo
2. Navigation Links, which are the same as the navigation links in the header
3. Copyright/Contact/About

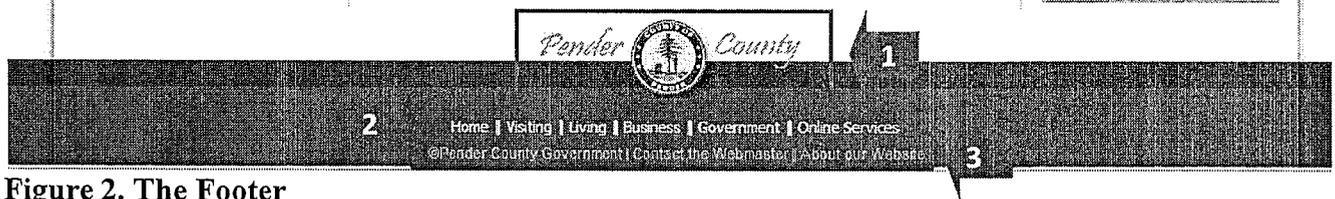


Figure 2. The Footer

The Body section, between the Header and the Footer sections, is dynamic and contains three separate sections: the left, center, and right panes.

The Body:

1. The Left Pane contains links and information concerning the current page, i.e. if it is a department page, there will be links to other pages in that department.
2. The Center Pane contains information or updates about the current page.
3. The Right Pane contains a list of most frequently visited links and/or a contact list. If it is a department page, the right pane will include contact information above popular links.

<p>PCD Divisions</p> <ul style="list-style-type: none"> + Administration + Central Permitting + Code Enforcement + Inspections + Parks & Recreation + Planning & Zoning 	<p>Government » Departments » Planning & Community Development</p> <p>Planning & Community Development</p> <p>Planning and Community Development administers the functions of:</p> <ul style="list-style-type: none"> ■ Central Permitting ■ Code Enforcement ■ Community Development Block Grants ■ Inspections ■ Parks and Recreation ■ Planning and Zoning <p>in the unincorporated areas of Pender County. This includes residential and commercial development review, building and zoning code inspections, compliance, and enforcement, and central permitting consistent with all local, state, and federal regulations.</p> <p>The department produces all project research, preparation, and presentation to applicable County boards and civic groups and provides oversight throughout the development process. The department is also responsible for long range planning initiatives, floodplain administration and representation on various intergovernmental committees, and daily assistance to the general public on all development matters.</p> <p>PCD News & Notices</p>	<p>Contact Information</p> <p>Planning Director Kyle Breuer Send Email</p> <p>Physical Address: Administrative Building 805 S. Walker St. Burgaw, NC 28425 Get Directions</p> <p>Mailing Address: P.O. Box 1519 Burgaw, NC 28425</p> <p>Phone:  910-259-1202</p> <p>Fax: 910-259-1295</p> <p>Popular Links</p> <ul style="list-style-type: none"> Agendas & Minutes Board of Commissioners Calendars Contact Information County Employment Departments Economic Development Emergency Information News & Notices Pender County Activities Update Related Sites/Links Sitemap Towns & Communities
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Figure 3. The Body

2.4 Permitted Non-Conforming Sites and Pages

Pender County recognizes that the public web is a medium that is dynamic and serves a variety of needs and purposes. Therefore, the following sites have been approved as exceptions from the specific design stated and domain name requirement stated in the General Design Standard. All pages are still subject to the standard Pender County Web Policies:

- a. Emergency Management (www.penderem.com)
- b. Sheriff Department (<http://sheriff.pendercountync.gov>)
- c. Pender County Tourism (www.visitpender.com)
- d. Health Department (www.penderhealthdept.com)
- e. Library (www.youseemore.com/penderpl/)

Note: When foreign language content is available, links to this material must be presented in their language (i.e., En Español, not In Spanish).

Glossary

Announcement – General information or information about activities that are not tied to specific dates, require considerable advance notice (i.e., application deadlines), or that happen over a range of dates (e.g., ticket sales, general audition calls, team sign-ups).

Author - A user role in the Content Management System: someone authorized to create pages for a website through the authoring facility of CMS.

Content Management - The technique of storing content in a database so that it may be updated easily and presented via multiple media.

Design - The skilled discipline of producing a structured look and feel for a website that is easy to use and addresses how the page would be used in a variety of browsers.

Domain Name - A unique name that identifies one or more IP addresses. Domain names are used in URLs to identify particular websites. Every website is located by its unique IP address.

Event - Events occur at a specific date and time (e.g., lectures, performances, info sessions).

Internet - A global network connecting millions of computers. Each Internet-connected computer, called a host, is independent. The Internet is not synonymous with the World Wide Web – these are two related but separate things.

Link [Hyperlink] - An element in an electronic document that links to another place in the same document or to a separate document or web page. Hyperlinks are the most essential ingredient of all hypertext systems for the World Wide Web.

Pane - Subdivision or separate section of an area.

Personally Identifying Information - Personally identifying information is any information relating to an identified or identifiable individual who is the subject of the information.

Posting - The process of adding information or content to a web page on a CMS site.

Public Domain - Intellectual property that is not being protected under patent or copyright. It is material that is “public property” and available for anyone to use freely for any purpose.

Social Networking Sites - Websites specifically focused on the building of online interaction to connect people with information.

General Design Standards - Apply to all Pender County departments when creating, editing or modifying web pages.

Web Administrator - One who has full control over management and settings related to a website.