**Chapter:** *Chapter 3 Communication*

**Section:** *Section 3.7: Web Policy/Procedures & Web Management Structure*

**Subsection:** NA

**Authority/Reference:** NA

**Approved Signature**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Steve Canavero  
Superintendent of Public Instruction**

**Effective Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Policy

All Nevada Department of Education (NDE) internet/intranet websites must be approved by the Communications Office and be governed by this policy. The primary domain for the Nevada Department of Education (NDE) is **http://www.doe.nv.gov.** The web administrator for NDE will work with content managers to manage, develop and maintain online content and to ensure content remains current, meets the World Wide Web Consortium’s (W3c’s) Web content Accessibility Guidelines (WCAG) 2.0 Level AA and the Web Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0 for web content and is of value to users. This policy will explain roles and responsibilities of all parties involved in online content management and how to submit web changes, develop new content and archive content. All NDE websites must have a monitoring/auditing system in place in order to meet the same requirements as stated above.

# Definitions

* **Accessibility-** The degree to which the site is available to as many people as possible, including people with disabilities.
* **American Disability Act (ADA) -** The Department of Justice (DOJ) published the Americans with Disabilities Act (**ADA**) Standards for Accessible Design in September 2010. These standards state that all electronic and information technology must be accessible to people with disabilities.
* **Archive-** The process to store documents for historical purposes.
* **Content Owner**- The person or position that owns the content in question as well as archiving content.
* **Content Management System (CMS) -** A content management system (CMS) is an application that allows users to create, edit and manage online content, including html pages, documents and images.
* **Official Website of the Nevada Department of Education**-www.doe.nv.gov
* **Third Party Website**- Any website that is associated to NDE, but is not using NV.GOV domain and not maintained by NDE Web Administrator
* **URL-** URL stands for uniform resource locator – the unique address that identifies a page on the website.
* **Web Administrator-** The person in NDE responsible for publishing and managing online content.
* **Website-** Intranet or Internet

# Responsibilities

* **Web Administrator-**The Web Administrator is responsible for maintaining and developing NDE websites under the primary domain. Web Administrator is not responsible for managing third party websites, unless approved by the Communications Office. Web Administrator ensures that web updates and development are done in timely manner and is to ensure ADA regulations are met for all NDE official websites, as well as NDE third party websites. Allow three business days for request completions, unless an item is deemed Urgent. (see below)
* **Content Owners-** Content owners are responsible for creating, maintaining and archiving content relevant to their scope of work. Content owners must submit the web request by following the procedures below. Content owners are responsible for creating accessible documents for all electronic documents.

# Web Management

NDE Web management is the responsibility of NDE’s Website Administrator in collaboration with content owners within NDE. NDE’s primary CMS will be used on all new websites unless deemed that the NDE’s CMS cannot fulfill or meet the required need. A list of currently approved Third Party Websites appears below. A request for a third party website must be approved by the Communication Office with the attached form and emailed to [webinfo@doe.nv.gov](mailto:webinfo@doe.nv.gov). All approved third party websites agree to utilize auditing tools for ADA compliance, and agree to internal audit for ADA compliance.

## NDE Official Websites

* NDE Primary Website: <http://www.doe.nv.gov>
* Nevada Ready: <http://nevadaready.gov>
* Bully Free Zone: <http://bullyfreezone.nv.gov>

## NDE Third Party Websites

* NV QRS: <http://www.nvsilverstatestars.org>
* ePAGE: <http://epage.doe.nv.gov/default.aspx?ccipSessionKey=636077598274432264>
* NV ECAC: <http://www.nvecac.com>
* NV Adult Education: <http://www.nevadaadulteducation.org>
* NV Report Card: <http://www.nevadareportcard.com>
* NGMA: <http://ngma.doe.nv.gov/app/public/index.htm>
* NSPF: <http://nspf.doe.nv.gov>
* eNOTE: <https://enote.doe.nv.gov/Security/Login.aspx?ReturnUrl=%2fdefault.aspx>

# Accessibility

All websites associated with NDE regardless of hosting on the doe.nv.gov domain or a third party website, must comply with accessibility standards. Section 504 and WCAG 2.0 compliance is required for all website content. An auditing solution must be in place for all websites. All websites hosted on nv.gov domain, will utilize SiteImprove to maintain ADA Status. All other sites outside nv.gov domain will be given a free tool (WAVE) and training to monitor their site in order to stay in compliance.

# Document Availability

All material published on the NDE website must be available to all users, therefore no password protection or limiting access of documents or third party applications is permitted. PDF documents should not have inbuilt security applied to prevent content copying unless there is a strong and valid business need. All documents must be ADA compliant prior to posting to the website. Documents that are not compliant will not be posted to the website until compliance has been met, regardless of the importance.

* Use the accessibility checkers in word, excel, PPT and PDF
* ADA Compliance standards according to: [WCAG .0](http://webaim.org/standards/wcag/checklist) and Section 504

# Deleting Content

Materials will only be deleted by the web administrator from the CMS if it is (Content owners may request content to be deleted):

* Still in draft form (has never been published).
* Content owner may Request to delete published content
* Content that has multiple years available and is 2yrs old.

# Archiving Content

Material that is no longer relevant or has been superseded should be archived, in line with the NDE Record Retention policy and process. Content owners are responsible for archiving official records. All records provided to NDE websites is considered a courtesy copy. Courtesy copies of content cannot exist longer than an official record for legal reasons.

# Official Website Submittal Procedure

## Summary

All NDE websites using primary domain will be managed and maintained by NDE’s Website Administrator. All requests must be submitted to [webinfo@doe.nv.gov.](mailto:webinfo@doe.nv.gov)

## Web Sync Times

All website changes/updates are completed in a staging environment and then moved to a production environment.

Enterprise IT Services sets the CMS sync times at periodic intervals throughout the day.

## Procedure

1. Send the request email to [webinfo@doe.nv.gov,](mailto:webinfo@doe.nv.gov) please allow up to 3 business days for completion. With the exception of Urgent Requests (see below).
   1. Describe change/edit/update in detail.
   2. Please contact [webinfo@doe.nv.gov](mailto:webinfo@doe.nv.gov) for new content buildouts (i.e. pages/new content areas). Sitemap may be needed.
2. Include the URL of the page/location to be changed.
3. Attach all Section 504 and WCAG 2.0 compliant documents if applicable with the correct naming convention. (see below)
4. The Web Administrator will make the necessary changes/updates and send a verification email back to requestor. The change may be viewed in the staging site prior to being sent to the production site. (Staging site link will be provided in the completed verification email and can only be viewed on NDE network).

## Documents

1. If there are multiple years of content, up to two years of content may be kept on the website (The content owner is responsible for archiving the Official Record, the Web administrator is responsible for removing the courtesy copy.)
2. File/Document Naming (Use a little capitalization as necessary)
   1. Document names **CANNOT** contain the following:
      1. Spaces (i.e. document naming example)
      2. Punctuation (i.e. document.naming.example!?,)
      3. Special characters (i.e. document/naming&example) other than a dash (-) or an underscore (\_) which is hard to see as links should be underlined
   2. Documents **CAN** contain the following:
      1. Dashes (i.e. document-naming-example

• Underscores (i.e. document\_naming\_example) Search engines prefer dash to the underscore. Underscores in links are hard for users to see.

1. Document title should be easily identified and as short as possible
   1. If your document is not the same name as the link title, provide the link title within the request.
   2. Document name length should be as short as possible.
2. Format

Documents will be uploaded in the format provided and must be ADA compliant. If the document is not Section 504 and WCAG 2.0 compliant, it will not be placed on the website.

* 1. PDF (preferred)
  2. Word
  3. Excel
  4. PowerPoint

## Urgent Requests

1. Enter URGENT in the email subject line (This will place the request as a top priority. If this step is not followed, request may be delayed.)
2. Provide a reason for the URGENT post.
3. Include URL of change and all ADA compliant documents applicable.
4. Be very detailed

What is Urgent? Urgent requests cannot wait 3 business days. (It is preferred that an item is posted well in advance of the need. Unforeseen circumstances or system issues can happen that could prevent the item from being posted.)

## Video/Audio

Video and Audio can be only be added to the website when a transcript is provided or the video has closed captions.

## Request checklist?

1. Do you have the URL of the location of change?
2. Are all items for posting attached?
3. Are your instructions clear?
4. Is your document titled correctly and clearly identifiable?
5. Is the link title stated?
6. Is your document correct? (error free)
7. Is it Urgent? Did you specify Urgent and reason?
8. Did you send the request to [webinfo@doe.nv.gov](mailto:webinfo@doe.nv.gov)