

CT State Community College

Website Governance

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What Is Web Governance?

Web governance refers to the framework of people, policies, procedures, standards and guidelines that support the creation, management and maintenance of CT State's official website and related portals. It provides structure and clarity around roles and responsibilities, ensuring the site remains a consistent, high-quality, user-focused digital asset.

Introduction

CT State's website is a vital asset that promotes the college's mission, supports enrollment and retention goals, and serves a diverse audience. A unified governance approach ensures the site remains a reliable, engaging and accessible resource for all users.

The web governance framework at CT State defines the strategic, operational and technical decision-making processes essential to ensuring that the college's website is reliable and effective. The design, development and maintenance of *ctstate.edu* are substantial and ongoing responsibilities that underscore the web's importance as one of CT State's most prominent public-facing strategic assets.

The CT State web team, part of the larger Strategic Marketing and Communications department, is responsible for maintaining the site in accordance with best practices and the highest quality standards. This web governance document outlines the policies, roles, standards and procedures that support the sustainable governance of our digital presence.

Important Terms

Please note that all references to “the site” in this document pertain to ctstate.edu.

Content Owners

Each academic and administrative department and/or office is responsible for the integrity and accuracy of its own web content. They should identify content owners to work with the web team. Campuses may designate content owners in a manner that best serves that campus’ needs.

Content owners are accountable for ensuring that information remains up-to-date. They work in collaboration with the web team to maintain the integrity of published content. While content owners may not always generate materials independently, they are responsible for coordinating with colleagues to draft or compile necessary information. Content owners are also required to conduct regular reviews of their assigned content areas and implement updates as appropriate.

Ideally, each page is assigned to one or two designated content owners. Any individual who is not a designated owner and wishes to request changes must demonstrate that they have obtained approval from the content owner(s) prior to submitting the request or that they are acting directly on their behalf. Ticketing System

Requests for new webpages, updates or corrections to currently published webpages, and inclusion of documents, images or videos on the website should be made using the designated ticketing system, which can be found at ctstate.edu/marketing-requests.

Web Team

The web team is part of the larger CT State Strategic Marketing and Communications department. This team develops, maintains and updates the website in collaboration with content owners.

Web Team Staff

- Vivian Nabeta, *Director of Digital Marketing*
- Richard Hubbard, *Assistant Director of Web Services*
 - Kenneth Colangelo, *Web and Technology Specialist*
 - Marlon Fudge, *Web Services Associate*
- Yvonne Page, *Web Content and Accessibility Coordinator*

Guiding Principles

At its core, our web governance strategy aims to build long-term engagement, especially with current and prospective students, by helping visitors to the website quickly and easily find the information and tools they need. We strive to meet the following core guiding principles:

- Consistency in branding, tone and messaging across all official pages
- A strategic focus on delivering an engaging, accessible and intuitive user experience
- Clear ownership and accountability across departments and content areas
- Ongoing assessment and iteration informed by user feedback and testing

Strategic Web Governance Priorities

1. **Policy Development:** Define content, accessibility and data privacy standards
2. **Collaborative Content Management:** Coordinate with college and campus stakeholders
3. **Maintenance:** Perform audits, apply SEO and AIO, and resolve technical issues

Responsibilities of the Web Team

The web team maintains, manages and updates the site. Responsibilities include:

- Creating new webpages based on the needs of the CT State community.
- Benchmarking site structure and functionality against higher ed and other industry sites
- Maintaining and updating information on website in collaboration with content owners.
- Reviewing and revising submitted content per editorial guidelines.
- Ensuring all content on website meets current accessibility guidelines.
- Performing regular site audits to ensure it is free of errors.
- Troubleshooting any technical or content-related issues that arise on the site in a timely manner.
- Ensuring website meets current technological standards and is fully responsive across all devices.
- Managing events on the official college event calendar.
- Enforcing CT State branding and web standards.

- Placing measurement tools, monitoring analytics and making recommendations for site revisions as needed.

Website Access and Security Considerations

Access to the college's primary website is intentionally limited to trained, authorized staff to reduce security risks and ensure the integrity of the institution's digital presence. Broad editing access increases the likelihood of vulnerabilities, including accidental introduction of malicious code, phishing links, or compromised credentials that could expose the site to external attacks. Restricting permissions also helps maintain consistent security protocols, including version control, audit tracking, and timely application of system updates and patches.

For these reasons, all website updates and additions should be submitted through the established request process, where they can be reviewed, validated, and implemented in a secure, controlled environment.

Site Audience

The site must serve diverse audiences and cater to each group with varying levels of support based on need and the priorities set by the college's strategic goals. Examples of site audiences include:

1. **Prospective Students:** The site primarily strives to support prospective students by providing information about the application and enrollment process, introducing programs and campuses, and giving a general overview of the college and student life experience to promote enrollment goals. This group includes not only the students themselves but also their families and others who may influence their decisions in choosing a college (school counselors, etc.).
2. **Current Students:** Already-enrolled students tend to use other tools such as myCTState, Blackboard, library databases or Engage more than the main website. As such, for this group the site serves mostly as a hub to these other services as well as to provide information about upcoming events, courses and opportunities, campus hours operations as well as allowing them to easily find emergency and weather-based campus alerts. The top menu of the website is dedicated to current students and provides a centralized hub to access frequently used links and relevant information.
3. **Faculty/Staff:** The site provides faculty and staff important information about the college, including campus hours, contacts and alerts. It may also provide

information to assist when working with students in the enrollment or advising process. Finally, shared governance information and files will not be housed on the website. A centralized page of links is provided for this group in the top menu of the website.

4. **Alumni and Foundation:** All legacy foundations are separate entities from CT State and as such maintain their own websites, but CT State houses some information about each campus foundation and alumni services where applicable.
5. **Public/Others:** The CT State website may be used by visitors looking to attend campus or college events, see an art exhibition, visit the library or rent space on a campus, as well as gather general information about the college and its operations.

Website Accessibility

Good digital/web accessibility practices are critical to ensuring that all visitors to the site, regardless of ability, may use our online content effectively. Additionally, federal laws mandate that all public education websites must comply with [Web Content Accessibility Guidelines \(WCAG\) 2.1 Level AA](#) as of April 2027, making website accessibility a growing priority for the college.

Digital and web accessibility standards make it possible for visitors with visual, auditory, motor, cognitive, socio-economic and social disabilities, like those who rely on assistive technologies such as screen readers, voice commands or keyboard navigation, to interact with our website. Without accessible features and design, these users may be unable to access important college information. Additionally, by making our website accessible, we're able to foster inclusivity, improve usability for all users and strengthen CT State's reputation as a socially responsible and user-focused entity.

How Web Accessibility is Addressed on the Site

When a webpage is created on *ctstate.edu*, it is designed to meet the digital accessibility best practices set forth in WCAG 2.1 Level AA guidelines. The web team works with content managers to ensure both webpages and supplemental documents added to the website meet these requirements. As such, documents and other submitted content may need to be revised, either by the content owner or web team. *This can add significant time in processing web requests.* As such, we encourage all members of the CT State community, especially those looking to provide content for webpages or add documents (PDFs, etc.) to the site, to learn more about how to make their content accessible before submitting it to the web team. The web team strives to partner with and support content managers in this

process. For more information about digital accessibility at CT State, visit <https://ctstate.edu/digital-accessibility>.

A Note About PDFs

PDFs should be used sparingly across the website because they often present significant accessibility barriers for users. Unlike well-structured web pages, PDFs may not be fully compatible with screen readers, keyboard navigation or mobile devices, particularly when they are not properly tagged or formatted. This can make it difficult or impossible for users with disabilities to access the information they need, creating an inconsistent and inequitable user experience. This is especially notable in documents containing forms or with charts and graphs that are included as images. Additionally, PDFs typically interrupt the natural flow of web navigation, requiring users to download or open content in a separate environment that may not reflect current accessibility or branding standards. Whenever possible, content should be presented as accessible webpages, which are more adaptable, easier to maintain and better aligned with inclusive design best practices and accessibility standards.

Project Requests

The web team provides support for both small content updates and larger web projects.

- **Minor requests:** Typically completed within 1-3 business days
- **Large projects:** Scheduled in advance with mutually agreed-upon timelines

Priority is given to initiatives that support strategic CT State goals.

Project requests must be submitted online through [our web request ticketing system](#). Requests are reviewed as they are submitted, and a member of the web team will contact the requestor to discuss the project further if needed.

Requests should be submitted by CT State employees only and be made by the pertinent content owner or their designee. Students, student workers and contractors may **not** submit website requests on behalf of CT State employees. Tickets submitted outside the proper chain of command may be delayed or denied.

Requests are accepted for the following requests:

1. Small errors such as typos, incorrect emails or phone numbers, references to out-of-date events or activities, etc.
2. Larger webpage updates including replacing blocks of information or refreshing a page's design or message
3. Creation of a new webpage
4. Adding documents to the site, including student forms, handbooks, informational packets, etc.
5. Events to go on the CT State calendar (please note events must be submitted through our calendar submission form: <https://calendar.ctstate.edu/submit/> rather than the normal ticketing system)

Tips for Submitting Website Requests

- *All documentation must undergo spelling, grammar and accuracy checks prior to submission to the web team.* The website reflects a friendly, direct writing style. Content should be clear, concise and user-focused. Edits may be made for clarity, tone and formatting.
- If your submission contains a lot of information, please make the edits to the text in a Word document and attach that with your ticket. Documents, videos and images may also be submitted with your tickets. Be as clear as possible where and what your edits are.
- Screenshots and/or marked-up images may be submitted along with your ticket to help clarify where and what changes are needed, but any text that you would like to include on a webpage must be already typed out prior to submission.
- Please provide all necessary graphics, charts, photos and/or videos referenced in your ticket at time of submission. Each file should be clearly labeled and submitted in its original format (e.g., PNG, JPG, MP4, Excel, etc.). If you have included a Word document with your request, you may indicate in the document where each graphic, chart, photo or video should be placed. Any files that need to be added to a webpage should be included when submitting a ticket. See Visual Content section for more information about submitting visual content. Submitted items may be edited by the Marketing department prior to posting in order to meet CT State editorial and digital accessibility guidelines.

Documents (PDFs, Word, Excel, PowerPoint, Etc.)

If you need to add a document to the website, please note that it is beholden to the [WCAG 2.1 AA Guidelines for Web Accessibility](#). As such, it may add significant time to a request if the web team needs to remediate a file before adding it to the site.

To help expediate this process, we recommend a few tips:

1. Use accessibility tools when creating your document. Most Microsoft Office products include built-in accessibility tools that will help you check and fix issues in your document as you are creating it. Issues that arise might include insufficient color contrast, missing [ALT tags](#) on images, table or list layouts and more.
2. When publishing a document on the website, it will almost always be converted to a PDF. However, it is recommended that you submit both the finalized PDF and any original documents (Word document, PowerPoint, etc.) as this may make it easier for the web team to fix issues.
3. Be sure to add a title to your document at the top of the first page
4. All documents should contain a revision date
5. Use the headers built into Microsoft Word whenever possible as this helps create navigable documents

Most importantly, please only submit the final version of a file. Depending on the size and complexity of a document, it may take hours to fully remediate an inaccessible document. If you then resubmit the file because you've found errors after it's been posted, the same level of work will be required of the web team to remediate the revised document as well, which may lead to delays in posting.

Visual Content (Images, Video, Etc.)

When submitting website work requests, you are welcome to add photos, videos or other imagery to your ticket. High-quality/[high-resolution](#) photos and videos play an important role in representing the college and our community. Engaging visuals help tell our story, showcase our campuses and highlight the achievements of students, faculty and staff.

Submitted Photos and Videos Should:

- Be high-resolution and high quality
- Reflect the diversity of the CT State community
- Be accompanied by proof of appropriate permissions and approvals

- Be accompanied by a 1–2 sentence description of each photo (including specific names, titles and location whenever possible)

Please No:

- Stock or copyrighted content not approved by CT State marketing
- AI photography, videography or artwork (see full policy below)
- Clipart or imagery from Microsoft or other proprietary programs
- Images containing any text
- AI-generated illustrations or videos

Please note that photos and videos which are poorly lit, overuse filters, are copyrighted, contain watermarks, or in some way do not adhere to the college's standards will not be used.

Video Transcript/Captioning Requirements

To ensure our video content meets accessibility requirements, we require a complete [audio transcript](#) to generate accurate captions for any video to be posted on our website or on the college's YouTube channel. Providing an audio transcript is the responsibility of the content owner requesting video posting and should be included with any video submission requests. An accurate transcript allows the web team to create precise, time-synchronized captions that reflect the spoken dialogue and important audio cues. Contact the web team if you have any questions on how to create a transcript: CTState-Web@ctstate.edu.

[Captions](#) are essential for making videos accessible to viewers who are deaf or hard-of-hearing and they also improve comprehension for non-native speakers and those watching in sound-sensitive environments. This process supports compliance with accessibility standards such as the Americans with Disabilities Act (ADA) and Section 508, while promoting inclusivity and equal access for all audiences.

Use of AI Generated Content

To maintain the authenticity and integrity of CT State's digital presence, AI-generated videos, images or artwork (including advertisements, flyers, pdfs, presentations, etc.) are **not permitted** on the college website. All images must come from approved sources, such as CT State's photography bank, stock photography licensed by the college or images provided by trusted partners. This ensures that visuals accurately reflect our campuses,

students, faculty, staff and community, while also upholding brand standards and accessibility requirements.

If an image on the website is later suspected to be AI-generated, it will be removed immediately.

Specialized Content

Academic Calendar

The academic calendar is housed at ctstate.edu/academics/academic-calendar. This calendar is maintained by Enrollment and Retention Services and is only edited by their order/approval.

Academic Catalog

While the college's academic catalog (catalog.ctstate.edu) is hosted on our server, the web team is not responsible for its content.

Once the catalog is published for the academic year, changes are very rare. Most changes must go through the shared governance approval process that manages curriculum and academic policy. For inquiries about catalog content, email CO-CatalogSupport@ctstate.edu

Awards

Awards recognizing the accomplishments of the college and/or our campuses noted on the website are managed by the web team. Campus-specific awards or banners may be displayed on that campus's landing page at the discretion of the web team. Awards pertaining to CT State as a whole are featured on a dedicated "Awards and Recognition" page on the college's website.

All award information must be provided by senior leadership or other authorized college administration to ensure accuracy. The number of awards displayed on the page at any one time may be limited, and relevant expiration dates may be set by the web team to ensure timely removal once the recognition is no longer current.

Emergencies/Closings

In the case of closings or changes in operations due to an emergency, up-to-date information can be found at <https://ctstate.edu/college-alerts>. An alert banner is also shown on the top of the entire website whenever there is an emergency situation, regardless of location, notifying the public of changes in operations and linking to this webpage for more information. *Alerts will only be accepted via the Everbridge alert system.*

Employee Directory

While the college faculty/staff directory is housed on the website, the web team is not able to “fix” incorrect employee information. Please complete the following form for any corrections that need to be made: [Correction Form](#)

Events Calendar

The primary purpose of the college’s event calendar is to promote programming and initiatives that support enrollment, community engagement and academic success. As such, internal events intended solely for faculty and staff — such as department meetings, internal trainings or employee-only gatherings — will not be posted to the public-facing calendar. This policy ensures that the calendar remains a relevant and accessible resource for students and the broader public seeking information about educational opportunities and events at CT State. The CT State marketing team reserves the right to decline event submissions that do not directly involve or benefit current or prospective students.

Homepage Announcements

The CT State homepage serves as the digital front door of the college. It is designed to support recruitment and enrollment goals while also highlighting important and timely information such as registration details, inclement weather alerts, college news, upcoming events and campus information sessions.

Prominent on the homepage are announcements meant to provide up-to-date information relevant to the CT State community. The web team maintains the posting schedule for announcements. They are a key communication tool and must align with the college’s overarching enrollment and recruitment objectives. If you believe that you have an item that should be included as an announcement, please [submit a ticket for review](#).

Final decisions regarding featured content are made collaboratively by the Strategic Marketing and Communications team. This ensures that homepage content remains timely, strategically aligned and reflective of CT State's mission.

Library Website

While the college's library website is hosted on our server, the web team is not responsible for its content or updates. Contact your campus librarians for information related to library.ctstate.edu.

Navigation Menu Items

Navigation menus serve to help visitors find important and frequently used webpages. Not every page or resource may be added to the navigation as overloading menus with too many options can make it difficult for visitors to find essential information quickly, leading to confusion and frustration. Menu items are chosen based on relevance, frequency of use and alignment with site audience needs.

To maintain a clear, intuitive and user-friendly site, we must be selective about which links are included in the main menus and any new proposed additions to a menu must be approved by the Strategic Marketing and Communications department to ensure a fair decision-making process. The following criteria drives the decision-making process of whether a link should be added to a menu:

1. **User Priority and Relevancy:** *How essential is this link to our website's primary audience (e.g., prospective students, current students, employees, general public)?* See the Site Audience section of this document for more information about the groups which the website caters to. Menu links are chosen primarily to serve these groups based on their most commonly needed/used webpages.
2. **Reach:** How large is the audience(s) of a suggested main menu link, in relation to the sum total of the college's current and prospective student pool?
3. **Frequency of Access:** *How often do site visitors access this webpage or search for content found on this page?* Site analytics provides data on how frequently a webpage is accessed and/or searched for on the website. This data is regularly reviewed and may guide decisions on whether or not to include a link in a navigation menu.
4. **Visitor Expectations:** *Do visitors expect to see a link to this page in our menu? Is this something other similar college websites include in their site menus?* We may

prioritize content that users expect to find in navigation based on similar higher education websites to help provide a more intuitive user experience.

Even if a webpage cannot be added to the main navigation menu, we strive to make it as easy as possible to find content using section navigation and in-content links. When a new webpage is created, our final step in publication is to identify webpages from which it intuitively makes sense to link to the new page and enhance in-site navigation. We frequently review and update in-content links throughout the site.

Items That Will Not Be Included on the Website

There are certain items that are not appropriate to include on our public-facing website. These include:

- Internal information and documents that are meant to serve only the faculty or staff of the college including items such as meeting minutes, agendas and governance-related information.
- Documents that repeat information that is already available on the website (campus-specific phone directories, emergency protocols, maps, etc.)
- Event flyers
- Course or program-specific informational flyers/brochures
- Images that contain text

Final Thoughts

The CT State web governance document is a living document and is revised periodically to reflect the evolving needs of the College. If you have any questions or would like to discuss further, please contact the web team at CTState-Web@ctstate.edu.