



Operating Protocol & Procedure

Details:

Number: 704

Title: Website Maintenance

Category: Marketing & Communications

Office of Primary Responsibility: Marketing & Communications Department

Approval Date: 8/31/15

Effective Date: 8/31/15

Revised: 2/12/24, 12/9/24

Reviewed: December 2024

Purpose:

To ensure an accurate and up-to-date website while also providing consistency in college messaging and brand.

Applicability:

Department/Division heads

Definitions:

None

References:

[PCC Communications & Graphic Standards](#)

Attachments:

None

Operating Protocol:

The Marketing & Communications Department provides maintenance and support for the College's website. All requests for website content updates, additions, and deletions must be submitted to the PCC webmaster.

All departments are expected to continually review the content for their web pages on the College's website and promptly notify the PCC webmaster of any changes that need to be made. Departments should designate an individual, or individuals, who will be responsible for reviewing the content and reporting changes to the webmaster.

Academic degrees and certificates will only be published on the website after they have been approved and included in the College Catalog. All photos, graphics, documents, and other college-branded materials must be approved by the Marketing & Communications Department and comply with PCC Communications & Graphic Standards as well as WCAG AA 2.1 standards *prior* to publication on the site. It is the responsibility of each department to ensure the accuracy of information and digital accessibility compliancy on the PCC website.

Although requests may be initiated at any time, the webmaster will send out bi-annual reminders to the campus community to encourage a thorough review of all web content and materials.

Procedure:

To request website content updates, additions, and deletions, employees should email or call the PCC webmaster.