
Department of Administration Internal Operating Policies

Section: General Administration **Number:** GA-048
Subject: Department Web Standards **Eff. Date:** 1-31-2008
Approved by: Secretary Cobb **Page 1 of 2**

Purpose:

To establish a policy requiring in-house review and monitoring of all web site information published and produced by Divisions and Agencies of the Department of Administration.

Policy Statement:

The North Carolina Department of Administration (NCDOA) has adopted a centralized process for approving and posting all department web content. All divisions should process their requests through Management Information Systems and the Public Information Office (Web Services) using <http://www.doa.state.nc.us/updates>

All submitted content and web changes must adhere to the standards listed below:

- A standard web template has been created for NCDOA Division and Agency web pages. The template consists of specific approved colors that an agency or commission may choose.
- All web pages utilizing the new template will have a standard navigation across the top which is set by Web Services. The web pages will also feature a standard navigation down the left with the first two options being NCDOA Home and Division Home with the final option in the list being Contact Us.
- The standard font face for all web pages shall be Arial.
- The home page for each Division shall include a brief mission statement that describes the responsibilities and purpose of each division. One image may be displayed on this page that conveys the message. Important events or announcements can be temporarily highlighted on the home page with approval from Web Services.
- All images displayed on the site shall be of professional quality in an approved size.
- All external links shall display the following message informing users upon leaving the NCDOA server: *You have selected an external link and will leave the N.C. Department of Administration website. NCDOA is not responsible for content at external links and does not endorse products or services nor guarantee the privacy or security of the external entity. You have the option to click OK to Continue or Cancel or other similar language approved by Web Services.*
- All web pages shall be organized in a directory structure that is defined by Web Services.
- All electronic documents shall be offered with a PDF counterpart.
- The PDF format is the preferred format and should be used to distribute documents where appropriate.
- It is the responsibility of each Division and Agency to routinely review their information and submit updates as needed.
- Web Services will manage all technical aspects relating to NCDOA Division and Agency web pages. No changes shall be made to any pages without approval from Web Services.
- Web Services will manage all domain name requests and transactions for NCDOA..

- All submitted request for web content is subject to review by Web Services. Each Division is responsible for checking the accuracy, grammar and spelling of submitted content..
- Content shall be created in accessible formats using current Section 508 and W3C standards as guidelines. Periodic reviews will be conducted. Sites will be updated as standards evolve with technology advances.

All submitted requests shall be assigned a priority level and be responded to within the specified time frame:

- Time Sensitive: Same day if the ticket is received before noon.
- Standard Updates: Two business days maximum. *Tickets are processed as they are received and generally are completed within 24 hours.*