

**AIKEN TECHNICAL COLLEGE
PROCEDURE**

Procedure Title:	WEBSITE AND RELATED LINKS	Procedure Number:	2-4-105.1
Institutional Authority:	Chief Advancement Officer		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-105		

Approved:


President


Chief Advancement Officer

Date

Adopted: 07/01/2004

Date

Revised: 07/25/2022

DISCLAIMER

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.

I. Website

The Aiken Technical College main website, www.atc.edu, serves as a communication tool to promote and share information about the College, its programs, services, and events. The external public serves as the primary audience for content presented.

The Office of Marketing and Communications (MarCom) will approve the overall design and content of the website including:

- Designate layout and design criteria, including an approved template for pages or sub-sites created in-house;
- Work with the appropriate department to ensure consistency with the College's branding for pages and sub-sites created by an external vendor;
- Approve and edit, as appropriate, submitted content for all pages, with the exception of academic classroom material such as course syllabi, prior to placement on the website (excluding sub-sites managed by an external vendor); and
- Coordinate with Information Systems Management when building, archiving, and/or changing a page's functionality.

II. Website Links

Any external links to other internet sites placed within the ATC website must be relevant to prospective students and their families and/or ATC faculty, staff, and students. Links must directly correlate to a program or service being provided by ATC.

To ensure this, MarCom, in coordination with the appropriate department(s) or division(s), must evaluate any proposed external links from the ATC website. MarCom will have final approval for any proposed links.

Faculty and staff requests to add a link to an external internet site must be submitted to MarCom through the ATC Request System.

Requests from external organizations or individuals should be emailed to MarCom for evaluation and consideration.