LIVINGSTON COUNTY
LIVGOV.COM - WEBSITE DEVELOPMENT / MAINTENANCE POLICY

RESOLUTION #2013-05-132 | LIVINGSTON COUNTY, MICHIGAN | APPROVED: MAY 6, 2013

These procedures and standards have been developed to implement an Administrative Policy on the county-wide website, adopted by the Livingston County Board of Commissioners.

1. **PURPOSE:** the purpose of this document is to ensure that the Livingston County websites are secure, searchable, consistent look and feel /navigation, informative, easy to navigate, and have current and appropriate topics/information.

2. **DEFINITIONS:**

   A. **ASP/ASPX:** Active Server Pages (ASP), also known as Classic ASP or ASP Classic, was Microsoft's first server-side script engine for dynamically generated web pages. ASP.NET has superseded ASP.

   B. **Breadcrumbs:** Typically appear horizontally across the top of a web page, often below title bars or headers. They provide links back to each previous page the user navigated through to get to the current page or—in hierarchical site structures—the parent pages of the current one. Breadcrumbs provide a trail for the user to follow back to the starting or entry point. A greater-than sign (>) often serves as hierarchy separator, although designers may use other marks (such as » or ›), as well as various graphical treatments.

   C. **Browser:** A text or graphic program that allows users to access documents on the internet, Internet Explorer, Google Chrome or Firefox for example

   D. **Browser Compatibility:** A term which means comparing the way a web page renders on one browser as opposed to another. Usually this means comparing different browsers. However, this can mean comparing the same browser on different operating systems.

   E. **Color-Safe Palette:** There are only 216 colors which are "browser-safe," meaning that they'll look the same no matter which browser or platform on which they are viewed.

   F. **Default:** The default file or home page for any directory or website.

   G. **Electronic Publication:** The electronic equivalent of a printed publication, usually PDF (Portable Document Format).

   H. **Form:** Sometimes called an interactive form or feedback form. It refers to sections of web pages that accept user input, such as comments, orders, or requests for service.

   I. **Frames:** A viewing and layout style rendered on a browser. It refers to the simultaneous loading of two or more web pages at the same time within the same browser window.

   J. **Graphics Interchange Format (GIF):** A commonly used graphics format. Clip-art and graphics seen on web pages are often in GIF format because the files are small and download quickly.

K. **Hypertext Markup Language (HTML):** A coding method used to format documents for the web. Web pages are able to be seen due in part to HTML codes, or tags, as they are more commonly known. Tags are then interpreted by the web browser, which in turn renders the web page.

L. **Image Map:** An image or graphic with areas made to allow a user to click on them. These clickable areas are linked to other sites, pages or documents.

M. **Joint Photographic Experts Group (JPEG or JPG):** A graphic format used on the web. JPEG images have higher color and resolution, 16 million colors as opposed to 256 colors for a GIF image.

N. **Pixel:** A single unit of measure on a screen that relates to the rectilinear grid used by display hardware to paint images on the screen.

O. **Portable Network Graphics (PNG):** A Raster graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most used lossless image compression format on the Web.

P. **Screen Resolution:** A hardware measurement of screen display. It depends upon the capabilities of the monitor, video adapter, and display software.

Q. **Style Sheet:** A Cascading Style Sheet (CSS) defines the styles that are applied to a page or pages.

R. **Sub site:** A subdirectory of a website that is a complete site. For example, a departmental site.

S. **Uniform Resource Locator (URL) aka Web Address:** Describes the location and access method of a resource on the internet. A URL could be said to be what a telephone number is to a telephone or a street address is to a home.

T. **Website:** A place on the internet. The term website refers to the all-encompassing body of information as a whole, for a particular domain name (i.e. livgov.com).

3. **GOVERNANCE COMMITTEE:** The governance committee will consist of five (5) members. One (1) from Administration, one (1) from IT, and the other three (3) will be from various functional areas throughout the county. The governance committee is charged with the oversight of the Livingston County website. The Governance Committee will discuss and invite team members for subsequent years by November. Each committee member with the possible exception of the Administration and IT member will serve a one (1) year term.

A. **Governance Committee Responsibilities:** The Governance Committee will perform the following tasks when a quorum of at least three members is present:

i) **Site Allocation:** The Governance Committee will allocate space available on the Countywide website to departments, agencies, and the judiciary in a manner that best utilizes the County's space, staffing and financial resources.

ii) **Minimum Standards:** The Governance Committee will set minimum standards for the structure, appearance, and level of technology for the County Website.

iii) **Web Site Review:** The Governance Committee will review requested web sites and determine whether they should be included on the County website.

iv) **Quarterly Review:** The Governance Committee will review the site statistics on a quarterly basis and, upon recommendation of the site administrator, may make recommendations to departments, agencies, and the judiciary for page improvements that will increase accessibility or usefulness.

v) **Creation Guidelines Review:** The Governance Committee will annually review this policy for needed revisions.

B. **Website Administrator:** A Website Administrator designated by the IT Department will provide the following services:

i) **Site installation and Maintenance:** The Website Administrator or the designee will be authorized to work with a service provider to install and maintain the County Website.

ii) **Support:** The Website Administrator will assist departments, agencies, and the judiciary by providing technical advice, support and education on website related issues.

iii) **Identify Improvements:** The Website Administrator will identify innovations, improvements, or trends that need to be applied to the County's site.

C. **Web Page Approval Process:** A department, agency, or judicial web page will be added to the County website through the following process:

i) **Request for Inclusion:** A department, agency, or judicial director or the director's designee will submit a request to the Governance Committee to have the site included on the County website

ii) **Information to be Provided:** The Governance Committee will provide the requesting department, agency, or judicial office with a packet of information. The packet will contain, at a minimum, the following:

(1) Policies and Procedures: A copy of the current website policy and procedures.

(2) Site Creation Standards**:** Standards to create a site in compliance with the policy and procedures, including the available templates.

(3) Signature Page**:** A signature page for the requesting department, agency, or judicial director to sign, indicating that (s)he has reviewed and approved the information to be included on the website.

iii) **Site Design:** In consultation with the Governance Committee and Website Administrator, a department, agency, or judicial office will have a website designed as follows:

(1) Training**:** A department, agency, or judicial office will pay for any tools or training that it needs to produce its own site out its current year budget.

(2) Template**:** A template made available by the Governance Committee will be used for the first page of the each department, agency, or judicial website to provide a consistent appearance to the site.

(3) Page Design**:** A department, agency, or judicial office may use other provided templates for subsequent pages.

(4) Content**:** A department, agency, or judicial office is responsible for ensuring that its website is accurate, meets the County website policy and procedures, has the appropriate links approved and documented, and is updated on a timely basis.

D. **Emergency:** A department, agency, or judicial office may request emergency installation of a site by asking the Website Administrator to call an urgent meeting of the Governance Committee. The Website Administrator, may update, in an emergency situation at his/her discretion without first consulting the Governance Committee, if time constraints make it impossible for the Governance Committee to assemble.

E. **Denial and Appeal:** If the Governance Committee denies the requesting department, agency, or judicial office the right to install information and/or links on the County website, the department, agency, or judicial office director or their designee may appeal the decision to the Chief Information Officer (CIO), then County Administrator, and final appeal to the Board of Commissioners.

F. **Non-Compliance:** If a department, agency, or judicial office fails to maintain its site, or provides information to the site that fails to meet the County policies or procedures, the Governance Committee may remove it from the County website.

i) If a department's, agency's, or judicial office's information and/or links are recommended for removal, the department, agency, or judicial office director or their designee may appeal the decision to the Information Technology CIO, then the County Administrator, and final appeal may be made to the Board of Commissioners

ii) If a department, agency, or judicial office is posting inappropriate information, as determined by the Governance Committee, that department, agency, or judicial office will then have all website changes routed through a workflow process for final approval prior to being published on the website.

4. STANDARDS:

A. Technology Usage: Each department, agency and judicial office participating in the county-wide website will meet the following technical specifications:

i) **Department Site:** Each department, agency and judicial office will have a website.

ii) Each graphic will be resized to the size it is meant to be rendered on the screen prior to adding to the page; to maximize loading speed for users.

iii) **Portraits:** Individual portraits will be no larger than 200x300 pixels.

iv) **Page Resolution:** Pages are to be designed for a 900 pixel width.

v) **Colors:** County web pages will adhere to the county's stylesheet.

(1) Page Backgrounds**:** All page backgrounds will adhere the county's stylesheet and will not contain background images.

(2) Text**:** Text will adhere to the county's stylesheet.

vi) **Browsers:** The county will make a reasonable effort to ensure that its website will support the most commonly used web browsers.

vii) **Typeface:** will be consistent with the county's stylesheet.

viii) **Special Effects and Interactivity:** Special effects and interactivity will be limited, at the discretion of the Governance Committee. A clear purpose for such effects must be furnished with the department's request.

ix) **YouTube Videos:** Refer to the YouTube procedures document to add videos to the site. You must comply with standards set forth in procedures document.

B. Uniformity: Departmental, agency, and judiciary pages will have the same appearance and general navigation standards to ensure ease of user for the viewer.

i) **Page Templates:** County departments, agencies and judicial offices will use the provided template for the home page of their section. Subsequent page templates are available for content editor use.

ii) **Logo and Name:** All County websites will bear the county logo, county name on all web pages.

iii) **Navigation:** For ease of user navigation, all county web pages will provide the following:

(1) Main Page Link**:** Each sub-site will contain a link back to the county home page.

(2) Main Department Page**:** Each department, agency or judicial site will provide a link back to the departmental home page.

iv) **Header and Footer:** Each county department, agency, or judicial home page will use consistent headers, footer, background colors and text sizes, so they will size proportionally when viewed.

(1) Header**:** Each department, agency or judicial website's header will contain the department's, agency's, or judicial office's name, building name, address and telephone numbers on the home page.

(2) Footer**:** Each department's, agency's or judicial office's page will have a footer, which will contain a dated copyright mark, a link to the Privacy and Accessibility Policies, the date of the last update, and an email address for the Website Help Desk.

(3) Duplication**:** To save County resources, content on individual County web pages will avoid duplication whenever possible.

(4) Copyright **Protection:** Steps will be taken to ensure that text and images incorporated into the county-wide website do not violate copyrights of third parties.

(5) Communications**:** If public communications with the county through the website, then the public will be informed that all such communications are public and cannot be kept confidential. Any requests for public records will be handled in accordance with the Electronic Mail Management policy and the Freedom of Information Act.

(6) Embedded Advertising**:** The Livingston County website will not contain advertising of any sort for a for-profit organization.

C. Website Links:

i) References or Links: Reference or links to other individuals, department, businesses, government, or judicial agencies may be included in the county-wide website only if the department, agency, or judicial office making the reference or link has permission in writing from the subject of the reference or link.

ii) Exceptions: Reference or links to the Federal government of the United States, departments of the State of Michigan or public educational institutions do not require permission from the subject, due to the complexity of locating the author in such large organizations.

iii) Maintenance: A department has the responsibility of ensuring that links on its website remain current and appropriate for use under these policies and procedures. Periodic link reporting will be available or provided, that the department will use to identify broken links. Identified broken links will be updated or deleted.

iv) External Website Requests (link from Livingston County Website to external website): Other site administrators who wish Livingston County link to their sites will need to submit a written request to the website HelpDesk which will forward the request to the Governance Committee.

(1) Links to external websites are intended to provide information about works and projects that promote county business and development and provide information about other government resources and services. The Livingston County website is not a public forum. The Livingston County Department of Information Technology review all link request for adherence to these criteria:

(a) The relationship and importance of the link requested to the standard functions of the county.

(b) The availability of county resources to monitor and maintain the website.

(c) The significance of materials contained on the linked site.

(d) The county website will not link to for-profit entities.

(2) Any third party website that links to the Livingston County website:

(a) Shall not include county website pages within a page, frame, browser or border environment of their site without the expressed consent of the Livingston County Governance Committee.

(b) May not reproduce Livingston County website content.

(c) Shall not imply that Livingston County is endorsing or sponsoring it or its products or services.

(d) Shall not use Livingston County trademarks without prior written permission.

(e) Shall not contain content that could be construed as distasteful, offensive or controversial.

(3) Notwithstanding adherence to the above-stated criteria, all link requests are subject to approval by the Website Governance Committee. Livingston County may deny or rescind permission to link to

the county website, and to require termination of any link to the site, for any reason in its sole discretion.

5. PROCEDURES

A. Permission Management:

i) It is recommended that website administrators grant users access by adding them to standard, default SharePoint groups (such as Members, Visitors, and Owners).

B. Livingston County permissions, as defined by roles:

i) **Content Editor/Manager:** Functions Content Editor/Managers may perform are restricted to:

(1) Editing content on an existing page

(2) Creating SharePoint lists (defined by permissions)

(3) Adding/editing documents

(4) Adding/editing images

(5) Adding a new page

(6) Adding/editing web parts (defined by permissions)

(a) Content web parts

(b) List web parts

(c) Google map web parts

(d) YouTube Videos

(7) Managing navigation at the subsite level

(8) Deleting a page, document or image

(9) Adding/managing folders within the site collection (defined by permissions)

ii) Content editors/managers may publish to the SharePoint 2010 site to which they have access (defined by permissions).

C. **IT Designates:** IT designates have permissions assigned at the **site owner** level in SharePoint 2010. They have all content editor/manager permissions. They also have permissions that allow them to manage Root level navigation and all site settings.

D. **Information architecture:** A site's information architecture is like the table of contents for a book: It determines how the information in that site — its Web pages, documents, lists, and data — is organized and presented to the site's users. Information architecture is often recorded as a hierarchical list of sites, site content, search keywords, data types, and other concepts.

E. **File types:** The Livingston County (and all subsites) is a collection of multiple file formats: Word, PowerPoint, Excel, PDFs, images and some video file formats.

F. **Check-in/check-out:** Livingston County requires that all pages be checked-out for editing. Requiring documents to be checked out prevents multiple people from making changes at the same time, which can create editing conflicts and lead to confusion.

G. **Document Approval:** Document approval is covered by the current Livingston County policies.

H. **Workflows:** Workflows will be implemented by Livingston County as appropriate.

I. **Content Types:** Content Types, sites columns, page layouts, etc. will be created and governed by Oakland County.

J. **Site lifecycle and retirement:** To ensure that all sites within the environment are being used and don't become "stale", all pages/files will be reviewed at least once a year to see if they are still being used and contain current content.

i) Sites that have not been accessed/untouched for 90 days may be deleted. Site owners will receive an e-mail warning before this action takes place.

K. **Storage\file limits Review standards with technical staff once infrastructure is built.**

i) By default, SharePoint Online imposes a 50 MB minimum limit on the size of a single document that can be uploaded into a library. Storage quotas can be increased for all sites.

ii) Site owners will receive alerts when their storage is @ 90% of quota. SharePoint administrators can override storage quotas if necessary.

L. **Classification of information**

i) Livingston County content will be classified as PUBLIC USE for this implementation. As the application and internal use evolves, media may be classified based on the values listed below.

(1) INTERNAL is not to be transmitted outside Livingston County. The INTERNAL classification is set as the default. Therefore content that is not classified is considered to be INTERNAL.

(2) CONFIDENTIAL is not to be transmitted or shared with anyone who does not have authorization to see it.

(3) PUBLIC USE has been deemed to not contain proprietary or confidential information and may be shared with anyone inside or outside the company.

(4) PRIVILEGED is regarded as attorney-client communication and shall be dated and not transmitted or shared with anyone who does not have authorization to see it.

(5) COPYRIGHTED shall be assumed to be protected by copyright and shall be dated and marked. It shall show the copyright owner's name and shall not be reproduced in electronic or hard-copy form without authorization.

M. **Search:** All content (sites, lists, libraries, pages, etc.) will be searchable unless Livingston County site owner's requests that their site/information is not indexed.

i) When you prevent the content of a site from appearing in search results, the content of all the sub-sites below it also is blocked from appearing in search results, as well. By default, content with restricted permissions does not appear in search results for users who don't have the permissions to read it. You can change that so that restricted content does display in search results, but users won't be able to open content they don't have permission to.

N. **YouTube Video Posting:** Videos can be made available on the Livingston County website through posting on YouTube. Using YouTube reduces the storage space needed, uses a proven technology and gives us a level of marketing. Please refer to the YouTube Manual for more detailed posting instructions.

i) Departments will have their own login and password. IT will retain the user ID and password, for each department.

ii) Department Managers/Department Heads will request the YouTube User ID and Password through the IT HelpDesk (helpdesk@co.livingston.mi.us).

iii) IT will set up the account and return the login information to the requestor within 3 days.

iv) Departmental Content Editors will post their own events and embed or link them in their site pages, if they desire.

v) **YouTube Posting Requirements:**

(1) Video size should be 15 minutes or less

(2) Music – No unlicensed music, even if YOU have a license, YouTube doesn't

(3) Formats must be one of the supported formats, see below:

  (a) **WebM files** - Vp8 video codec and Vorbis Audio codecs

  (b) **.MPEG4**, **3GPP** and **MOV files** - Typically supporting h264, mpeg4 video codecs, and AAC audio codec (Note - .mov files – when using quicktime audio can become out of sync)

  (c) **.AVI** - Many cameras output this format - typically the video codec is MJPEG and audio is PCM

  (d) **.MPEGPS** - Typically supporting MPEG2 video codec and MP2 audio

  (e) **.WMV**

  (f) **.FLV** - Adobe-FLV1 video codec, MP3 audio

(4) Comments: If you decide to allow Comments on your video you MUST monitor them on a daily basis and delete comments that are inappropriate or offensive.

(5) Inappropriate Videos**:** Inappropriate or offensive videos will be deleted by the IT staff.

6. DISTRIBUTION: These procedures and standards will be distributed upon adoption by the County Board of Commissioners to County departments, agencies, and the judiciary by the Administration Department.

Periodic Review: These procedures and standards will be reviewed at least every year by the Governance Committee, which will make recommendations to the Chief Information Officer (CIO), County Administrator and Board of Commissioners for any changes that need to be made.

ADOPTED:	**MAY 6, 2013**
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