

TSTC Web Standards

Introduction

This Website guideline provides general content and design specifications for a promotional TSTC Website and pages therein, usage guides for college logos, copyright requirements, accessibility standards and related policies.

As part of TSTC's new system-wide branding initiative, a redesign and organization of our Web presence is necessary. The following guidelines are provided to assist each College and System Operations in integrating their current and new content into the new Web look and feel.

Content Specifications

To create a more personal, welcoming Website, primary messages should be composed in *first and second person, active voice, present tense*. This *does not* mean that all links, attachments and all existing content needs to be edited into first or second person, active voice, present tense. Our focus should be to write the main content of each TSTC page or section in first or second person to create a more personal, welcoming, easy to read tour of the Web content.

Remember, Steve Krug's law of usability for Web sites – "Get rid of half the words on each page, then get rid of half of what's left." Do this by omitting needless words. E. B. White's seventeenth rule in *The Elements of Style*:

17. Omit needless words.

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.

Source: William Strunk, Jr., and E. B. White, *The Elements of Style* (Allyn and Bacon, 1979).

A. Person

Person is a grammatical concept expressed in the forms of personal pronouns and the inflections of the verbs that agree with them. In most verbs, only the third person present tense singular has a distinctive form to agree with its subject in number: it runs. All other persons merely run. And of the personal pronouns, only the third person singular forms agree with their antecedents in gender as well as in number.

Personal pronouns have some distinctive forms for number, person, and case, and usage problems generally arise when these forms fail to match Standard English expectations.

PLURAL CASE	FIRST PERSON	SECOND PERSON	THIRD PERSON
Nominative	we	you	they
Genitive	our, ours	your, yours	their, theirs
Objective	us	you	them

SINGULAR CASE	FIRST PERSON	SECOND PERSON	THIRD PERSON
Nominative	I	you	he, she, it
Genitive	my, mine	your, yours	his, her, hers, its
Objective	me	you	him, her, it

None of the genitive pronouns ending in -s takes an apostrophe: never spell them her's, it's, our's, your's, or their's.

B. Active Voice

On the TSTC Website, we do not want our words to seem impersonal, indirect, and noncommittal, so passive voice is *not* the preferred choice. Rather, active voice will almost invariably prove more effective in creating the personal, direct, factual tone of the TSTC Website.

Voice is a grammatical feature of English verbs, which expresses a particular relationship between the subject of the sentence and its direct object, if any. In *John caught the ball*, the verb caught is in the active voice: John did to the object ball what the verb caught expresses. In *The ball was caught by John*, the verb was caught is in the passive voice: the subject of this sentence is ball, and the action of the verb was caught indicates what happened to it but requires a prepositional phrase, by John, to let us know who did the action. Active voice makes subjects do something (to something); while passive voice permits subjects to have something done to them (by someone or something).

Some argue that active voice is more muscular, direct, and succinct, and passive voice flabbier, more indirect, and wordier.

C. Tense

Whenever possible, the TSTC Website should be in present tense.

Present tense is the tense of the verb that describes action taking place now, at the present time, as in *He seeks help*, or that describes current conditions: *We are all friends here*.

Source: Kenneth G. Wilson (1923–). *The Columbia Guide to Standard American English*. 1993.

D. Reading Level

Whenever possible, the TSTC Website reading level should be concise, brief, with short sentences and paragraphs. When writing for the TSTC Website, we should aim for a reading level of no higher than an seventh or eighth grade according to the Flesch-Kincaid reading level available in Microsoft Word's grammar check.

Recent versions of Microsoft Word handily calculate these index numbers for your own texts if you configure the software to do so. To set the software for readability reports, follow this chain of options from the main toolbar: Tools --> Options --> Spelling & Grammar. In the dialogue box, check "Show readability statistics."

Flesch Reading Ease Score

This index number rates text on a 100-point scale: the higher the score, the easier it is to understand the document. For our purposes, writers should aim for a score of approximately **60 to 70**.

Flesch-Kincaid Grade Level Score

This index number rates text on a U.S. grade-school level. For example, a score of 8.0 means that an eighth grader can understand the document. For TSTC Web content, aim for a score of approximately 7.0 to 8.0.

E. Word Substitution

Since writing about technical programs typically uses technical terms, it is helpful to the reader to use shorter words whenever possible. Here is a list of words that are common along with substitute words. Using the substitute words will help lower the readability level of your material. Do not use these words to substitute words that are in keeping with a TSTC technology's standard or if it would change existing policy, college department or established terminology.

Word – Substitute Options

ability - *skill*

abbreviate - *reduce, shorten, lessen*

ability - *skill, talent, strength, know-how*

abundant - *large, enough*

accept - *admit, allow*

accommodate - *aid, help, serve*

achieve - *win, finish*

accomplish - *carry out*

acquire - *get, gain*

alternative - *choice*

alleviate - *slow down, ease*

ambulate - *walk*

announcement - *report*

annually - *yearly*

apply - *put on, use*

approximately - *about*

assist - *help*

attempt - *try*

authentic - *real*

available - *ready*

beginning - *start, opening*

behavior - *attitude*

brilliant - *smart*

collaborator - *partner, sharer*

compensation - *wages, salary, payment*

comprehension - *knowledge, learning, ability*

educate - *train, develop, teach*

excellent - *great, fine*

example - *sample, copy*

imperative - *urgent, serious*

inaccurate - *wrong, untrue*

minimize - *little, small, tiny*

paramount - *main, leading, primary*

perceive - *know, learn*

possess - *own, hold, enjoy, have*

presume - *take for granted*

pupil - *learner, student*

redundant - *extra*

regulation - *law, rule, method*

reimburse - *repay*

security - *safety, guard, protection*

transparent - *clear*

ultimate - *final*

violate - *hurt, abuse*

When unsure of other word substitutions, check your Microsoft Word Thesaurus.

Design Specifications

The primary fonts used in the website are: Arial, Verdana, or San Serif. Fonts should be in colors which meet accessibility standards, having high contrast and conforming to the Websafe color palette.

The TSTC CMYK and Websafe color palettes are defined on pages 26 and 27 of this standards guide.

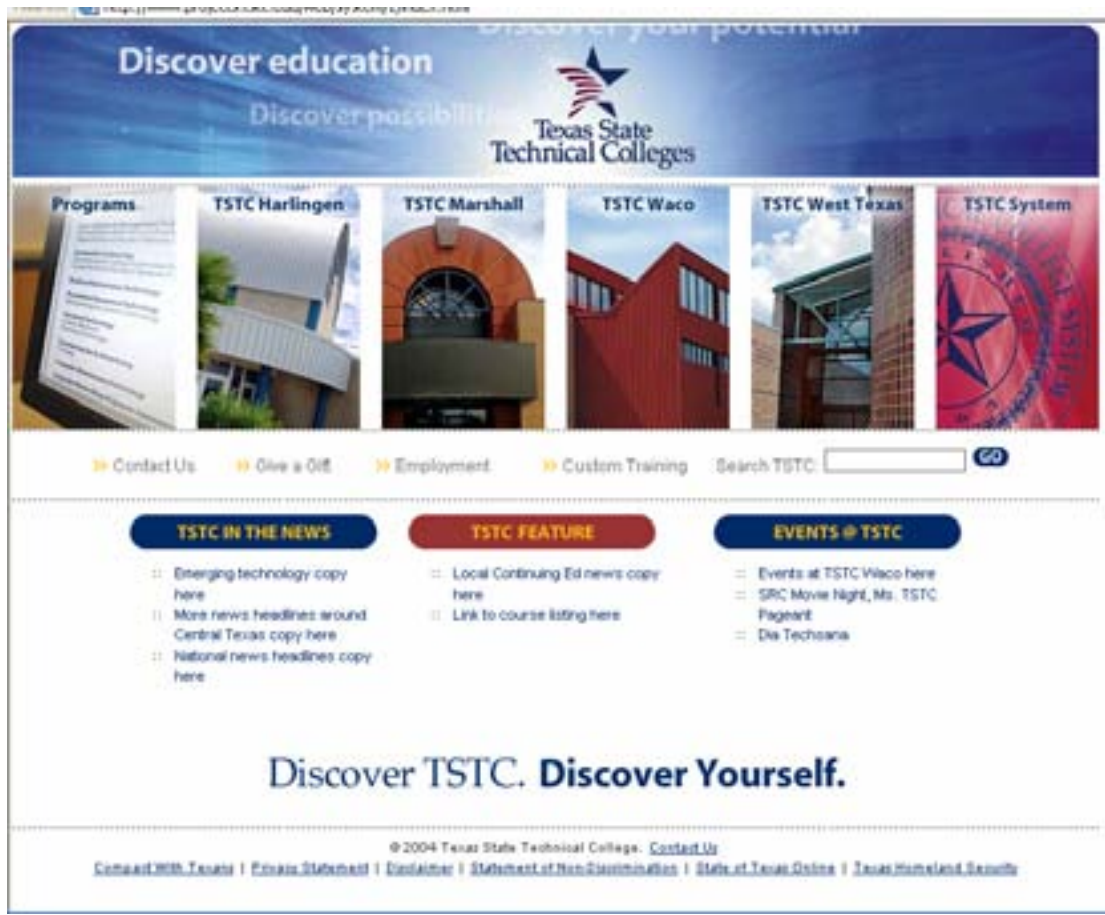
TSTC.edu Web Entry

The new TSTC.edu Website, follows the new discover look and feel through use of the tagline, division of space, color palette, compatible font scheme, and photography.

The TSTC.edu page has a photographic imagery representing the five major TSTC web presences: Harlingen, Marshall, Waco, Waco, West Texas: Abilene/Brownwood/Breckenridge/Sweetwater, and TSTC System.

Another option present allows the user to search for programs of study by subject rather than by location. The search will result in a summary of similar program/course descriptions with a link to the college in the TSTC system.

The TSTC.edu page also has news, events and a feature section pulled in from a news content management system to manage the four college's news, events and features.



College Home Pages

As with the college catalog, templates have been created to simplify the design process for the colleges as well as to create unity and consistency between the campuses. Template designs are provided for home page designs as well as additional level designs. Color schemes can change for departmental pages but must be from colors within the Websafe color palette.

The image shows a screenshot of a website template for a Texas State Technical College. The header features the college's logo and the slogan "Discover your potential, discover possibilities". A navigation bar includes links for "Request Information", "Welcome", "Areas of Study", "Academics", "Admissions", "Financial Aid", "Student Email", "WebAdvisor", and "Jobs". The main content area is divided into several sections: a left sidebar with a search box and a list of college locations; a central image of a student wearing safety glasses; a "TSTC Quick Links" menu; and three columns of news and events. A vertical banner on the right side reads "DISCOVER TSTC. DISCOVER YOURSELF @ TSTC.EDU". The footer contains copyright information and various utility links.

Discover your potential
discover possibilities

Texas State Technical College System

Request Information | Welcome | Areas of Study | Academics | Admissions | Financial Aid | Student Email | WebAdvisor | Jobs

TSTC Quick Links

- Future Students
- Current Students
- Parents & Visitors
- Faculty & Staff
- Distance Learning
- Continuing Education
- Customized Training
- Alumni

DISCOVER TSTC. DISCOVER YOURSELF @ TSTC.EDU

Texas State Technical College «NAME HERE» is a two-year higher education institution offering associate's degrees, certificates and customized training in critical and emerging technologies within the State of Texas.

SEARCH

- TSTC Harlingen
- TSTC Marshall
- TSTC Waco
- TSTC West Texas
- TSTC System
- Support TSTC
- Contact Us

IN THE NEWS

- Collaboration makes good neighbors
- Teens Ring Up Market Share
- Nanosys files papers for IPO

CONTINUING ED

- Local Continuing Ed news copy goes here
- Link to course listing goes here

EVENTS

- Events at TSTC Waco goes here
- SRC Movie Night, Ms. TSTC Pageant copy goes here
- Dia Technica copy goes here

© 2004 Texas State Technical College. Web Master
Compass With Texas | Privacy & Security | Accessibility | Open Records | Link Policy | TSTC Contacts
State of Texas Online | Texas Homeland Security | Statewide Search

Navigational Menus

Two primary navigational menus exist to help the user. One is groups the content by audience and is found at the right hand side of the college home page, beneath the Discover flash image. The other is the top menu bar which reads:

Welcome, Areas of Study, Academics, Admissions, Testing, Financial Aid, Student Email, Web Advisor, Jobs

The Audience views available from the college home page are:

*Future Students
Current Students
Parents & Visitors
Faculty & Staff
Distance Learning
Continuing Education
Customized Training
Alumni*

Within the left navigational menu of each college home page is space where each specific content messages may be pushed. This space should also be used to communicate any emergency or holiday closing messages.

Clickability

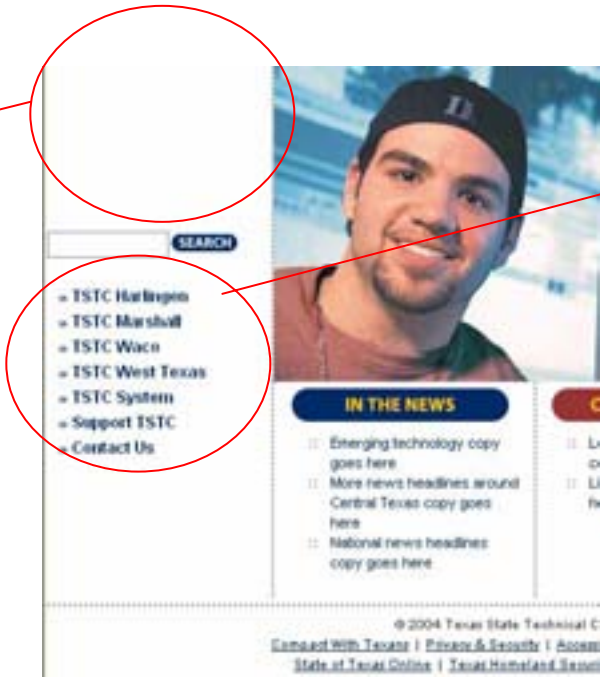
The College Home page is the level one of the college page. From this point, the Website can go to a total of four levels deep. This is to aid the user in learning the Website and keeping the content available within a few levels of links.

Everything that is accessible from the top navigational menu with one click is a level two page. All other content should be reachable to the users within two more mouse clicks. Audience views will have an introductory paragraph, along with a “data dump” of links to relevant content, grouped by topic. The boilerplate for these pages is defined in the coming pages. The links included are suggestions and are dependent on the various offerings of each college. These links will need to be customized for each college. However, the general theme of the categories descriptions should be the same. Following a “question” format to guide the viewer through the thinking process of the TSTC Website organizational structure.

Required Links

It is required that each of the college home pages, and the system operations home page contain a dominant link to each of the other respective part of the college system as shown in the template design. Following the college and system links, will also be links to Support TSTC and Contact Us.

Prime front page space for Colleges to communicate any emergency, holiday closing messages or key deep linking headlines.



Required links on the College home pages

Likewise, on each college home page, certain links are required in the footer. For instance, the following links must be present on each College Website footer:

- © 2004 Texas State Technical College. [Web Master](#)
[Compact With Texans](#) | [Privacy & Security](#) | [Accessibility](#) | [Open Records](#) | [TSTC Contacts](#)
[State of Texas Online](#) | [Texas Homeland Security](#) | [Link Policy](#) | [Statewide Search](#)

- Webmaster – opens up an email box to the college or system webmaster respectively
- Compact with Texans – see content below.
- Privacy & Security – see content below.
- Accessibility – see content below.
- Open Records – see content below.
- TSTC Contacts – name, address, phone numbers.
- State of Texas Online links to: <http://www.state.tx.us/>
- Texas Homeland Security links to: <http://www.texashomelandsecurity.com/>
- Link Policy –see content below.
- Statewide Search links to <http://www2.tsl.state.tx.us/trail/>

Additional items may also be included as determined by the college, such as the college emergency operations plan.

Compact With Texans

Texas State Technical College (TSTC) is a public coeducational institution of higher education offering courses of study in technical education leading to the award of Certificates and Associate of Applied Science Degrees. TSTC also provides technical education and training to business and industry, continuing education to the public, and training programs for community and state economic development. TSTC colleges are located in Harlingen, Marshall, Sweetwater, and Waco, with extension centers in Abilene, Brownwood, and Breckenridge. TSTC serves students from more than 200 counties in Texas, and TSTC graduates begin their careers in high-paying jobs across the state or continue their education at colleges and universities. TSTC graduates are highly valued by business and industry for their work ethic, knowledge, and workplace skills. Texas State Technical Colleges are fully accredited by the Southern Association of Colleges and Schools.

The TSTC System's Vision

The Texas State Technical College System will be a leader in strengthening the competitiveness of Texas business and industry by building the state's capacity to develop the highest quality workforce.

The TSTC System's Values

Excellence - Achieving the highest quality in all we do

Leadership - Developing the visions and strategies for a desired future, and aligning and energizing people to achieve those visions

Innovation - Creating and implementing new ideas and methods

Collaboration - Working cooperatively with other organizations and within our own system

Responsiveness - Providing appropriate programs and services in a proactive, flexible, and timely manner

Accountability - Measuring our performance and using the results for improvement

Stewardship - Ensuring our programs and services add value to our students and communities throughout the state, and operate in accordance with the public trust for which we are responsible

TSTC's Customer Service Goal

It is the goal of Texas State Technical College faculty and staff to provide a level of customer service that is beyond expectation. We pledge to be . . .

Friendly to all we meet in our work,

Helpful in all that we do,

Courteous in all of our dealings,

Responsive to customers' needs, and

Accountable for our actions.

We will deliver the highest quality services possible with the highest regard for honesty, integrity, and ethical behavior.

For more information, please call or write to:

Texas State Technical College "Name"

Office of the President

"Campus Address"

"Campus Phone Number"

Formal Written Complaint Handling Procedure

Most questions or complaints can be addressed through routine college channels. If additional assistance is needed, you are encouraged to file a formal written complaint. TSTC is committed to your satisfaction. The Customer Service Representative for each college is below:

TSTC Harlingen:

TSTC Marshall:

TSTC Waco: Mr. Charles Reed

TSTC West Texas:

Submit your complaint in writing by filling out the Effective Customer Relations form. This form may be downloaded below. Alternatively, you may communicate verbally to TSTC's Customer Service Representative at "PHONE NUMBER."

The TSTC Customer Service Representative will acknowledge your complaint and let you know the matter is receiving attention. You will be notified in writing within five working days of receiving the complaint as to the length of time it will take to resolve the issue.

The TSTC Customer Service Representative will investigate the complaint.

A solution that is consistent with TSTC policies as well as applicable local state and federal laws will be proposed to you in writing in the time frame specified in step 2.

You will be contacted by the Customer Service Representative within ten days of the written response to determine your satisfaction with the proposed solution and to be sure that the provisions of the solution have been implemented.

If you are not satisfied with the proposed solution, you may request that a Dispute Resolution Committee appointed by the College President consider your complaint. This committee will review all available documentation and render a decision as to the resolution of the complaint. All decisions of the committee are final and are not open to further review.

Effective Customer Relations Form (Opens in Adobe Acrobat)

Privacy & Security

Texas State Technical College System (TSTC) values and respects your privacy. TSTC collects Web traffic information on TSTC Web sites for analysis and statistical purposes to better understand our customer needs. This information is not reported or used in any manner that would reveal personally identifiable information, and will not be released to any outside parties unless legally required to do so in connection with law enforcement investigations or other legal proceedings.

Server Log Analysis

TSTC uses server log analysis tools to create summary statistics, which are used for purposes such as assessing what information is of most interest, determining technical design specifications, and identifying system performance or problem areas. The following information is collected from server logs for analysis:

***User Client hostname** - The hostname (or IP address if DNS is disabled) of the user/client requesting access.*

HTTP header, "user-agent" - The user-agent information includes the type of browser, its version, and the operating system it's running on.

HTTP header, "referrer" - The referrer specifies the page from which the client accessed the current page.

System date - The date and time of the user/client request.

Full request - The exact request the user/client made.

Status - The status code the server returned to the user/client.

Content length - The content length, in bytes, of the document sent to the user/client.

Method - The request method used.

Universal Resource Identifier (URI) - The location of a resource on the server.

Query string of the URI - Anything after the question mark in a URI.

Protocol - The transport protocol and version used.

1. Cookies

TSTC uses cookies for analysis and statistical purposes to gain a better understanding of our customers' needs. TSTC Web sites may also use cookies to provide interactive pages, such as Web-based forms and surveys. A cookie file is an electronic record containing unique information a web site can use to track such things as passwords; lists of pages visited; and the date when a specific page was accessed; or to identify a user session at a particular web site. A cookie is often used in commercial sites to identify the items selected for a specific shopping cart or web portal. TSTC Web sites may require the use of cookies to facilitate applications that display user-specific web pages. Any information that TSTC may store in cookies is used exclusively for internal purposes and will not disclose personally identifiable information to outside parties unless legally required to do so in connection with legal proceedings or law enforcement agencies. Individual departments at TSTC that collect personal information about visitors and use that information for purposes other than those stated above will have a separate privacy statement that will inform how that information is used.

2. Email

State agencies may not sell or release the e-mail addresses of members of the public that have been provided to communicate electronically with a government body without the affirmative consent of the affected member of the public. Personally identifiable information contained in a question or comment sent to TSTC in an e-mail message or submitted in an online form is only used by TSTC to respond to the request and to analyze trends. TSTC may redirect the message to another government agency or person who is in a better position to answer the question.

3. Web Forms

TSTC uses Web-based forms to collect survey results, to provide online registration for some TSTC-sponsored events, and other internal business operations. Personally identifiable information collected from these forms has a specified use (for example, registration, survey response, etc.) and TSTC uses the information only for that purpose.

4. Security Measures

In some cases TSTC uses a secure socket layer (SSL) connection to enhance the security of any information you choose to submit to us on our Web site. In other areas of our Web site, we provide only the security necessary to maintain our Web site and information we provide to you. For site security purposes and to ensure that this service remains available to all users, TSTC employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage. Except for authorized law enforcement investigations, no other attempts are made to identify individual users or their usage habits. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with the Texas State Library and Archives Commission. Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under the Texas Penal Code Chapters 33 (Computer Crimes) or 33A (Telecommunications Crimes).

5. Linking to TSTC Web Sites

Advance permission to link to the TSTC Colleges web sites are not required to make a simple link to the following home pages: <http://www.tstc.edu>, <http://www.harlingen.tstc.edu>, <http://www.marshall.tstc.edu>, <http://www.waco.tstc.edu>, <http://www.westtexas.tstc.edu>, and <http://www.forecasting.tstc.edu>. Links to sub pages, where appropriate are allowed. We reserve the right to change sub pages at any time without notice, so it is up to the user to continuously verify links to TSTC sub pages. TSTC web site pages may not be captured within frames, or otherwise presented as content belonging to anyone other than TSTC. Any link to TSTC sites should be a full forward link that passes the client browser to the respective TSTC site unencumbered. The BACK button should return the visitor to your site if the visitor wishes to back out. Links to individual graphics or tables within TSTC pages, especially in an effort to place the downloading burden on our servers, is forbidden. Such an action may be considered a misuse of state resources and subject to legal action.

6. Copyright

The information posted on a state agency Web site may be copied so long as it is presented in a non-misleading way and does not imply that either the site owner or the information, as it is presented on the site owner's Web site, is endorsed by the State. Use of the information must identify the state agency that is the source of the information, its Web address, the date the information was copied from the state agency's Web site by the site owner and must be accompanied by a statement that

neither the site owner nor the information, as it is presented on the site owner's Web site, is endorsed by the State or any state agency. A state agency may not charge a fee to access, use or reproduce information on its Web site or to link to information on its Web site, unless specifically authorized to do so by the Texas Legislature. To protect the intellectual property of state agencies, copied information must reflect the copyright, trademark, service mark or other intellectual property rights of the state agency whose protected information is being used by the site owner.

7. Intellectual Property

See TSTC [System Operating Standard \(SOS\) ES.1.01](#) for intellectual property policies and procedures.

8. Reciprocal Links

TSTC does not enter into reciprocal link agreements. We provide links to sites that are appropriate to our mission. Our creation of a link to your site does not obligate you to provide a link back to us, but you are, of course, welcome to do so. We always appreciate a note telling us of new links to us. Send link info to: webmaster@tstc.edu.

9. Consent

By using our web site, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy. We may change this Privacy Policy from time to time and without notice. If we change our Privacy Policy, we will publish those changes on this page.

10. Disclaimer

All of the information provided is believed to be accurate and reliable; however, TSTC assumes no responsibility for any errors, appearing in these rules or otherwise. Further, TSTC assumes no responsibility for the use of the information provided. TSTC specifically disclaims any and all liability for any claims or damages that may result from providing the information contained on the site, including any web sites maintained by third parties and linked to TSTC Web sites. The responsibility for content rests with the organizations that provide the information. The inclusion of links from this site does not imply endorsement by TSTC. Specific questions regarding a document should be directed to the appropriate department and not necessarily to a TSTC Webmaster. TSTC makes no effort to independently verify, and does not exert editorial control over, information on pages outside of the harlingen.tstc.edu domain.

Accessibility Statement

Texas State Technical College (TSTC) is committed to making its Web sites accessible to all users. To make the site more accessible, we include several features designed to improve accessibility for users with disabilities. Some of these features are described below.

A descriptive text equivalent is provided for images and other non-text elements, aiding users who listen to the content of the site by using a screen reader, rather than reading the site.

Major reports and other publications that are on the Web site are generally available in HTML or other accessible format.

TSTC is committed to making its Web sites accessible according to the standards set forth by the [World Wide Web Consortium](#) (W3C). To improve the accessibility of our Web site, we test any major redesign with screen readers and other tools. The results of these reviews are incorporated into the Web site. We currently use various tools for site validation, including [Bobby](#) and [W3C](#), and it is our goal to achieve the highest level of accessibility attainable.

TSTC welcomes comments on how to improve the site's accessibility for users with disabilities. If you use assistive technology and the format of any material on our Web site interferes with your ability to access the information, please contact TSTC at webmaster@tstc.edu. To enable us to respond in a manner most helpful to you, please indicate the nature of your accessibility problem, the preferred format in which to receive the material, the Web address of the requested material, and your contact information.

Additional information about accessibility programs in Texas is available from the Governor's Committee on People with Disabilities at <http://www.governor.state.tx.us/disabilities>.

Public Information Act

Texas law gives you the right to access government records and government officials may not ask why you want them. All government information is presumed to be available to the public. Certain exceptions may apply to the disclosure of the information. Governmental bodies shall promptly release requested information that is not confidential by law or information for which an exception to disclosure has been sought.

Rights of Requestors

You have the right to:

- *Prompt access to information that is not confidential or otherwise protected;*
- *Receive treatment equal to all other requestors, including accommodation in accordance with ADA requirements;*
- *Receive certain kinds of information without exceptions, like the voting record of public officials or information related to the receipt, expenditure or estimated need for public funds, and other items;*
- *Receive a statement of estimated charges, when charges exceed \$40, in advance of work being started and opportunity to renegotiate the request if charges are too high;*
- *Choose whether to inspect the requested information (most often at no charge), receive copies of the information or both;*
- *A waiver or reduction of charges if the governmental body determines that access to the information primarily benefits the general public;*
- *Notice when the governmental body asks the Office of the Attorney General for a ruling on whether the information can be withheld under one of the accepted exceptions;*
- *Lodge a complaint about charges for public records with the General Services Commission and a complaint related to other possible violations with the county attorney, criminal district attorney, or Office of the Attorney General.*

Responsibilities of Governmental Bodies

All governmental bodies responding to information requests have the responsibility to:

- *Establish reasonable procedures for inspecting and copying public information and inform requestors of these procedures;*
- *Treat all requestors equally, including accommodation in accordance with ADA requirements;*
- *Be informed about open records laws and educate employees on the requirements of those laws;*
- *Inform requestors of the estimated charges greater than \$40 and any changes in the estimates, and confirm that the requestor agrees in writing to pay the costs before finalizing the request;*
- *Inform the requestor if the information cannot be provided promptly and establish a date and time to provide it within a reasonable time;*
- *Ask for a ruling from the Office of the Attorney General regarding any information to be withheld, and inform the requestor of this request for ruling;*
- *Segregate public information from information that might be withheld and provide that public information promptly;*
- *Inform third parties if their proprietary information is being requested from the governmental body;*
- *Respond in writing to all written communications from the General Services Commission or the Office of the Attorney General regarding complaints about violations of the Act.*

Procedures to Obtain Information

- *Submit a written request (mail, fax, email or in person) according to a governmental body's reasonable procedures.*
- *Include enough description and detail about the information requested to enable the governmental body to accurately identify and locate the items requested.*
- *Cooperate with the governmental body's reasonable efforts to clarify the type or amount of information requested.*

A. Information to be released

- *You may review it promptly, and if it cannot be produced within 10 working days the public information officer will notify you in writing of the reasonable date and time when it will be available.*
- *Keep appointments to inspect records or pick up copies or risk losing the opportunity to see the information.*

Cost of Records

- *You must respond to any written estimate of charges within 10 days of the date the governmental body sent it or the request may be deemed withdrawn.*
- *If estimated costs exceed \$100.00 (or \$50.00 if a governmental body has fewer than 16 full time employees) the governmental body may require a bond, prepayment or deposit.*
- *You may ask the governmental body to determine whether providing the information primarily benefits the general public, resulting in a waiver or reduction of charges.*
- *Make a timely payment for all mutually agreed charges. A governmental body can demand payment of overdue balances exceeding \$100.00, or obtain a security deposit, before processing additional requests from you.*

B. Information that may be withheld due to an exception

- *By the 10th business day after you file your request, a governmental body must:*
 1. *request an Attorney General opinion and state which exceptions apply;*
 2. *notify the requestor of the referral to the Attorney General; and*
 3. *notify third parties if the request involves their proprietary information.*
- *Failure to request an AG opinion and notify the requestor within 10 business days will result in a presumption that the information is open unless there is a compelling reason to withhold it.*
- *Requestors may send a letter to the Attorney General arguing for release, and may review arguments made by the governmental body.*
- *The Attorney General must issue an opinion by the 65th working day from the day you made the request.*
- *Governmental bodies must release information determined by the Attorney General to be open or file suit within 30 calendar days, and they may not ask the Attorney General to "reconsider" an opinion.*

To request information from this governmental body, please contact:

Records Office

Texas State Technical College System Operations

You may send your request

By mail to: Lillian Macik, 3801 Campus Drive, Waco, Texas 76705

By e-mail to: records@systems.tstc.edu

By fax to: 254-867-3917

In person at: System Operations, 501 Campus Drive, Waco, Texas 76705

For complaints regarding failure to release public information, please contact your local County or District Attorney.

Link Policy

Texas State Technical College (TSTC) complies with the State Web Site Link and Privacy Policy at http://www.dir.state.tx.us/standards/link_policy.htm. TSTC encourages organizations that link to this Web site to comply with the provisions of the State Web Site Link and Privacy Policy, especially regarding protection of the privacy rights of individuals, and to make reasonable efforts to provide accessible sites.

Disclaimer

This Web site provides links to other Web sites, both public and private, for informational purposes. TSTC makes no representations, guarantees, or warranties as to the accuracy, completeness, currency, or suitability for any purpose of the information provided via this Web site. TSTC specifically disclaims any and all liability and responsibility for any claims or damage that may arise as a result of TSTC providing the Web site or the information it contains, or that may arise in any way with respect to any Web sites maintained by third parties and linked to the TSTC site. TSTC makes no effort to independently verify, and does not exert editorial control over, information on pages outside “.tstc.edu” domains. TSTC advises site visitors to read the privacy policies of any third-party sites accessed through this site.

TSTC does not endorse any of the products, vendors, consultants, or documentation referenced in this Web site. Any mention of vendors, products, or services is for informational purposes only.

Template Guidelines

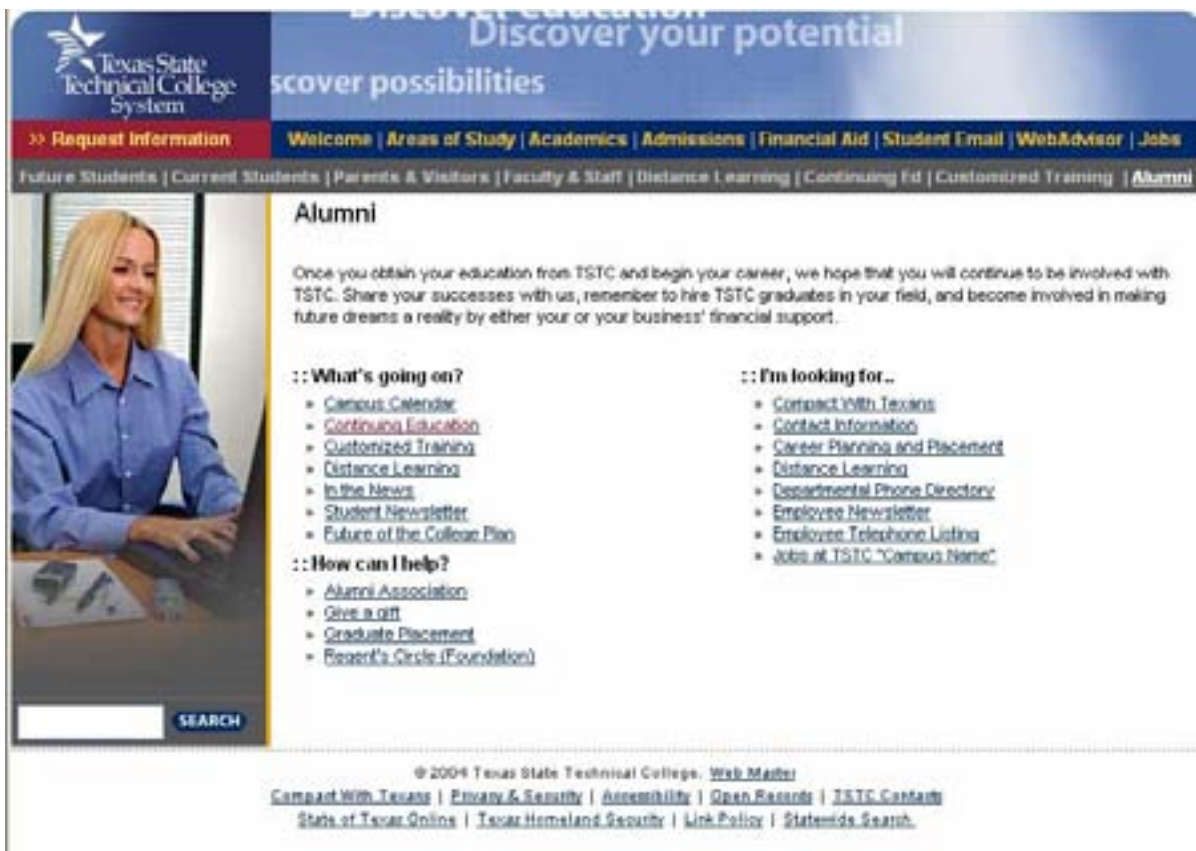
Current templates are posted at www.projects.tstc.edu/web along with graphics, related documents, source files, important links, and other related items useful to TSTC webmasters and designers. The standards for the TSTC Website are also defined in the posted css files and should be adhered to closely. The css style sheets define such things as the navigational menu colors, text colors, hover colors, and so on.

Below is a detailed explanation to help the colleges know when they can use the available color schemes and when they should stay with the template with the gray sidebar. Pages that primarily contain links, will have a standard gray left sidebar. Those pages that are department specific, whether an instructional or a non-instructional department, may select from the color sidebar templates available at the projects website.

Pages that primarily contain links

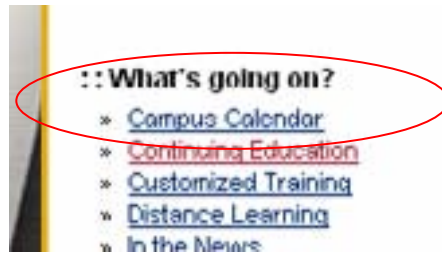
- Areas of Study (listing of the 6 areas promoted in the System Viewbook/Mini-Viewbook)
 - Agriculture (listing of programs in this area)
 - Information Technology & Telecommunications (listing of programs in this area)
 - Engineering & Manufacturing (listing of programs in this area)
 - Health & Sciences (listing of programs in this area)
 - Business, Commerce & Service (listing of programs in this area)
 - Transportation & Aviation (listing of programs in this area)
- Academics (Listing of departments in this area. Note...the names of these departments may vary according to individual colleges.)
- Audience Views
 - Future Students
 - Current Students
 - Parents & Visitors
 - Faculty & Staff
 - Distance Learning
 - Alumni
- Format for these pages
 - Submenu for Areas of Study
 - Titles to use:
 - Agriculture
 - IT & Telcom
 - Engineering & Manufacturing
 - Health & Sciences
 - Business, Commerce & Service
 - Transportation & Aviation
 - Grey-striped background
 - Rollover Text OFF state – Grey (#B9B9B9)
 - Rollover Text ON state – White with an underline
 - Main menu – Areas of Study shows Rollover Text ON state

- Audience Views
 - Titles to use:
 - Future Students
 - Current Students
 - Parents & Visitors
 - Faculty & Staff
 - Distance Learning
 - Continuing Education (format follows Instructional Pages Format)
 - Customized Training (format follows Instructional Pages Format)
 - Alumni
 - Grey-striped background
 - Rollover Text OFF state – Grey (#B9B9B9)
 - Rollover Text ON state – White with an underline



- Side bar
 - Grey-Striped background
 - 166 pixels wide
 - Contains
 - Photograph that fades out at bottom of image
 - Search button and search field
 - Yellow bar (#E6AE15) to right of image 4 pixels wide
 - Side bar extends to the bottom of the Content Area

- Content Area
 - 600 pixels wide
 - Page title reflects the content
 - Some pages contain boilerplate text provided by Marketing
 - Listing of links
 - Marketing has given suggestions. Colleges can modify these to meet their specific needs.
 - Major category designation



- Double-Dot (: :)
- Font Color = #000000
- Link Listing
 - Double-Arrows
 - Rollover Text OFF state -#002B68
 - Rollover Text ON state – text =#6E193C underlined.
 - If a third level is needed use three dots
 - Page links can be constructed in two columns within the 600 pixel wide area.

Department Site Guidelines

All department (whether a service department or instructional) promotional pages must maintain the look and feel of the tstc.edu system-wide site described within this guide. Departments may select a personalized color scheme and graphics from the 50 plus color options.

The first page of each department's site must include the following information in the template format:
department name and contact information (phone/fax),
name and contact information of the director or department chair,
mailing address,
physical location on the campus, and
office hours.

Staff names and contact numbers are optional. Department may customize the flash image for their area of study and add content that would serve the needs of their customers.

Departments' major groupings of information may be listed in the left sidebar menu. They may be grouped with headings and bulleted links to content within their pages.

Instructional promotional sites must also include information about the curriculum, faculty, program information, and any clubs associated with the program. The program's site main focus should be potential students. The information provided within instructional department pages should be organized using the following menus:

Welcome Letter -- from department chair or overall department summary

Career Outlook -- describes jobs one can get in this field, roles and responsibilities, what employers want, and industry standards.

Job Placement -- explains the types of companies, with examples, that graduates generally are employed

Facilities -- Describes the location, building and lab specifics, bragging points that would make a student select this program and which illustrate industry standards

Faculty and Staff -- name, contact information and information about the experience of the faculty and staff

Advisory Committee -- listing of the advisory committee members and a summary of how the committees operate

AAS Degrees-- listing all AAS degrees available in each program

Certificates -- listing all Certificate degrees available in each program

Optional departmental sidebar links may include:

Industry Links -- actual hyperlinks to industry partners

Distance Learning -- to describe and link to distance learning course information for this department

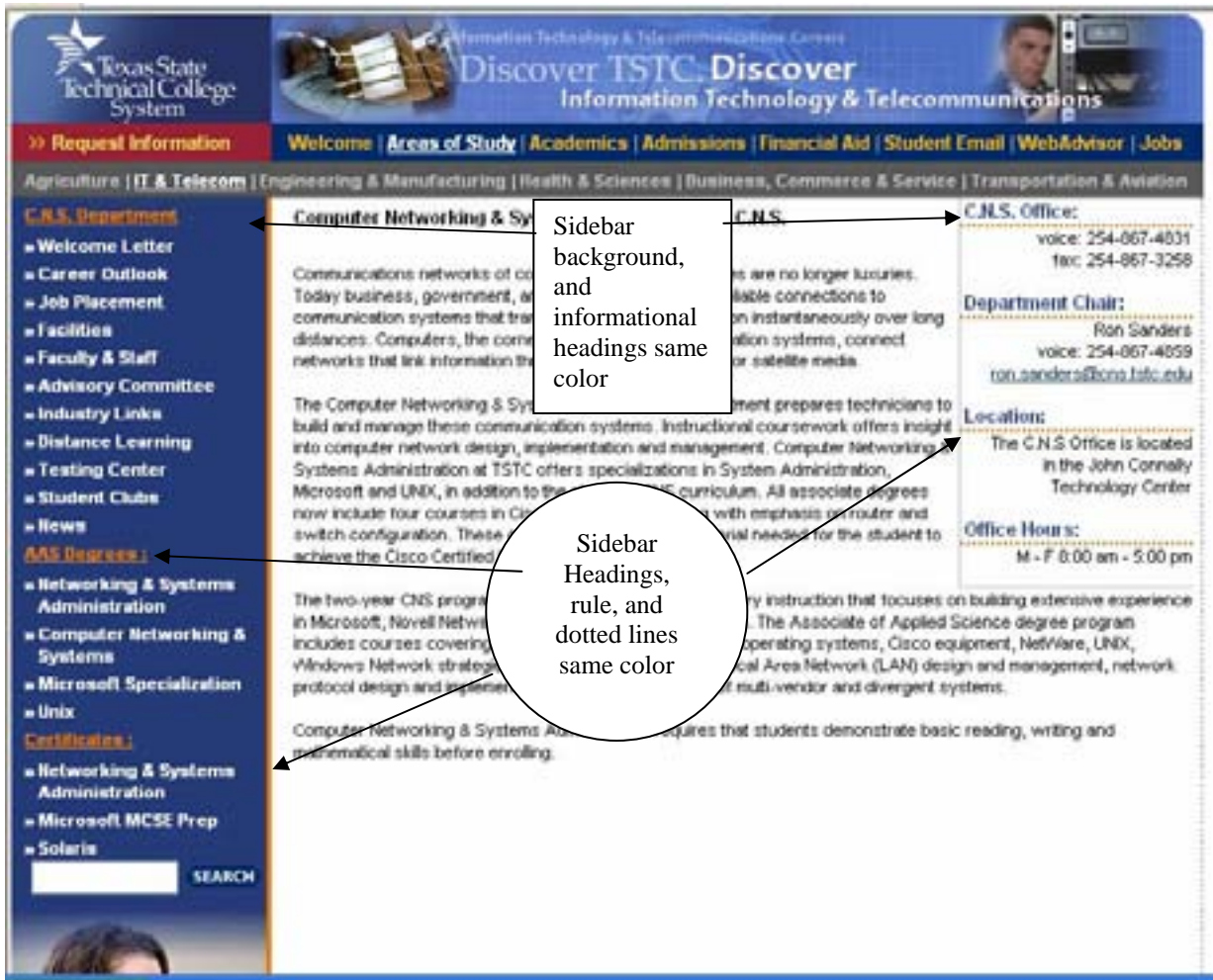
Student Clubs -- official club charter description and link to student club Web site if other than the official college Web site,

News -- department specific news and information, and
other categories as applicable.

On the content page which describes the Associate degree or Certificate, the program costs should also be provided, complete with tuition, fees, tools, books, and housing estimates.

Sites must be updated at least each semester and whenever changes are required due to outdated information.

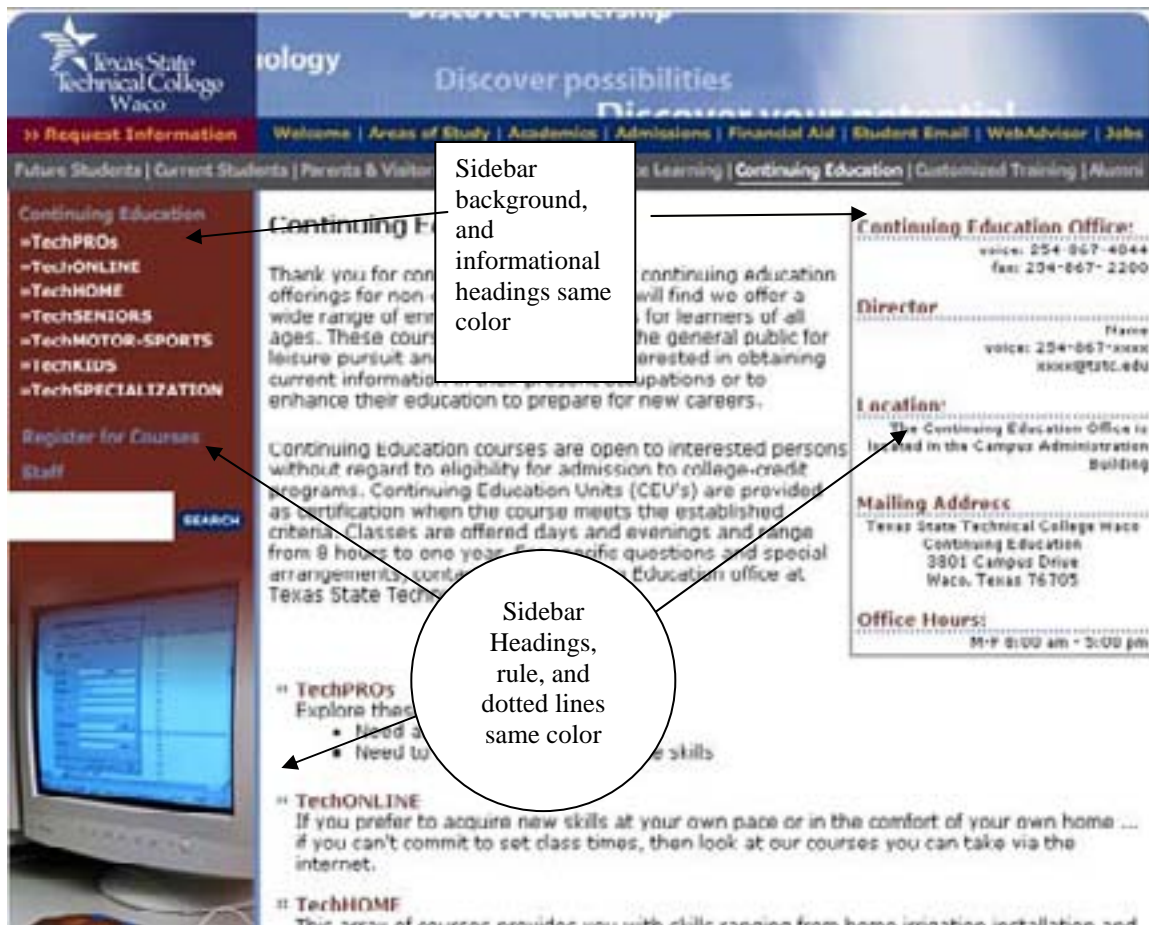
Instructional Pages



- Format for these pages:
 - Submenu – Lists the Areas of Study Categories
 - Side bar
 - Striped background – select from designated color set
 - Striped background
 - Color of Rollover Text OVER state
 - Colored bar 4 pixels wide
 - Color of Informational Text at right of screen
 - Color of dotted lines under Informational Text
 - 166 pixels wide
 - Contains
 - Required Links:
 - Department Name
 - Welcome Letter

- Career Outlook
- Faculty & Staff
- Facilities
- Job Placement
- Advisory Committee
- Optional Links:
 - Distance Learning
 - Student Club
 - News
 - Instructional Website (Alt tag reads; to: ccc.tstc.edu [Leaving TSTC Official Website])
 - Other items
- AAS Degree(s):
 - List degrees
- Certificate(s):
 - List certificates
- Search button and search field
- Photograph after search button. Photo fades out at top of image
- Each link in these listings is preceded with a double arrow (>>)
- Department Name, AAS Degree(s), and Certificate(s) are in the color of the 4 pixel wide colored bar
- Rollover text OFF state = #ffffff
- Rollover text ON State = color of 4 pixel wide colored bar
 - Side bar extends to the bottom of the Content Area
- Content Area
 - 600 pixels wide
 - Page title reflects the content
 - Informational Text:
 - Text takes on color of striped background
 - Dotted lines take on color of colored bar
 - ___ Office
 - voice phone and fax number
 - Department Chair
 - Name
 - Voice phone
 - Email address
 - Location
 - Name of building
 - Office Hours

Non-Instructional Pages



- Format for these pages:
 - Submenu – Lists the Audience Views Categories
 - Side bar
 - Striped background – select from designated color set
 - Striped background
 - Color of Rollover Text OVER state
 - Colored bar 4 pixels wide
 - Color of Informational Text at right of screen
 - Color of dotted lines under Informational Text
 - 166 pixels wide

- Contains
 - Required Links:
 - Staff
 - Other links will reflect function of department
 - Search button and search field
 - Photograph after search button. Photo fades out at top of image
 - Each link in these listings is preceded with a double arrow (>>)
 - Major categories (not links) are in the color of the 4 pixel wide colored bar
 - Rollover text OFF state = #ffffff
 - Rollover text ON State = color of 4 pixel wide colored bar
- Side bar extends to the bottom of the Content Area
- Content Area
 - 600 pixels wide
 - Page title reflects the content
 - Informational Text:
 - Text takes on color of striped background
 - Dotted lines take on color of colored bar
 - ___ Office
 - voice phone and fax number
 - Director
 - Name
 - Voice phone
 - Email address
 - Location
 - Name of building
 - Mailing Address
 - Office Hours

Audience Views

Future Students

Welcome Future TSTC “College Name” Students!

Whether you’re a high school student or an adult wanting to upgrade your knowledge, the links on this page will help you discover your potential at TSTC.

TSTC “College Name” is part of the Texas State Technical College System, a public coeducational institution of higher education offering courses of study in technical education leading to the award of Certificates and Associate of Applied Science degrees.

TSTC graduates often begin their careers in high-paying jobs across the state or continue their education at four-year universities. TSTC graduates are highly valued by business and industry for their work ethic, knowledge and workplace skills. Texas State Technical Colleges are fully accredited by the Southern Association of Colleges and Schools.

For more information call “campus phone number” or visit us at “campus address.” Tours are available “insert specific college tour information.”

Where do I start?

Admissions Application (Online Form)

Admissions Application (pdf)

Admissions Checklist

Admission Requirements

Degree- Seeking Students

Early admission

Non-Degree-Seeking Students

Non-Traditional High School Students

International Students

Readmission of Former Students

Concurrent Enrollment Admission

College Calendar

College Catalog

Continuing Education

Course Schedules

Distance Learning

Dual Credit Programs

New Student Orientation

Oath of Residency

RTF Format (opens in most word processors)

PDF (opens in Acrobat Reader)

Student Handbook

Tuition & Fees

Where do I get the money?

Co-Op Agreements

Financial Aid

Financial Aid Application (Online Form)

Financial Aid Application (pdf)

Loans

Scholarships

Work Study

What can I take?

Instructional Programs

General Education/Academic Programs

Program Advising

What courses can I transfer?

Articulation (Credit for High School Courses)

College Credit by Examination

Credit for Industrial Experience

Credit for College Board Advanced Placement Program and College Level Examination Program - Subject Exams (CLEP-S)

Credit for Military Service and United States Armed Forces Institute (USAFI) Courses

Transfer Credit from Other Academic Institutions

What is campus life like?

Bookstore

Campus Map

Campus Tours

College Calendar

College Preview & Open House

Dining Services

Student Activities

Student Government

Student Housing

Student Organizations

Student Recreation

Health Services

Tech Times Student Newspaper

Will I get the support I need?

Counseling and Testing Center

Student Success

TASP

Women's Resource Center

What about safety?

TSTC DPS

Campus Security Report

What if I have a disability?

Disability Resources

I need Information!

How successful are your graduates?

Job Placement

Facts

Starting Salaries

What about life in “City”?

Chamber of Commerce

Convention and Visitors Bureau

Current Students

As a TSTC “College Name” student, you have chosen the path to lead you to a successful career in a field you enjoy. The links on this page will help you keep on the path, with up-to-date news and information at your fingertips.

What’s happening on campus?

Campus Calendar

In the News...

I need to know....

Academic Policies and Procedures

Bookstore

Bookstore Refunds

Campus Map

Catalog 2002-2003 (pdf)

Change of Department Major

Class Schedule/Course Offerings

College Calendar

College Retention Services

Continuing Education

Counseling and Testing

Course Enrollment Refunds

Deaf and Disabled Student Services

Food Menu

Grading Procedures

Graduation Requirements

Honor Rolls

Library (Texshare Member)

Programs of Study

Registration

Retention Services

Scholastic Information

Special Populations - Services for Students

Student Code of Conduct

Student Email

Student Government Association

Student Handbook

Student Health Services

Student Identification Cards

Student Organizations

Student Records Office

Student Recreation Center

Student Services

TASP Information

Transcript Request

Tuition and Fees

VICA

WebAdvisor

Women's Resource Center

What about my financial aid?

Applying for Aid

Financial Aid Information

Financial Aid Standards of Academic Progress
.....Failure to Meet the Standards of Academic Progress

When is registration?

Dates

Calendar

12th Class Day

What about housing?

Housing Application

Married Student Housing

What about job placement?

Career Planning and Placement

Refunds for Federal Financial Aid Recipients

Scholarship

What about safety?

TSTC DPS

Campus Security Report

Parking Permit

Residential Life

Single Student Housing

What about life in “city”?

Chamber of Commerce

Convention and Visitors Bureau

Parents & Visitors

Welcome Parents and Visitors to TSTC “College Name”! Whether you’re the parent of current TSTC student or you’re trying to learn more about TSTC as a future option for your son or daughter, we have provided helpful information here.

What is TSTC?

TSTC Facts
TSTC History
TSTC Mission
Historical Perspective

How about visiting campus?

Campus Map
Campus Tours
College Preview & Open House
Employee Telephone Listing
College Calendar

What are my rights as a parent?

FIRPA Laws

What programs of study do you offer?

Instructional Programs
General Education/Academic Study

What about safety?

TSTC DPS
Campus Security Report

What about life in “city”?

Chamber of Commerce
Convention and Visitors Bureau

Faculty & Staff

As a TSTC “College” faculty or staff member, it’s important that you have tools at your fingertips to do your job. From calendars, to phone directories, schedules of events and more, this section is made with you in mind.

What’s the College Schedule?

Admissions Advisors High School Visitation Schedule

Campus Calendar

Food Menu

Who, What and Where

Campus Map

Departmental Phone Directory

Employee Newsletter

Employee Telephone Listing

Organization Chart

Tools You Can Use

Colleague

College Operating Procedures

Groupwise Email Server

In the News...

Job Listing

Library & Resources

Meeting Manager

TSTC Graphics Standards

State Vehicle Reservations

WebAdvisor

Website Guidelines

Campus Organizations

Faculty Senate

Staff Senate

Student Organizations

Service Departments

Accounting

Admissions & Records

Human Resources

Counseling/Testing

Financial Aid

Housing

Marketing

Physical Plant

Police

Purchasing

Recruitment

Telecommunications and Network Services

Women’s Resource Center

Instructional Departments

Instructional Programs

General Education/Academic Programs

Program Advising

Distance Learning

Opening text has been provided below for each college for the Distance Learning audience view. Additional links and content will vary according to each college's organizational needs.

As life becomes more complex, TSTC "College Name" offers a solution designed to help students with conflicting work schedules and lifestyles. With distance learning, students have more flexibility in planning a course load which they can complete in their own homes and within their schedules. Distance learning courses may be delivered through web-based Internet classes or interactive video.

Many people believe distance learning courses are self-paced. This is not true. While students may often complete distance learning course requirements as their schedules permit, they must meet deadlines, complete assignments and take scheduled tests. Distance learning students typically do not have to be in classrooms at specific times, except when required by the instructors. Those who take courses via the Internet complete assignments using computers and communicate with instructors through e-mail and by telephone. Some distance learning courses require proctored testing.

Before registering for a distance learning course, we suggest you read more of the information provided within these pages to help you understand distance learning better, the computer and skill requirements, class offerings, and the student services available to help you be successful.

Continuing Education

Opening text has been provided below for each college for the Continuing Education audience view. Additional links and content will vary according to each college's organizational needs.

Thank you for considering TSTC "College Name's" continuing education offerings for non-credit education. You will find we offer a wide range of enrichment opportunities for learners of all ages. These courses are designed for the general public for leisure pursuit and for professionals interested in obtaining current information in their present occupations or to enhance their education to prepare for new careers.

Continuing Education courses are open to interested persons without regard to eligibility for admission to college-credit programs. Continuing Education Units (CEU's) are provided as certification when the course meets the established criteria. Classes are offered days and evenings and range from 8 hours to one year. For specific questions and special arrangements, contact the Continuing Education office at Texas State Technical College "College Name."

Customized Training

Opening text has been provided below for each college for the Customized Training audience view. Additional links and content will vary according to each college's organizational needs.

TSTC "College Name" also offers programs designed to help staff development and job training for businesses, government and professional organizations. These training classes can be customized for your company or business at our industry standard labs on the TSTC campus or at your facility. At TSTC "College Name," we value your time and effort as we prepare you for the jobs of the new millennium.

TSTC has been providing quality training programs through partnerships with industry for over 35 years. TSTC "College Name workforce development department" extends TSTC's storehouse of experts, instructors, and facilities to the diverse needs of industry. Our customized training includes an assessment of training needs, consulting services, and custom-tailored training packages to meet the specific needs of industry.

Alumni

Once you obtain your education from TSTC and begin your career, we hope that you will continue to be involved with TSTC. Share your successes with us, remember to hire TSTC graduates in your field, and become involved in making future dreams a reality by either your or your business' financial support.

What's going on?

Campus Calendar
Continuing Education
Customized Training
Distance Learning
In the News...
Student Newsletter
Future of the College Plan

Graduate Placement (Employers can post jobs here)
Regent's Circle (Foundation)

I'm looking for.....

Compact With Texans
Contact Information
Career Planning and Placement
Departmental Phone Directory
Employee Newsletter
Employee Telephone Listing
Jobs at TSTC "Campus Name"

How can I help?

Alumni Association
Give a gift

Top Menu College Navigation

Two primary navigational menus exist to help the user. One groups the content by audience and is found at the right hand side of the college home page, beneath the Discover flash image. The other is the top menu bar which reads:

Welcome, Areas of Study, Academics, Admissions, Financial Aid, Student Email, Web Advisor, Jobs

Following are guidelines on each of these sections which should remain consistent throughout each of the college websites.

Welcome

Each college site, including the TSTC.edu main page needs to have a welcome page with a letter from the respective President or Chancellor. While this letter may be the same letter as is present in the college catalog, the content may be customized by the local college. A picture of the respective administrative leader (President or Chancellor) of the campus is preferred. Other good links from the welcome page might include frequently asked questions, contact information to respective departments, a college profile, brief history, college achievements, pictures and links to online campus tours. These additional menu options are determined by the college and would be present on the second navigational menu bar.

Areas of Study

Each College's Web page should have a list of technical programs offered with links to department and program specific pages. The opening page of areas of study should also include the following introductory text in the template and provide links of general interest to any student which in turn connect students to specific departments or programs.

When you discover Texas State Technical College "College Name," you make a discovery that can positively impact the very future of your life. With TSTC, you can discover a quick route to a great career, high quality education and high salaries, excellent faculty and small classes, hands-on real world training, and job opportunities.

It all starts with you choosing from our more than "College number" associate's degree and hands-on instruction utilizing industry standard equipment that will prepare you for success in your career in agriculture; information technology and telecommunications; engineering and manufacturing; health and science; business, commerce and service; and transportation and aviation.

The technical programs should be organized by career field according to the six major career categories agreed upon by the Colleges Deans/Vice Presidents of Instruction:

Agricultural Careers;
Information Technology & Telecommunications Careers;
Engineering & Manufacturing Careers;
Health & Sciences Careers;
Business, Commerce & Services Careers and
Transportation & Aviation Careers.

If no courses are offered by a college in a certain career category, it may be omitted from that College's Website and introductory text above. These same career categories are also used in major marketing pieces such as the System Viewbook, Mini-Viewbook and recruitment presentations.

Technical Programs at TSTC "College Name" for careers in . . .

Agriculture

According to the American Farm Bureau, agriculture generates approximately 22 million jobs in the United States and most of these are located off the farm. Today's science based agriculture careers include aquaculture and turf management. TSTC "College Name" can help you acquire current industry skills required for these critical fields.

Information Technology & Telecommunications

As American businesses position themselves to compete in the global economy, the need for high-speed communication systems is growing. Whether it is programming the computer, networking, video conferencing, designing publications, interactive videos or Web pages, TSTC "College Name" can teach you the skills that keep the world connected.

Engineering & Manufacturing

Engineering and manufacturing are the backbone of America's workforce and development. TSTC "College Name"'s programs can help you gain the skills and knowledge needed to help with research and development, product design, and lights out manufacturing. It is through the innovative processes that concepts become creations. Whether you want to work in design, testing or repair, TSTC has a program that can help you develop the critical skills you need.

Health & Sciences

There is a great demand for technicians in health and science fields. In 2002, more new workers were hired in health services than any other industry, according to Bureau of Labor Statistics data. TSTC "College Name" has the health and science programs that can get the skills you need so you can complete your education and enter the field ... fast.

Business, Commerce & Service

In today's fast-paced business climate, companies must move quickly and have skilled, trained professionals that can keep them running smoothly. If you'd like to work in a career field with exciting opportunities and rewarding challenges, then consider a career in business, commerce or service. With a certificate or associate's degree from TSTC "College Name", you can gain the real technical skills needed today.

Transportation & Aviation

Without an efficient system to transport goods and services, the U.S. economy would grind to a halt. And, whether traveling the highways or the airways, we all rely on a safe and efficient transportation system. Today's systems are technically advanced and require skilled technicians to keep them operating smoothly. TSTC "College Name" has the transportation programs to help you learn those critical skills.

Academics at TSTC "College Name"

Each area of general education or academic study should also have a brief description, course list, instructors (name, experience, classes taught, contact information), and any other pertinent information.

TSTC "College Name" also offers academic courses to prepare those in the Associate degree programs for academic and future career success with a variety of transferable general education courses in English, math, general psychology, humanities, technical writing and business writing.

Admissions

Given that the main purpose of a College Website is to be accessible to student prospect, Admissions and Financial Aid are two of the primary menu options. These sections should include everything that a student needs to know in order to be successful at TSTC, such as:

Thank you for choosing TSTC “College Name.” We look forward to helping you meet your career goals. Below are links and information that you will need to know to be successful at TSTC.

- Academic Requirements
- Auditing Courses
- Campus Map
- Checklists
- Class Attendance
- College Preview
- Course Load
- Course Substitution
- Degree Plan
- Distance Learning
- Elective Courses
- Enrollment Information
- General Education Requirements
- Important Due Dates
- Interruption of Enrollment
- Policies
- Re-Enrollment After Scholastic Probation
- Registration
- Requirements
- Resolution of Transfer Disputes for Lower-Division Courses

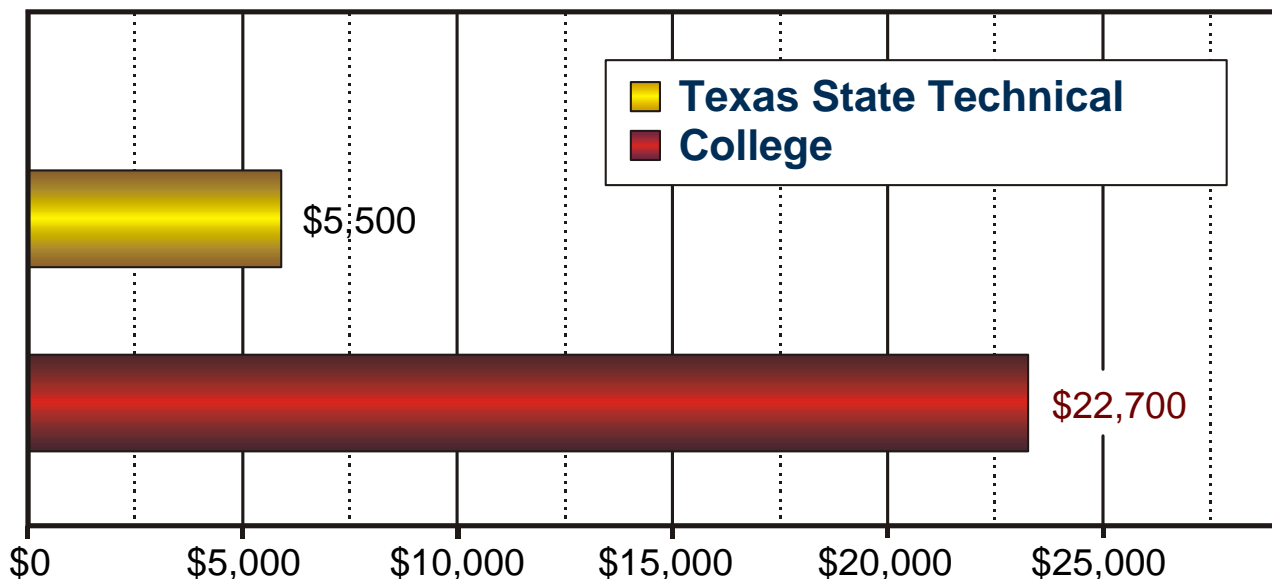
Financial Aid

*It is important to remember that TSTC students receive a valuable education at a reasonable price. Your cost for just tuition and fees at most private for-profit schools exceeds \$20,000. The average investment to get an A.A.S. degree at TSTC is only \$5,500. The benefits of investing in a TSTC education are marketable skills, desirable job opportunities, and excellent starting salaries.**

* *Figures for proprietary schools provided by the Texas Workforce Commission. See their Web site at www.twc.state.tx.us.*

Figures do not include room and board expenses. TSTC offers reasonable room and board plans.

Cost Comparison of Tuition & Fees – Proprietary Schools vs.TSTC



Although an education at Texas State Technical College is reasonably priced, financial assistance is available to students. A variety of scholarships are available at each of the TSTC locations including Federal Pell Grant Program, Federal Supplemental Educational Opportunity Grant Program, Federal and Texas Work-Study Program, TEXAS Grant Program, TEXAS II Grant Program, Subsidized and Unsubsidized Stafford Loans, and parent loans. Call the TSTC “College Name” Financial Aid office to determine how we can help you.

The remainder of the financial aid site should include online forms, links to financial aid applications, grants, loans, and scholarships information as well as critical dates.

Jobs

Employment is another primary reason why users will access the TSTC Website. Human resources tools for listing vacancies and entering the job applicant process should be available from the front menu item. If appropriate, the college should also consider including information here about helping students prepare to graduate and find employment as well as for potential employers seeking to hire our graduates. The text below is provided assuming the college Jobs page will include all three tools. If not, simply customize this page for your specific needs by removing the text for employment/placement services you will not be offering on this page.

Thank you for visiting the TSTC Jobs page. This page is for you if you are considering joining the TSTC team of faculty and staff, are an employer seeking to hire a TSTC “College Name” graduate, or a student looking for job opportunities in your field of study .

Employment at TSTC “College Name”

We need people to help fill critical positions who can provide a level of customer service that places our students and others we serve first. To join our team, we ask that in addition to being qualified for the position to which you apply, you be . . .

*Friendly to all you meet in your work,
Helpful in all you do,
Courteous in all of your dealings,
Responsive to customers' needs, and
Accountable for your actions.*

Review the job postings and if you are interested in joining TSTC “College Name,” download and complete an application for employment.

Employer Postings

If you are an employer who is interested in hiring a TSTC graduate, post your job opportunities here.

Student Job Opportunities

Students preparing to graduate can view the many job listings for selecting the right path for launching into their career field.

Instructor Pages/Sites

Some instructors find it helpful to have a Web page for their current students. These instructional pages should only be accessible after clearly leaving the official college website. This would include pages produced or designed by instructors to show his or her own creativity for currently enrolled students. Information on instructional non-promotional pages may contain additional contact information for their students, syllabus information, assignment due dates and other important information for class. Content on these instructional sites may also include information which should be duplicated on the promotional pages, such as news, new capital equipment and events. Please provide such information to your respective marketing/public information office for posting to the promotional Web site.

The look and feel of the instructional non-promotional pages is up to the particular program and not constrained by the TSTC Web Standards. However, they must correctly use the college logo and name and provide a link to the College's official Web site. The instructional non-promotional pages may be linked from the College's official Web site in the left side-bar under the heading, Instructional Site, with a menu item of "site name" link. The alt-tag should read: Leaving TSTC Official Web Site to "site name." The new link should open within a new browser box to signify the user is no longer in the official TSTC Web site.

The TSTC Logo on the Website

About the Logo

TSTC's Website identity should be consistent with the design standards created for other mediums. The identity is centered on the college's logo, which consists of the star and a uniquely created wordmark using the college's name. Along with typography, format and color, these elements are the basis for TSTC's visual identity system. Spacing and size relationships between the star and wordmark have been carefully established so that TSTC's identity will remain consistent in all applications for all audiences. A wordmark, words used as a logo, provides a strong, distinctive and versatile graphic symbol unique to TSTC. The college's name is the one element, which all parts of the system share in common. The name, used as a wordmark, is simple, straightforward and immediately identifiable. There are three approved versions of the Texas State Technical College Logo. The Stacked Logo is the preferred version for most uses. Other alternative versions are the Left Star Logo and the Horizontal or Long Logo. The TSTC Star may be used as a graphic element only if one of the complete, approved logos listed above is also used in the design. The font used in the approved version of the TSTC logo is Palatino or Palatino Linotype. This font is to be used consistently in all TSTC System and College logos. Substituting other fonts to use with the TSTC Star is not allowed.

The logo must be present on all college level one pages as well as tstc.edu's main Web page.

See the logo type specifications, proportions and size relationships defined in chapter XXX of this design guide.



Web Site Guidelines Checklist

Content Specifications

- Content is written concisely and grammatically correct
- First Person
- Active Voice
- Present Tense
- 8th Grade Reading Level
- Word Substitutions to be considered:

News, Events and Features are current

NOTES: _____

Design Specifications

- Colors from TSTC Websafe color palette
- Proper use of Tagline
- Division of Space
- Photography (quality and style)
- Uses Web Site Standard Templates

NOTES: _____

Template Guidelines

- Follows Template Standards
- No shifting between college pages
- Uses correct logo

Navigational Menus are Correct:

- Main:** *Welcome, Areas of Study, Admissions, Financial Aid, Student Email, WebAdvisor, Jobs*
- Audience:** *Future Students, Current Students, Parents & Visitors, Faculty & Staff, Distance Learning, Continuing Education, Customized Training, Alumni*

NOTES: _____

College Home Page

- Welcome
- Required Left Navigation Links are present on each College/System Home Page:
 - TSTC Harlingen
 - TSTC Marshall
 - TSTC Waco
 - TSTC West Texas
 - TSTC System
 - Support TSTC
 - Contact Us

Required Footer Links are present and include text according to Web Standards Guide:

- Webmaster
- Compact With Texans
- Privacy & Security
- Open Records
- Link Policy
- TSTC Contacts
- State of Texas Online
- Statewide Search

- Texas Homeland Security

Other

- Link groupings are logical and in easy-to-read "question" format when possible
- Audience Views has boilerplate text
- Areas of Study has boilerplate text
- Links are logical and appropriate

NOTES: _____

Department Promotional Pages

- Follows look and feel of TSTC Web Design Standard
 - Includes:
 - Department Purpose
 - Contact Information
 - Location
 - Staff Contact Information
 - Follows color schemes provided

NOTES: _____

Instructional Promotional Pages

- Follows look and feel of TSTC Web Design Standard
 - Includes required links:
 - Department Name
 - Welcome Letter
 - Career Outlook
 - Faculty & Staff
 - Facilities
 - Job Placement
 - Advisory Committee
 - Includes optional links:
 - Distance Learning
 - Student Club
 - News
 - Instructional Website (Alt tag reads; to: website name [Leaving TSTC Official Website])
- Focused toward prospective students and their influencers
- Up-to-date information
- Other information which may be included:

Items which should NOT be present

- Personal Pages of or by faculty/staff to be used for educational purposes of current students
 - Course syllabus information
 - Assignment due dates and other information for current students

NOTES: _____