

US Department of Labor
Employment and Training Administration
Office of Job Corps



Job Corps Web sites: Policies and Guidelines

September 2001

Introduction

The National Office of Job Corps is instituting an initiative to assure a clear and consistent look, feel, and message to present and promote the Job Corps in the best possible light. The objectives are accuracy of content, universal site access, consistency of message, adherence to legal statute and Department of Labor (DOL) regulations, and procedures that will assist the Webmaster in all phases of development. This document, web site design tips, templates, sample code, and approved artwork will soon be available for your convenience at: <http://intranet.jcdcnet.org/documents/sitesdesign>.

Pages that fail to meet these standards will be removed at the discretion of the National Director, Office of Job Corps.

Preface

The DOL Employment and Training Administration (ETA) will be releasing guidelines in the near future that may have an effect on, or otherwise alter these policies. You will be notified of any policy changes with an updated document.

Roles and Responsibilities

Web page content should be in the best interest of the Job Corps program and should not contain inaccurate information about the program. Centers and regions will always have to keep in mind that their web sites represent the Job Corps program. Our primary goal is to have consistent and accurate Job Corps Web sites.

Any web page deemed inappropriate or in conflict with this document will be removed at the discretion of the National Director, Office of Job Corps. Responsibility and approval levels are as follows:

The National Office of Job Corps is:

Responsible for the review and approval of national level web sites.

Regional Offices are:

- Responsible for review and approval of the content of the center web pages their centers or contractors develop and maintain.

Centers/Contractors shall:

- Submit plans for web sites to the regional office for approval.

- The plan will include how revisions will take place for their center web sites. (schedule for updating, who will do it, etc.)
- Test all links before mounting on any public site.
- Create a regular schedule for checking links and removing dead links.

Web Designers are:

- Responsible for the design of the web pages they publish.
- Prohibited from using Job Corps web sites for commercial gain in any form.
- Not to advertise or promote non-Job Corps programs or functions.
- Encouraged to design web sites using the same look and feel as the National Job Corps Web site.
- Responsible for regular maintenance of the web site, as well as, its information.

Job Corps Data Center is:

- Responsible for checking all web sites for technical errors.
- Not responsible for the content or accuracy of web pages outside of the jobcorps.org web site, or content on pages linked to the National Job Corps Web site.
- Responsible for management of the National Job Corps Web site, as well as, the Job Corps Community Intranet Web site.
- Required to comply with all the Job Corps community standards, applicable state and federal regulations, and DOL/ETA guidelines.

The Data Center wants your suggestions, comments, and questions about the Job Corps Community Web site. Forward them to pagemaster@jcdc.jobcorps.org.

Job Corps Information

- It is vital that all web pages reflect accurate and up-to-date information. You should use the current Job Corps Annual Report as a reference for current information on program costs, initiatives, and the number of centers across the country, etc. When needed information is not readily available, contact the national office.
- The Job Corps logo may only be used when the Job Corps regional office has reviewed and approved the web site content. Use the Job Corps logo only as represented on the Data Center templates and art pages. Any other usage of the Job Corps logo on web sites must be pre-approved by the regional office.
- Templates and artwork will be provided on the Community Web site for your convenience.

- When listing job opportunities at your center or company, always post expiration date not to exceed six months. Remove the listing on or before the expiration date or renew the date if the position has not filled. Only Job Corps related positions may be listed.
- Design web sites for compliance with Americans with Disabilities Act (ADA) Priority One Accessibility Level, (example: Adding alternate texts for all graphics). Web site design help for the ADA enabled pages can be found at:
<http://www.ncsu.edu/it/dss/webaccess.html>
<http://www.w3.org/WAI/wcag-curric/>
<http://www.edtech.vt.edu/edtech/accessible/IT/Tutorial/Default.htm>
- You can check your web site now for ADA compliance at:
www.cast.org/bobby. Your web site must be designed to Priority One Level approval.

Suggestions for Developing a Web site

- Templates and approved artwork will soon be available at:
<http://intranet.jcdcnet.org/documents/sitedesign>
- Use a light color background wherever possible. It helps your web site look clean and professional.
- Maintain a consistent color set throughout your site.
- If your site is constructed within a frame, the frame should be of a darker/stronger color. The light color should be in the body of your frame. In other words, make sure there is good contrast between the text and background.
- Your page titles can be as creative as you like. Add colors, different shapes, or even animations. Make it imaginative. Don't forget that the first thing a customer will see when opening your site is the home page title, so make it attractive.
- Don't forget to insert a useful <TITLE> tag and text. This will form the user's bookmark title.
- Fonts should be consistent. Use a single font family throughout the site. This means use all serif fonts or all sans serif fonts. Keep it consistent for readability. We encourage the use of stylesheets. A stylesheet template will be available at:
<http://intranet.jcdcnet.org/documents/sitedesign>
- Use of large photographs as backgrounds, is not encouraged since this increases the loading time of your page.
- Graphics should match the page color, content, size, shape, etc. Avoid having monster graphics or tiny graphics.
- Do not put several animations in the same page. This will attract the user's attention to the graphics, and not to the content of the page. It will also take up

most of the space and it will make the page load slowly. Pages with many animations are no longer popular.

- Provide alternative text descriptions (ALT-TEXT) as alternatives to ALL graphics. Some users may have display images turned off to save loading time. How would your page look without graphics?

Graphics & Style Recommendations

Use your own good judgment and the DOL site (<http://www.doleta.gov>) as a general guide for the use of artwork. Just remember that it is easy to overdo it in this area. One or two graphics per page is usually sufficient for most purposes. Don't let the graphics overwhelm the user's sensibilities or bandwidth. The more graphics, the longer it takes to load. Call on the Data Center Webmaster for assistance with graphics work and recommendations.

Requirements for Approval by Regional Office

To provide complete navigation and ready access to all Job Corps web sites, every web site is required to have the following:

- A link to the National Job Corps web site (<http://www.jobcorps.org>) on the site home page (the home page is the default of your web site; i.e., if someone types in your URL in their browser, this is the page where user intervention is first required to view any other page).
- Every page must have a link to the site homepage, which as mentioned above, should contain a link to the National Job Corps Web site.
- Include mega-tags for searchable keywords in your home page for each of the following:
 - your agency hierarchy (e.g., "DOL, ETA, Job Corps, Gary Job Corps Center");
 - your audience (e.g., "parents, teacher, school administrator, counselor, student");
 - your subject matter (e.g., "training, skills, computers, plumbing")
- Conduct a thorough review of your site at least every 6 months for accuracy of information. Keep a log of who conducted the review and when it was completed. Submit the log to your regional office or other controlling authority as part of your request for the review and approval process.
- If a photograph of any person is used on your web site or on printed materials, the authorization forms in Appendix A must be completed for each subject. These forms must be maintained by the web site management as long as any form of the photograph exists. There is no time limit.

- On your homepage, include name and/or e-mail address of the responsible person or entity. This can be either the Webmaster or the person in charge of the web site.
- Include the date of the last update on your home page. Pay particular attention to any page containing biographical information on political appointees and elected officials. These must be updated with 72 hours of any personnel changes.
- Provide alternative text descriptions (ALT-TEXT) as alternatives to ALL graphics. Some users may have display images turned off to save loading time. How would your page look without graphics?
- If you use cookies, only “session” cookies may be used. No permanent cookies are to be left on users’ computers.
- Your site needs to contain both a Disclaimer and a Privacy Statement, with links to each on your home page. Use the Job Corps as a guide (<http://www.jobcorps.org/disclaimer.htm>; <http://www.jobcorps.org/privacy.htm>).
- Provide plan requirements to the regional office.
- Notify the Data Center after your web site has been approved by the Regional Office to request a technical review for browser compatibility testing and link errors.

Prohibited content

The following type of information must not appear on any Job Corps web site or related pages. Remember: if you are in doubt about any proposed content, contact your regional office.

- Content that could be viewed as offensive or inflammatory.
- Explicit/vulgar/obscene language.
- Obscene pictures or profanity.
- Links to items of an obscene/profane nature.
- Racially or ethnically offensive content.
- Gratuitous violence.
- Infringement of any intellectual property rights, including but not limited to copyright, trademark, rights of publicity, or other proprietary rights.
- Soliciting for advertisers or sponsors.
- Chain letters or pyramid schemes.
- Posting of viruses or software designed to create a virus, or to do harm to the system or its members.

- Renting or subleasing your center's web space under any circumstance
- Pursuant to the Privacy Act, individually, identifiable information of a minor that includes but is not limited to any of the following: full name, home address, social security number, telephone number, etc. is prohibited.
- Unapproved binding statements that could legally bind Job Corps.

Appendix A

The following forms are to be used any time you take a picture of a Job Corps student or use a photo for Job Corps purposes on any print material. The forms have been cleared by the Department of Labor's Office of the Solicitor. They include the following: Notice of Copyright, Right to Use Photographic Likeness and a form for minors, and Release and Authorization to Photograph and a form for minors.

A brief summary of the intended use for each document is as follows:

Notice of Copyright

If you have hired someone to take the pictures for you or if your contractor is producing the pictures, make sure there is language in the contractor's agreement to the effect that all Copyright and/or Intellectual Property rights are the property of the Department of Labor. Otherwise, you must use this form to properly use the photograph.

Right to Use Photographic Likeness (and form for minors)

Job Corps provides this form to ensure that the students are well informed about the usage of their pictures and to grant Job Corps the right to use them for promotional purposes.

It is important to note that there is no time limitation on this document and that should be explained to the students.

Release and Authorization to Photograph (and form for minors)

Use this form when someone asks Job Corps if they can take pictures of Job Corps students (i.e. The Washington Post), or when Job Corps hires a photographer to chronicle a particular event. It provides extra protection to Job Corps as a DOL program that is highly susceptible to litigation claims.

Note: This form DOES NOT protect the photographer from liability, to which the photographer may object. The photographer is not protected so that DOL is not linked to the photographer's potential liability arising out of misuse, etc. This will protect Job Corps students, and does not give away their rights to an unknown under DOL's protection in the Job Corps program.
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This form specifically prevents any photographer from using the photographs for their own purposes. The photographer may only give the photos to Job Corps (DOL).

NOTICE OF COPYRIGHT

Copyright © _____, by _____. All rights reserved.

Permission to make and disseminate copies of this photograph with alterations or cropping is hereby granted to the Job Corps program of the United States Department of Labor, provided that each such copy bears the following credit line:

"Copyright © _____, by _____. All rights reserved."

Used by permission."

Dated: _____, 20_____

Signature _____

Name Printed _____

WITNESS: _____

Name Printed: _____

RIGHT TO USE PHOTOGRAPHIC LIKENESS

I, _____, grant to the Job Corps program of the United States Department of Labor, the right to use and publish photographic likenesses or pictures of me. I may be included in the photographic likenesses or pictures in whole or in part, in conjunction with my own name, or reproductions thereof, made through any medium, including Internet, for the purpose of advertising in promotion of the Job Corps program.

I waive any right that I may have to inspect or approve the finished product or the advertising or other copy, or the use of the portraits or photographic likenesses of pictures of me.

I release the Job Corps program and the United States Department of Labor, and all persons acting under the direct permission or authority of the National Director of Job Corps, from any liability that may arise out of the use of the portraits or photographic likenesses if used for the purpose of advertising in promotion of the Job Corps program.

Dated: _____, 20_____

Signature _____

Name Printed _____

WITNESS: _____

Name Printed: _____

Job Corps Center _____

Class/Department _____

Photo Description Identifier (color of shirt, etc.):

RELEASE AND AUTHORIZATION TO PHOTOGRAPH

I, _____ (name of student) grant to _____ (name of photographer and company) ("Photographer"), consent to being the subject of Photographer's photographic likenesses or pictures.

Further, I do not grant the Photographer the right to use, reuse, publish, or republish the photographic likenesses or pictures of me, or those in which I may be included, in any printed, digital, Internet, or other media for exhibition, except that, the Photographer may provide the photographic likenesses or pictures of me to the Job Corps program of the United States Department of Labor for the purpose of advertising in promotion of the Job Corps program.

I release the Job Corps program of the United States Department of Labor from any and all claims for damages or libel, slander, invasion of privacy, or any other claim arising out of the consent to take the photographic likenesses or pictures of me.

Dated: _____, 20____

Student Signature _____

Name Printed _____

WITNESS: _____

Name Printed: _____

Job Corps Center _____

Class/Department _____

Photo Description Identifier (color of shirt, etc.):

Acknowledgement

I have read this Release and Authorization and it was fully explained to me by a Job Corps representative. Also, I understand that I have consented to taking photographs only for Job Corps' use as described above.

Dated: _____, 20____

Student Signature _____

Witness: _____

RIGHT TO USE PHOTOGRAPHIC LIKENESS (minor)

I, _____ (name of parent), as
_____ (father or mother or guardian)
of _____ (name of student), a minor, grant to the Job
Corps program of the United States Department of Labor, the right to use and publish
photographic likenesses or pictures of _____
(name of student). I understand that my child may be included in photographic
likenesses or pictures, in whole or in part, in conjunction with his or her own name, or
reproductions thereof, made through any medium, including Internet, for the purpose
of advertising in promotion of the Job Corps program.

I waive any right that I may have to inspect or approve the finished product or the
advertising or other copy, or the use of the portraits or photographic likenesses of
pictures of my child.

I release the Job Corps program and the United States Department of Labor, and all
persons acting under the direct permission or authority of the National Director of Job
Corps from any liability that may arise out of the use of the portraits or photographic
likenesses if used for the purpose of advertising in promotion of the Job Corps
program.

Dated: _____, 20_____

Parent Signature _____

Name Printed _____

WITNESS: _____

Name Printed: _____

Job Corps Center _____

Class/Department _____

Photo Description Identifier (color of shirt, etc.):

Acknowledgement

I have read this document and it was fully explained to me by a Job Corps representative.

WITNESS: _____

Parent Signature _____

RELEASE AND AUTHORIZATION TO PHOTOGRAPH (minor)

I, _____ (name of parent), as _____ (father or mother or guardian] of _____ (name of student), a minor, grant to _____ (name of photographer and company) ("Photographer"), consent to my child being the subject of Photographer's photographic likenesses or pictures.

Further, I do not grant Photographer the right to use, reuse, publish, or republish the photographic likenesses or pictures of my child, or those in which he or she may be included, in any printed, digital, Internet, or other media for exhibition, except that, the Photographer may provide the photographic likenesses or pictures of my child to the Job Corps program of the United States Department of Labor for the purpose advertising in promotion of the Job Corps program.

I release the Job Corps program of the United States Department of Labor from any and all claims for damages or libel, slander, invasion of privacy, or any other claim arising out of the consent to take the photographic likenesses or pictures.

Dated: _____, 20____

Parent Signature _____

Name Printed _____

WITNESS: _____

Name Printed: _____

Job Corps Center _____

Class/Department _____

Photo Description Identifier (color of shirt, etc.):

Acknowledgement

I have read this document and it was fully explained to me by a Job Corps representative.

Witness: _____

Parent Signature _____