



AP 3725 Information and Communications Technology Accessibility & Acceptable Use

References:

Section 504, Rehabilitation Act of 1973 (29 U.S. Code Section 701);
Section 508, Rehabilitation Act of 1973 (Federal Electronic and Information
Technology) (29 U.S. Code Section 794d);
36 Code of Federal Regulations Parts 1194.1 et seq.
ORS 659A.103

Definitions

The following definitions apply to this procedure:

Accessible: An individual with a disability is afforded the opportunity to acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally effective and equally integrated manner, with substantially equivalent ease of use. The person with a disability must be able to obtain the information as fully, equally, and independently as a person without a disability. Although this might not result in identical ease of use compared to that of persons without disabilities, it still must ensure equal opportunity to the educational benefits and opportunities afforded by the technology and equal treatment in the use of such technology.

Equally Effective: Alternative access for individuals with disabilities to instructional materials and information and communication technology that (1) is timely, (2) is accurate in translation, (3) is delivered in a manner and medium appropriate to the disability of the individual, and (4) affords the individual with a disability the opportunity to obtain the information as fully, equally and independently as a person without a disability with substantially equivalent ease of use. Note, such alternative(s) are not required to produce the identical result or level of achievement but must afford individuals with disabilities equal opportunity to obtain the same result, to gain the same benefit, or to reach the same level of achievement in the most integrated setting appropriate to the person's needs.

Individual with a Disability: An individual who has one or more physical or mental impairments that substantially limit one or more major life activities.

Information and Communication Technology (ICT): Encompasses electronic and information technology covered by Section 508 of the Rehabilitation Act of 1973, as well as telecommunications products, interconnected Voice over Internet Protocol (VoIP) products, and Customer Premises Equipment (CPE) covered by Section 255. Examples of ICT include computers, information kiosks and transaction machines, telecommunications equipment, multifunction office machines, software, Web sites, and electronic documents.



Instructional Materials: Includes electronic instructional materials, such as, syllabi, textbooks, presentations and handouts delivered within Clatsop Community College's learning management system, via email or via another electronic means for face-to-face classes as well as e-learning courses. It also includes electronic instructional activities such as instructional videos, online collaborative writing, Web conferencing, blogging, and any other instructional materials as technology evolves.

Social Media: Any of a wide array of Internet-based tools and platforms that allow for the sharing of information, such as the College website or social networking services.

Timely: As it relates to equally effective alternative access to instructional materials and ICT, timely means that the individual with a disability receives access to the instructional materials or ICT within ten business days of receiving a request.[]

ICT and Instructional Material Accessibility Standard Statement

The College is committed to ensuring equal access to instructional materials and ICT for all, and particularly for individuals with disabilities in a timely manner. The College will comply with the accessibility requirements of Section 508 of the Federal Rehabilitation Act of 1973 by:

- Developing, purchasing, or acquiring, to the extent feasible, instructional materials and ICT products that are accessible to individuals with disabilities;
- Using and maintaining instructional materials and ICT that is consistent with this standard; and
- Promoting awareness of this standard to all relevant parties, particularly those in roles that are responsible for creating, selecting, purchasing, or maintaining electronic content and applications.

Ensuring equal access to equally effective instructional materials and ICT is the responsibility of all College administrators/managers, faculty, and staff.

Social Media Policy

The College may use social media as a method of effectively informing the public about College services, issues, and other relevant events. Employees shall ensure that the use or access of social media is done in a manner that protects the constitutional rights of all.

Authorized Users

Only employees authorized by the President or designee may utilize social media on behalf of the College. All social media pages associated with the College should be approved and documented by the Communications and Marketing Department. Administrators for the social media pages should be trained prior to the start of activity on



the pages and administrative access given to the Director of Communications and Marketing to ensure the College does not lose access to the pages and sites.

The College may develop specific guidelines identifying the type of content that may be posted. Any content that does not strictly conform to the guidelines should be approved by a supervisor prior to posting.

Requests to post information on College social media by employees who are not authorized to post should be made to the Communications and Marketing Department.

Posted content shall be on behalf of the College and created and selected by employees, supervisors, and others as part of their official duties for the College, and not as the speech or expression of those individuals on behalf of themselves or any other group or organization.

Authorized Content

Only content that is appropriate for public release, that supports the College's mission, vision, and values and conforms to all College policies may be posted. Examples of appropriate content include:

- Announcements.
- Requests that ask the community to engage in projects that are relevant to the College's mission.
- Real-time safety information that is related to crimes, geographical warnings, or disaster information.
- Press releases and marketing promotions.
- Recruitment of personnel.
- Paid ads promoting College events and programs approved by the Communications and Marketing Department.

Prohibited Content

Content prohibited from posting includes, but is not limited to:

- Content that is abusive, discriminatory, inflammatory, or sexually explicit.
- Any information that violates individual rights, including confidentiality and privacy rights and those provided under state and federal law and College policies and procedures.
- Any information that could tend to compromise or damage the mission, function, reputation or professionalism of the College or its employees.
- Any information that could compromise the safety and security of College operations, employees, students, or the public.
- Any content posted for personal use.



- Any content that has not been properly authorized by this procedure, the related policy, or a supervisor.

Any employee who becomes aware of content on the College's social media site that he/she/they believes is unauthorized or inappropriate should promptly report such content to the Communications and Marketing Department. The Communications and Marketing Department will review the content to determine need for its removal from public view and investigate the cause of the entry.

Monitoring Content

The Director of Communications and Marketing will review, at least annually, the use of the College's social media and report to the President on, at a minimum, the resources being used, the effectiveness of the content, any unauthorized or inappropriate content, and the resolution of any issues.

The Director of Communications and Marketing manages official college-wide social media pages and uses these resources to promote and communicate College messaging and announcements. The Director of Communications and Marketing serves as a back-up to all CCC department or program specific social media pages and monitors content and activity but does not post unless required to step in for compliance reasons.

Retention of Records

The Director of Communications and Marketing shall establish a method of ensuring that public records generated in the process of social media use are retained in accordance with established records retention schedules.

Training

Authorized users should receive training that, at a minimum, addresses legal issues concerning the appropriate use of social media sites, as well as privacy, civil rights, dissemination, and retention of information posted on the College's sites.

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