



**STUDENT  
SUPPORT  
SERVICES**

# **Participant Handbook**

## **Student Support Services - Regular Texas A&M University- Corpus Christi**

6300 Ocean Drive

Corpus Christi, TX 78412-5794

361-825-3774

## Welcome

Welcome to Student Support Services (SSS)!!

Whether you are beginning your academic career at TAMUCC, or getting ready to graduate, SSS offers many services to every cohort member. As a participant, you will have the opportunity to learn about college preparation, the process of becoming an educator, life lessons, and values. We encourage you to engage fully in the program and make new friends.

This handbook has been compiled to provide each participant with the relevant information to ensure a successful tenure while in SSS and at TAMUCC. Within this document, you will find information on what the program provides, expectations from students, hours of operation, and general information related to this program and TAMUCC. This information can also be found on the SSS program website at the following web address: <http://triosss.tamucc.edu/index.html>.

If you have any questions, please do not hesitate to seek out a staff member or a student worker. Our goal on this campus is to ensure that you have everything you need to succeed in your academic career. If you need something that the SSS program does not provide, please speak to a full-time staff member so we can assist you with finding a resource.

We wish you a successful academic journey, and we hope to see you around often!

## Programs for Academic Student Support (PASS)

SSS is part of an overarching program on campus called PASS. PASS is comprised of eight federally funded United States Department of Education (DOE) and one state-funded academic support programs: Student Support Services (SSS), SSS-STEM, SSS Teacher Prep, Upward Bound Central Program (UBCP), Upward Bound North Program (UBNP), McNair Scholars Program, First In The World (FITW), Project GRAD, and GO Centers. The DOE and the State of Texas provide combined yearly funding to PASS of \$3,011,750 to increase student retention and graduation rates through the following grants: SSS – P042A101122, SSS-STEM – P042A151453, SSS Teacher Prep – P042A151328, UBCP-P047A170169, UBNP-P047A170168, McNair – P217A120159, FITW – P116F140206, AND Project GRAD – P031S150027, AND THECB Work-Study Student Mentorship Program.



## **SSS Hours of Service and Contact Information**

### **Hours of Operation**

Offices, Study Areas, and Computer Lab (GSSC151D)

Monday-Thursday 7:30am-7:00pm

Friday 7:30am-5:00pm

SSS is closed on all holidays that TAMUCC is closed, including parts of spring break, fall break, and winter break. Please see a staff member for specific dates and details.

### **Contact Information**

Dr. Patricia Spaniol-Mathews, Executive Director

Classroom West 121B

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GSSC 151A

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GSSC 151E

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GSSC 151F

361-825-2046

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Dora Garza, Business Coordinator

GSSC 151D

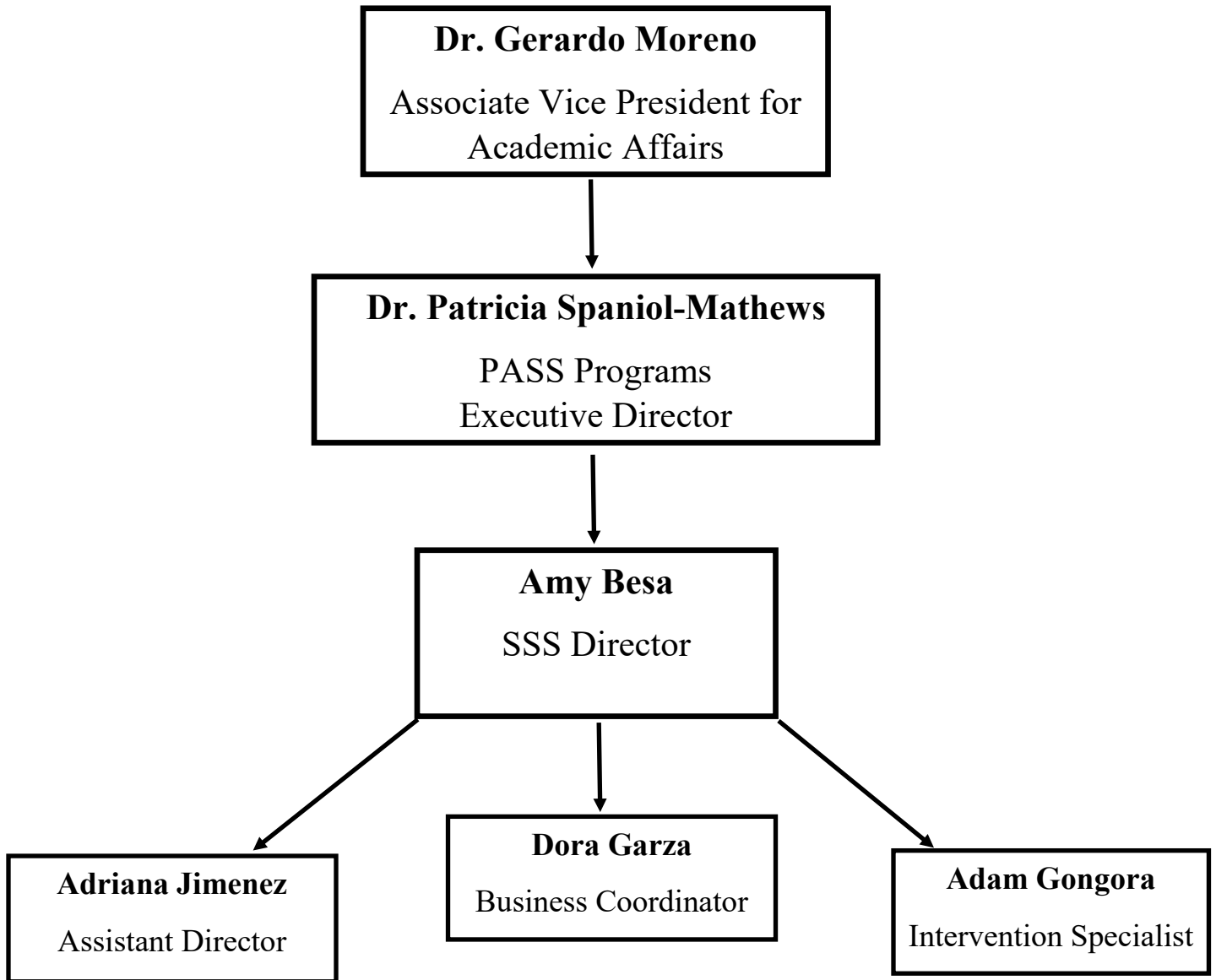
361-825-4285

[Dora.garza@tamucc.edu](mailto:Dora.garza@tamucc.edu)

Coach Study Area

361-825-4025

## Student Support Services Chain of Command



## History of TRIO

Student Support Services is a federally-funded TRIO Program. TRIO is a collection of educational opportunity programs funded by the United States Department of Education. In 1965, Congress began creating a series of programs to help Americans overcome class and social barriers to higher education. These services, geared towards low-income and first generation students, were called Special Programs for Students from Disadvantaged Backgrounds. Today they are known as the Federal TRIO Programs. Congress initially authorized most of the programs in the Higher Education Act of 1965 and subsequent amendments. Please see the TRIO History Fact Sheet at: <https://www2.ed.gov/about/offices/list/ope/trio/trio50anniv-factsheet.pdf>. The Texas A&M University-Corpus Christi SSS program is a 100% federally funded TRIO Program sponsored by the US Department of Education. Our SSS program services 160 eligible students annually. There are several TRIO programs funded through the United States Department of Education, which include:

**Upward Bound** - A program that assists low-income, potential first-generation high school students in preparing for college.

**Upward Bound Math/Science**- A program that prepares high school students for programs in college that lead to careers in math and science.

**Talent Search** - A program that provides information to students in grades 6-12 about college preparation.

**Student Support Services** - A program that helps low income, first generation and students with disabilities graduate from college.

**Educational Opportunity Centers** - A program that provides school re-entry assistance to students who have dropped out.

**Veterans Upward Bound**- A program that helps veterans make the transition to post-secondary education.

**McNair Scholars** - A program assisting college students planning to attend graduate school.

## **General Information**

### **Mission Statement**

The Student Support Services program is a federally funded TRIO program through the United States Department of Education and is committed to identifying, attracting, and graduating students, especially those from low-income and first generation groups who have been historically underrepresented in Texas higher education. The emphasis is to provide a special environment in which students can come for assistance in meeting their academic, personal, career, cultural awareness, and social needs.

### **Commitment**

The Student Support Services program is committed to servicing all persons seeking academic support, and we encourage applications from students of diverse backgrounds. No distinction is made upon the basis of race, color, disability, religion, age, gender, sexual orientation, marital status, or life circumstance.

### **Goals of TAMUCC that relate to the SSS Program**

- Attract a diverse and highly qualified student body of 15,000 students consistent with our mission as a Hispanic Serving Institution and one that served students representing the changing demographics of the State of Texas.
- Deliver and become known for our challenging, learning-centered environment that promotes 21<sup>st</sup> century innovation, creativity, and discovery, and results in student success.
- Maintain a supportive campus that celebrates engaged learning in an inclusive environment.
- Provide 21<sup>st</sup> century learning resources and information technology infrastructure to support instruction, discovery, and administrative operations.
- Be accountable for developing and managing resources to efficiently and effectively achieve the mission of the university.

### **SSS Goals and Objectives**

- Focus on student retention and academic success.
- Provide academic support services and assistance.
- Create an educational plan for each participant.
- Increase the number of students who graduate.
- Provide cultural and educational opportunities.
- Assist in student holistic growth and development.

## **Program Requirements**

### **Criteria for Eligibility**

To be eligible for the SSS program, you must be a United States citizen or permanent resident, and have a high school diploma or General Equivalency Diploma (GED). You must also be enrolled or accepted for enrollment at TAMUCC as well as meet one of the following criteria:

1. Be a first-generation college student (neither parent has a bachelor's degree) and/or
2. Meet income guidelines (determined each year by the U.S. DOE) and/or
3. Have a diagnosed disability and be registered through TAMUCC disability services and
4. Have an academic need, which is indicated by at least one of the following criteria:
  - a. Enrolled in developmental classes
  - b. Low high school or college grades
  - c. Limited career goals or undeclared major
  - d. Limited English proficiency
  - e. Not adequately prepared for college-level writing, math, and science
  - f. Difficulty in core classes
  - g. Other specific need as identified by a faculty and/or staff member or advisor

At least sixty-seven percent (67%) of students must be both first-generation AND meet income guidelines OR be a student with a disability. At least thirty-three percent (33%) of the students with disabilities must also meet the income guidelines. All students in SSS must be United States citizens or permanent residents. To document first-generation status, students will be asked about their parents' educational attainment on their application.

### **Acceptance Policy**

The acceptance policy of SSS is to evaluate each application individually to determine eligibility status for approval into the program. Once the application is approved, then the student will meet with a full time staff for an initial interview. Once the interview is completed and the student is accepted, then he/she will be notified of their acceptance status via email. The student will then be asked to make an appointment to complete the program orientation and the Individual Education Plan (IEP). The student is officially a member of the program once these steps are complete.

### **Requirements for Good Standing**

We ask that each cohort member remain in good standing each semester by meeting the following requirements:

1. Meet with assigned staff member at least twice a semester.
2. Attend at least one workshop a semester.

### **Workshops**

Students are expected to attend no less than one workshop per semester to remain in good



standing. Workshops are sponsored and/or approved by SSS staff and cover a variety of topics such as financial aid/literacy, increasing academic skills, and career exploration. If you cannot attend one of the workshops during a semester, please discuss it with your full-time staff member to obtain the needed information to meet the requirement.

### **Lending Library**

Participants are allowed to check out various items from the SSS lending library. These items include: laptop computers, Microsoft Surface Pro tablets, and scientific calculators. Students must be in good standing to check out these items as defined above. Lending library items are checked out for a period of one month. A student is eligible to recheck out an item if there is no one waiting to check out that item.

## **Program Expectations**

### **Expectations for Staff**

Full time staff and student workers of the SSS Program are available to help students in a number of ways. As a member of this program, student participants can expect that staff will:

- Provide one-on-one services in the following areas: academics, financial aid, financial literacy, advising, graduate school, and career related topics
- Be available to students through appointment or on a walk-in basis
- Monitor student progress monthly meetings and instructor reports
- Develop a personalized education plan for each participant
- Provide academic coaching services for course work and exam preparation
- Assist the student in locating resources and provide help with competing forms, applications, etc.
- Plan events based on student interest/need
- Serve as an advocate for the student

### **Participant Expectations**

SSS participants are asked to adhere to specific expectations to ensure that program requirements are met. By fulfilling these expectations, each member will remain in good standing with the program and become a better, more rounded student.

- Sign a student participation agreement which details student commitment to the program.
- Strive for 100% class attendance and class completion.
  - This means doing your best to make it to every scheduled class meeting, as well as completing all homework, quizzes, tests, readings, and other assigned materials. It also means you will do everything in your control to ensure that you pass the course.
- Notify class professors of any planned absences and make up all missed assignments as soon as possible.
  - This means that as soon as you know that you will not be in an upcoming class, you will let your professor know, ask a classmate for notes (and not the professor), and

make up all work that you may have missed in your absence.

- Agree to meet with a SSS staff member no less than two (2) times each semester.
  - In order to stay in good standing with SSS, you must meet with a full time staff member twice each semester you are enrolled in courses. Months that you do not have to meet are August, December, January, and May.
- Notify SSS staff and/or academic coaches at least 24 hours in advance, or as soon as possible, if you must miss or reschedule an appointment.
  - Please be respectful of staff and student worker time. We are here to help you in any way we can, but if you no-show we question if you are serious about getting the assistance you need.
- Attend no less than two (2) SSS sponsored and/or approved workshops/cultural events each semester.
  - To stay in good standing in the program, you must attend at least two workshops per semester. SSS-Teacher Prep sponsors many workshops throughout the semester. In addition, we team up with other programs and departments from campus to provide professional and appropriate topics, which will serve to make you a better student, and more rounded individual.
- If you cannot attend two (2) SSS sponsored or approved workshops each semester, you will need to notify SSS staff in a timely manner.
  - We want to ensure that all eligible students remain in good standing within the program. IF you cannot attend the required workshop, please let a staff member know and we will work with you to ensure that you meet this requirement.
- Notify SSS staff prior to withdrawing from or dropping a class.
  - In order to graduate on time, and not take on an undue financial burden, please consult a staff member prior to withdrawing from or dropping a class. There may be other options of which you are not aware.
- Complete the Free Application for Federal Student Aid (FAFSA) each year.
  - Regardless of your financial situation, you must complete the FAFSA each year to be eligible for our program. There is the possibility of finding money through scholarships and grants, and your income level is an important part of our decision to allow you admittance into the program.
- Inform SSS staff of any changes to your physical and/or email addresses as well as phone numbers.
  - It is important that we have your most up to date contact information for our records, so please inform of us of any changes as soon as possible.
- Participate in any surveys regarding program services and/or events that the SSS staff asks you to complete.
  - We take your opinions and thoughts seriously. Please take a few minutes to fill out any surveys we send so that we can best serve you.
- Be honest and conscientious with SSS staff and student workers.
  - We are here to help you, and if we do not know all the details, or you are less than honest with us, we will not be able to help you.
- Do not abuse the resources, computers, and labs that SSS provides for your academic

wellbeing.

- Please be respectful of all resources SSS provides to you, including being aware of how much you print (print two-sided when possible), not wasting supplies, returning checked out items in like condition, etc.
- Discuss any questions or issues regarding SSS with a staff member so we can ensure that your needs are met and issues are resolved.

## **Program Services**

SSS offers a variety of services to enrolled participants. Some of these services are available to every member of the program, and some are reserved for those members in good standing. All services can be utilized by students who are on campus and/or taking courses online. Services include the following:

- Academic Course Assistance
  - SSS staff can answer questions and begin to help you prepare your schedule for upcoming semesters. This service does not replace seeing your assigned academic advisor but is supplemental and will make your meetings with your advisor much easier and smoother.
- Career Counseling and Exploration
  - SSS staff can assist you with exploring various career options as needed. We can help you write resumes, conduct mock interviews, and help with locating internship sites and graduate schools.
- Financial and Economic Literacy
  - SSS staff can provide educational information regarding financial literacy and planning utilizing free literature, workshops, and speakers. The staff can help students better understand student loans, home loans, and vehicle loans. In addition, we can assist with setting up budgets and developing health spending habits.
- Financial Aid/FAFSA Assistance
  - SSS staff aids students in completing the FAFSA and answering any questions that may arise regarding the process. In addition, program staff can help students find money through scholarships, grants, and loans so they can continue their education.
- Scholarship Information
  - SSS staff can provide information regarding scholarships to all interested students. Staff attempts to focus on scholarships that are applicable to each student's needs and situation. We also provide information on institutional scholarships.
- Grant Aid
  - SSS has limited grant aid, which is distributed to students who meet the criteria to receive it. Grant aid is reserved first for freshmen or sophomore students who have completed the FAFSA, qualify for and receive the Federal Pell Grant, and have a demonstrated financial need. Juniors and seniors can be considered for grant aid if money is still available once awards are given, however they must also meet the requirements listed above to be considered.
- Referrals to Campus and Community Resources

- If a student needs services not provided by the SSS program, staff will endeavor to find the appropriate services on campus or in the community.
- Cultural/Educational Enrichment Opportunities
  - SSS offers students the chance to participate in activities that help students grow educationally and culturally. These activities can include campus plays, concerts, and motivational/educational speakers as well as local and regional field trips. The program will pay all expenses associated with the activity except souvenirs.
- Graduate School Admissions Information
  - If a student is interested in continuing their education in graduate school, SSS staff can help the student find the right program and institution. In addition, the staff can help navigate the admissions process and proofread any required essays or personal statements.
- Exam Preparation
  - SSS staff can with preparation for upcoming program and graduate school exams through offering academic coaching as well as resources such as books and study guides and through our Blackboard module.
  - Examples of exams that we can provide assistance for include:
    - GRE, LSAT, MCAT, PCAT, GMAT, HESI, THEA, NCLEX, and TExES
- Academic Coaching
  - SSS employs coaches with knowledge in various subjects to help you with your academic and testing needs. Coaches are available to help you better understand course material as well as offer tips on how to study for exams. In addition, they can help with topics such as goal setting and time management. Coaches have set hours and can meet on a walk-in basis, though it is better to ensure their availability by scheduling an appointment with them ahead of time.
- Access to Computer and Study Areas
  - The computer lab and study areas are available to all SSS cohort members as is free printing. The computer lab is used strictly for writing and printing. The study areas are used for coach meetings, studying, and completing projects.

## **Policies and Procedures**

### **Student Code of Conduct**

Texas A&M University-Corpus Christi strives to protect its educational community and to maintain social discipline among its students and student organizations. All members of the University community are entitled to freedom from suffering deliberate hurt, injury, or loss regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity. The University endeavors to foster the development of students who are ethically sensitive and responsible community members. *The Student Code of Conduct* is available online at [studentconduct.tamucc.edu](http://studentconduct.tamucc.edu). Copies are available at the beginning of the fall term for students to pick-up in the Office of the Associate Dean of Students (OADS), University Center, room 206.

The Office of the Associate Dean of Students is responsible for the management of

the *Student Code of Conduct*. The *Student Code of Conduct* is reviewed on an annual basis and is printed upon request. The Code is not a contract between the student and the University. The University reserves the right to publish such revisions on the University's website, and students will be held accountable for knowledge of these revisions. The University will attempt to keep students informed via students' Islander email account of all changes in rules and procedures which may affect them. Students are expected to check their Islander email account on a regular basis. All communications regarding conduct issues are provided to the Islander email account.

Any approved changes that would have an impact on the current 2017-2018 *Student Code of Conduct* will be published online at [judicialaffairs.tamucc.edu](http://judicialaffairs.tamucc.edu). The online version of the *Student Code of Conduct* will always reflect the most updated rules and procedures for students.

Since students serve as representatives of the University, inappropriate behavior, whether occurring on or off campus, will, at the discretion of the University, be investigated and adjudicated in a manner pursuant with TAMU-CC's educational and community development goals. Consistent with this purpose, reasonable efforts will be made to foster the personal and social development of those students who are found in violation of University regulations and/or local, state, or federal law.

- For more information or details please see the following website:  
<http://judicialaffairs.tamucc.edu/studentcofc.html>.

### **Students Rights and Obligations**

According to TAMUCC student rights and obligations stating that:

- The rights of students are to be respected. These rights include respect for personal feelings, freedom from indignity of any type, freedom from control by any person except as may be in accord with published rules of the system academic institutions, and conditions allowing them to make the best use of their time and talents towards the objectives which brought them to the system academic institutions. No officer, or student, regardless of position or rank, shall violate these rights; no custom, tradition or rule in conflict will be allowed to prevail.
- Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.

### **Student Complaints**

All students must follow the provided chain of command if there is an issue or complaint to report. They can first speak with their assigned staff member to reach a resolution. However, if the issue is not properly resolved, they can then speak with the director of the program. If the student is still dissatisfied with the outcome, they may then speak with the executive director of the PASS Programs.

- The complete procedure to file an official complaint with the university is found at:  
<https://www.tamucc.edu/marcom/complaints/>.

## Delivering Services to Students at a Distance

- **Name of Service:** Academic Coaching
  - **Process of Delivery to Students at a Distance:** The Academic Coaching service is available online. Students that are unable to make it to campus can work with their respective coach via Skype or other method of electronic communication. Correspondence can also occur via email.
  - **Process of Advertising the Service to Students at a Distance:** The link and log-in information is provided to all students once appointments have been set. The notice is stated on the SSS website.
  - **Considerations for Ensuring Compliance and Effectiveness:** The website will be checked regularly to ensure all links are active and functioning. Any concerns regarding broken links or other website issues will be forwarded to our website designer. That person's contact information is available on the website and/or through our TAMUCC campus directory.
  - **Evaluation and Reporting Guidelines:** Student contacts are collected and coded according to the respective subject and recorded in our BLUMEN database. The BLUMEN assessment software utilized produces a report on aggregate numbers of meeting times and duration of service.
  - **Position and Office Responsible:** Student Support Services Director and Program Manager
- **Name of Service:** Advice and assistance in postsecondary course selection.
  - **Process of Delivery to Students at a Distance:** Course schedules and details are posted on the TAMUCC website. Students that are unable to make it to campus can work with the Student Support Services staff via Skype or other method of electronic communication to discuss postsecondary course selection.
  - **Process of Advertising the Service to Students at a Distance:** Once registration dates have been released, students are contacted via email and text message and are asked to stop in and discuss postsecondary course selection.
  - **Considerations for Ensuring Compliance and Effectiveness:** The website will be checked regularly to ensure all links are active and functioning. Any concerns regarding broken links or other website issues will be forwarded to our website designer. That person's contact information is available on the website and/or through our TAMUCC campus directory. The Administrative Assistant will update any student contact information changes. The Program Manager and Director will monitor the student contact information to ensure accuracy.
  - **Evaluation and Reporting Guidelines:** The program tracks the number of students who receive this service.
  - **Position and Office Responsible:** Student Support Services Director and Program Manager

- **Name of Service:** Financial Aid Assistance
  - **Process of Delivery to Students at a Distance:** The financial aid website is a public website and information is posted on the website. Students that are unable to make it to campus can work with the Student Support Services staff via Skype or other method of electronic communication to discuss financial aid.
  - **Process of Advertising the Service to Students at a Distance:** Once January comes around, students are contacted via email and text message and asked to stop by to discuss the financial aid process.
  - **Considerations for Ensuring Compliance and Effectiveness:** The website will be checked regularly to ensure all links are active and functioning. Any concerns regarding broken links or other website issues will be forwarded to our website designer. That person's contact information is available on the website and/or through our TAMUCC campus directory.
  - **Evaluation and Reporting Guidelines:** The program tracks the number of students who receive this service.
  - **Position and Office Responsible:** Student Support Services Program Manager
- **Name of Service:** Financial and Economic Literacy
  - **Process of Delivery to Students at a Distance:** TAMUCC encourages students to utilize SALT, a free online financial literacy tool. Students that are unable to make it to campus can work with the Student Support Services staff via Skype or other method of electronic communication to discuss financial literacy.
  - **Process of Advertising the Service to Students at a Distance:** The link for SALT is posted on the TAMUCC Financial Aid website. Students are contact via email and text message and are asked to complete the portals in SALT.
  - **Considerations for Ensuring Compliance and Effectiveness:** The website will be checked regularly to ensure all links are active and functioning. Any concerns regarding broken links or other website issues will be forwarded to the Financial Aid Office.
  - **Evaluation and Reporting Guidelines:** The program tracks the number of students who receive this service.
  - **Position and Office Responsible:** Student Support Service Program Manager
- **Name of Service:** Graduate Program Assistance
  - **Process of Delivery to Students at a Distance:** Students are contacted via email and text message and are asked to stop in to discuss graduate school. Students that are unable to make it to campus can work with the Student Support Services staff via Skype or other method of electronic communication to discuss graduate programs.
  - **Process of Advertising the Service to Students at a Distance:** Information regarding graduate programs are posted on the TAMUCC website.
  - **Considerations for Ensuring Compliance and Effectiveness:** The website will

be checked regularly to ensure all links are active and functioning. Any concerns regarding broken links or other website issues will be forwarded to the Graduate Studies Office.

- **Evaluation and Reporting Guidelines:** The program tracks the number of students who receive this service.
- **Position and Office Responsible:** Student Support Services Director and Program Manager

## **Student Records and Reporting**

### ***Department of Education Policy***

All SSS program grantees are required to submit an annual performance report documenting the persistence and degree attainment of their participants. Since students may take different lengths of time to complete their degrees, multiple years of performance report data are needed to determine the degree completion rates of SSS program participants. The Department of Education will aggregate the data provided in the annual performance reports from all grantees to determine the accomplishment level.

All SSS Program grantees are required to maintain participant records that show—

- The basis for the grantee's determination that each participant is eligible to participate in the program if the student meets all of the following requirements:
  - a. Is a citizen or national of the United States or meets the residency requirements for Federal student *financial assistance*.
  - b. Is enrolled at the grantee institution or accepted for enrollment in the next academic term at that institution.
  - c. Has a need for academic support, as determined by the grantee, in order to pursue successfully a postsecondary educational program.
  - d. Is—
    1. A low-income individual;
    2. A first-generation college student; or
    3. An individual with disabilities;
    4. The grantee's basis for determining the academic need for each participant;
    5. The services that are provided to each participant;
    6. The performance and progress of each participant by cohort for the duration of the participant's attendance at the grantee institution; and
    7. To the extent practicable, any services the participant receives during the project year from another Federal TRIO program or another federally funded program that serves populations similar to those served under the SSS program.
- Per federal regulations, all student records maintained by SSS must be kept for three years after the end of the final grant cycle.
- For more information please see: <https://www2.ed.gov/programs/triostudsupp/index.html>.

### ***TAMUCC Policy***

- TAMUCC follows FERPA guidelines to ensure student records are stored properly and remain confidential. Please see the following sites for detailed information regarding



campus record keeping policies:

- a. <http://registrar.tamucc.edu/Ferpa/index.html>
  - b. <http://registrar.tamucc.edu/Ferpa/student.html>
- All issues with security must be reported to the TAMUCC Information Technology Department at [ithelp@tamucc.edu](mailto:ithelp@tamucc.edu) or 361-825-2692. This department will address and handle each situation promptly as needed.

### ***SSS Program Policy***

- SSS backs up all student data used in the program to a secure university I-Drive. This drive is protected and can only be viewed with permission from SSS staff. In addition, in case of catastrophic failure, or destruction of any university system or computer. SSS backs up all student data to an encrypted external hard drive.
- All SSS staff and student workers are required by university policy to undergo specific training in handling privileged and sensitive student information. These trainings are renewed once each year, and all SSS staff and student workers are currently up to date with these trainings.
- Staff and student workers are trained on the importance of keeping all student records confidential and are required to sign a confidentiality agreement, which is kept in their respective employee files.

### **Social Media Guidelines**

#### Procedure Statement

The Marketing and Public Affairs/Communications Departments (MARCOM) at Texas A&M University-Corpus Christi are responsible for coordinating a consistent brand identity and overall management of university marketing and communication. Under the Division of Institutional Advancement, MARCOM maintains the University's official social media sites.

#### Reason for Procedure

As social media plays an increasingly larger role in the University's image to the public, social media sites created in affiliation with the University shall adhere to the standards outlined in order to protect the university's reputation and brand.

#### Definition

Social media is media based on the use of web and mobile technologies that allow for user generated exchanges of information. With proper administration, social media can foster collaboration and communication as an interactive dialogue, enhancing the value of conversations across a global audience.

Social media includes but is not limited to social networking sites, collaborative projects such as wikis, blogs and micro-blogs, content communities and virtual communities. Some commonly used social media platforms include Facebook, Twitter, YouTube, Flickr and LinkedIn.

## Procedures and Responsibilities

### 1. Responsibilities

1.1 All units shall engage MARCOM in creating a new social media site that is affiliated with the University. Additionally, all social media sites affiliated with the University must register with MARCOM as an official affiliate site. Official affiliate sites shall adhere to the best practices updated each quarter by MARCOM. 61.99.99.C0.04 Social Media Guidelines Page 2 of 3

1.2 Units failing to comply with MARCOM requirements shall be required to bring all social media communications into compliance at the unit's expense. Social media communications that remain non-compliant shall be suspended immediately. Social Media sites not designated as official affiliate sites may not use the University's official marks on their sites.

### 2. Design and Style Guidelines

2.1 Social media sites must adhere to the University's design and style guides.

2.2 Social media sites must adhere to the copyright and intellectual property rights of others and of the University.

### 3. Conduct and Ethics Guidelines

3.1 As a representative of the university, it is imperative for you to maintain the same standards of conduct expected of all faculty and staff. Be respectful, positive, helpful and informative. Conversations on social media should enhance civic discussion. Profanity and language that is discriminatory must be removed from the site as soon as possible.

3.2 Social media sites must protect confidential and proprietary information. Do not post any private, restricted or sensitive information about the university and its students, staff, faculty or alumni. Types of private information include FERPA protected student information, Social Security numbers, credit card numbers and medical records.

3.3 Ensure the security of your social media account. A compromise of your account can lead to malicious entities posting inappropriate or even illegal material on your behalf. This could lead to reputational risk to the university. If you post on behalf to social media sites of the university, be sure to use a different password for each of your official, personal, and university provided social media accounts.

3.4 Obey the Terms of Service of any Social Media platform employed.

3.5 Adhere to guidelines set out by Texas Department of Information Resources (<http://www.dir.texas.gov/management/socialmedia/pages/guidelines.aspx>)

## 4. Outside Vendors

4.1 Affiliate sites cannot advertise on behalf of outside vendors, unless expressly approved by the Vice President for Institutional Advancement.

### Related Statutes, Policies or Requirements

- University Rule 09.02.99.C1, Use of University Name and Indicia
- University Procedure 09.02.99.C1.01, University Identification Guidelines
- University Procedure 61.99.99.C3.01, Marketing and External Communication
- University Procedure 61.99.99.3C0.01, University Information

### Contact Office

- For clarification and interpretation: Office of Communications and Public Affairs
- Responsible university official: Vice President for Institutional Advancement

## **Web Presence**

### Procurement Statement

This procedure outlines standards for developing and maintaining a web presence at Texas A&M University-Corpus Christi. It applies to all web content and web servers on the campus and those using the tamucc.edu domain.

### Reason for procedure

The University's reputation and brand are reflected in the University's web presence. The content of the University's web presence must be up-to-date, correct, and properly present the mission of the University. The visual style of University web pages must be consistent and recognizable as part of the larger University web presence.

### Definitions

**Audience:** The University web presence is both an electronic information resource and a marketing tool. The purpose is to facilitate communication, support the delivery of courses and instruction for education (distance education, online courses and degrees), and present dynamic and meaningful content to engage the following audiences in descending order of priority:

- Prospective students and parents
- Current students
- Alumni and donors
- Media, visiting researchers and professors, and the general public
- University faculty and staff

**Content Management System:** A Content Management System (CMS) is a third-party application that is utilized by University departments to create, deploy, and maintain web content.

**New design:** Occasionally, Institutional Advancement will make updates to the visual style of the mail University web presence. This new design will consist of new template for visual and 61.99.99.C0.02 Web Presence Page 2 of 7 navigational elements. These new templates will be adopted by the University community in order to maintain the University's visual identity.

**Orphan page:** A web page that is not linked to by another page on the site (i.e. that cannot be reached from anywhere on the site). They often occur accidentally when moving or renaming pages.

**Redesign:** A redesign is any change to a portion of the University's sanctioned templates, including, but not limited to, the University-wide navigational menu, the global footer, and stylesheet changes that alter the background imagery, container layout, and/or color scheme of the site.

**Web presence:** The University's web presence is comprised of all public electronic information resources accessible via the internet. This includes, but is not limited to, content created and deployed in the University's CMS and all electronic information resources hosted on University servers.

**Web Services Manager:** The Web Services Manager will oversee and consult in the development and maintenance of the University web presence. The services available, at no cost, via consultation with the Web Services Manager include, but are not limited to:

- Design and implementation of the approved University templates used to create, deploy, and maintain web content. These templates include all navigational elements and stylesheets.
- Provide training for the University's supported CMS, including one-on-one training and web-based tutorials.
- Provide guidance for ensuring your web presence complies with federal and state laws and regulations, System policies and regulations, and University rules, procedures and guidelines applicable to the web.
- Redesign of web content using a University template for your department, in order to create a distinct visual identity for your web presence (see Redesign definition). This service is provided on an "as available" basis.
- Application of University templates to web content that is generated by web applications or other services running on servers independently maintained by other University offices and organizations. This service is provided on as "as available" basis.

## Procedures and Responsibilities

### 1. STRUCTURE

1.1. Texas A&M University-Corpus Christi's web presence is considered a public University communication. The Division of Institutional Advancement oversees the structure and development of the University website, including the main home 61.99.99.C0.02 Web Presence Page 3 of 7 page (<http://www.tamucc.edu/>) and determines the guidelines for consistent graphic design, writing style, and accuracy of information for all web content.

1.2. Information Technology (IT) provides and maintains the network and computing infrastructure and assigns accounts on the University's main web servers in support of the University's web presence.

1.3. Other University offices and organizations may maintain web servers. These procedures apply to any University web server, web server administrator, web server account owner, or web content publisher. These offices are encouraged to apply the University's template to their web content where possible. For assistance in this regard, contact the Web Services Manager at 361-825-2420 for more information.

1.4. While the Division of Institutional Advancement provides oversight and guidance, individual departments are responsible for maintaining the integrity of information published through their web presence.

### 2. GUIDELINES APPLICABLE TO ACADEMIC AND DEPARTMENTAL PAGES

2.1. All University departments are encouraged to use the University's supported Content Management System (CMS) for the creation, deployment, and maintenance of all web content. All web content must conform to the established University style (see Appendix section of this procedure) whether the supported CMS is used or not. All web content not created using the supported CMS must be reviewed by Institutional Advancement.

2.2. Training and support for the University's supported CMS is available through Institutional Advancement.

2.3. Authors and publishers of content hosted on University servers are subject to all federal and state laws, codes, System policies and regulations, and University rules and procedures pertaining to publications and computing ethics included but not limited to those listed in the Related Statutes, Policies or Requirements section. In addition, University departments may have additional requirements beyond the requirements listed in the Related Statutes, Policies or Requirements section. University departments are responsible for determining any rules that apply to the pages they create.

2.4. The names, initials, seals, marks, and mascots associated with Texas A&M University-

Corpus Christi are owned by the University. Any representation of University marks (artwork or graphics) must adhere to the Guide for Designers (<http://designguide.tamucc.edu/>) and be approved by the Division of Institutional Advancement. 61.99.99.C0.02 Web Presence Page 4 of 7

2.5. Without specific authorization from the President or his/her designated agent, University web servers may not be used for the following: a) Advertising or server space for non-university persons or organizations. a. A web advertisement consists of any text or graphics placed on a webpage in exchange for payment, goods, or services from a non-university organization. b. The following examples do not constitute advertisements: i. General interest links to commercial websites that may be of interest to web viewers and that are available free of charge; ii. Information that relates to or supports the teaching, research, or service mission of the University, such as academic departmental conferences; iii. Listings of sponsors for a performance or special event; or iv. Listings for university-approved contracted services. b) Activities that would provide non-university-related personal monetary gain; or c) Activities that would provide direct financial benefit to any non-university organization.

2.6. Any requests to use unique domain names outside of the tamucc.edu domain must be sent to Web Services for approval who will maintain records of them.

2.7. The University reserves the right to remove from any University web server any page or asset that is in violation of the law, is in conflict with University rules or interests, is detrimental to the performance of University computing or network services, or is deemed by the Web Services Manager to be detrimental to the University's web presence or otherwise in opposition to the mission of the University.

2.8. All University web content shall use a consistent graphic design and navigation method as developed by the Web Services Manager in consultation with members of the University Web Council (hereafter referred to as "template" or "templates").

2.9. University departments are responsible for ensuring that all content creators use the University templates, present accurate data, and regularly update any material they publish on the University's web servers. Authors who have received accounts to aid in the development and maintenance of University web content must adhere to University publishing guidelines, including:

- Guide for Designers at <http://designguide.tamucc.edu/>
- The Texas A&M University System Brand Guide at <http://www.tamus.edu/marcomm/brandguide/>

2.10. University departments and content creators are responsible for insuring that pages published through the CMS are moved and deleted correctly in order to assure that there

are no incorrect or outdated copies of webpages that are still live and searchable, but no longer linked to the departmental pages (orphaned pages).

### 3. PERSONAL PAGES

3.1. Faculty, staff, and students at the University can request space on the University's web servers to create personalized content for university-related items. Server space and CMS eligibility for faculty, staff, and student pages are outlined below. The creation, deployment, and maintenance of personal content are the sole responsibility of the account owner.

3.2. IT does not offer support for the creation and deployment of the content for personal pages. Institutional Advancement offers limited support for University CMS hosted personal pages; this support is provided on an "as available" basis.

3.3. Faculty and staff can request to utilize the University's CMS for their personal pages. Personal pages that are created, deployed, and maintained inside of the University's CMS, or are otherwise utilizing University template resources, are subject to the requirements established in this procedure for such content.

3.4. Faculty personal pages that are created for and/or in direct support of academic course delivery (hereafter referred to as "academic personal pages") must include the course number, semester, and instructor name(s). The course instructor is responsible for the content and maintenance of academic personal pages used during the course.

3.5. Additional academic page guidelines may be developed by the Provost or his/her/their designee.

3.6. Individual students will not be granted access to the University's CMS for their personal pages.

3.7. University-recognized student organizations may receive space on the University's web server as approved by the Office of Student Activities and are eligible to use the University's CMS; the organization's faculty/staff advisor must make this request, and all content is the sole responsibility of this advisor.

3.8. A disclaimer statement (or a link to such) must appear on all personal pages. The disclaimer must read:

"The views and opinions expressed herein are strictly those of the page authors. The content of these pages has not been reviewed or approved by Texas A&M University-Corpus Christi."

### 4. REDESIGN PROCEDURE AND NEW DESIGNS

Occasionally a college or department may desire to redesign their web presence to create

a distinct visual entity. Before beginning any redesign process, the college or department shall contact the University's Marketing Director at 361-825-2420 who will guide the process. Institutional Advancement, in consultation with the department requesting a redesign, will assist in determining the scope (and cost, if applicable) of any redesign.

## 5. IMPLEMENTATION

Following a new design roll out (see Definitions section above), Institutional Advancement will notify the campus community of any new web presence. All University departments will have a period of 120 days to update their existing pages. Institutional Advancement will provide guidance in this regard via web resources and consultation at no cost. Any entity not complying after 120 days is considered to be in noncompliance with this procedure.

## 6. ENFORCEMENT

Any department found to be responsible for web content that is in noncompliance with this procedure will be contacted by the Web Services Manager to discuss a resolution. This resolution as outlined by the Web Services Manager and agreed to by the responsible department shall be implemented within 30 calendar days. If within 30 calendar days the resolution is not implemented, Institutional Advancement will contact the Division Vice President or Dean overseeing the noncompliant department to discuss a resolution. After another 30 calendar days, if the resolution is not implemented, the matter will be escalated.

### Related Statutes, Policies or Requirements

- System Policy 07.01
- Ethics System Policy 09.02
- Use of System Names and Indicia System Regulation 61.01.02
- Public Information University Rule 41.01.99.C1
- Use of University Facilities University Procedure 09.02.99.C0.01
- University Name and Indicia Usage University Procedure 09.02.99.C0.02
- Branded Items University Procedure 29.01.99.C1.01
- IT Acceptable Use and Privacy University Procedure 61.01.01.C0.01
- Compliance with Texas State Publications Depository Program

### Contact Office

Contact for interpretation and clarification:

Director of Marketing, Marketing and Communications 361-825-2420