



Goddard College Website Linking Policy

Process and Criteria

Approved July 2009

Goddard College encourages and permits links to the Goddard College website, www.goddard.edu. However, consistent with its commitment to institutional integrity and ethics, linking should not:

- a) suggest that Goddard College promotes or endorses any third party's causes, ideas, political campaigns, websites, products or services, nor
- b) use Goddard College's copyrighted information, logo, or seal without the express written consent of Goddard College, nor
- c) use Goddard College content for commercial or fundraising purposes. We reserve the right to withdraw permission for any link at any time.

Goddard College provides links to Internet sites maintained by third parties on the Goddard College website, www.goddard.edu, over which Goddard College has no control. Goddard College does not endorse the content, operators, activities, products or services of such sites, and Goddard College is not responsible or liable for the content, operators, availability, accuracy, quality, advertising, products, services or other materials on or available from such sites. Goddard College shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, products or services available on or through such sites.

The Goddard College Website Linking Committee, with members to include representatives from Advancement (Julie Martin), Information Technology (Chris Riddell) and Academic Services (Jennifer Tripp-Mead), will meet by email and in person, as required, to review and make decisions about requests regarding linkages from and to the Goddard College website from and to other websites.

How links are assessed for the Goddard College website

The Goddard College website, www.goddard.edu, includes links to both internal (Goddard College managed) and external (non-Goddard College managed) websites. We select links that are strategically relevant to the content they are linking from and are suitable for the likely audience. These links are included for a number of reasons, including:

- For further relevant information or other key source material
- For background information
- For useful practical information
- For further informed comment

Goddard College does not link to external sites in return for cash, services or any other consideration in kind.

Evaluation Criteria for Links to or from the Goddard College Website

The Goddard College Website Linking Committee determines evaluation criteria. All links from the Goddard College website, www.goddard.edu are evaluated by the Goddard College Website Linking Committee and must meet required criteria to be approved. Only approved links to internal and external websites will be included on the Goddard College website, www.goddard.edu. The committee reserves the right to request that approved or non-approved links be removed at any time.

The Goddard College Website Linking Committee is available to assess all requests and suggestions for linking to other websites by emailing linkingcommittee@goddard.edu.

Evaluation Criteria

Goddard College Website Linking Committee evaluates all suggested links using the following criteria:

- Is the recommended website and content appropriate to Goddard's stated values and status as an academic institution?
- Is the recommended website a known (by a member of the college) and supported website (a "real site" i.e. not a fishing site)?
- Does the recommended website provide information or services relevant to academic offerings?

- Does the recommended website complement existing information on the Goddard website?
- Is the recommended website's content relevant and useful in its context?
- Does the recommended website's information appear to be accurate and current?
- Is the recommended website's approach to the privacy of personal information consistent with current internet standards of best practices around privacy and security?
- Is the recommended website user-friendly?
- Does the recommended website provide community-level information and services
- Note: not all websites need to meet all criteria.

Goddard College makes every effort to link to local and independent services to the Goddard community. We link to other information according to our linking policy, whether or not the other website links to us or not.

Prohibitions

- Goddard College will not link to any website that exhibits hate, bias, or discrimination.
- Goddard College cannot authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website.
- Goddard College is not responsible for transmissions users receive from linked websites.
- Goddard College does not guarantee that outside websites comply with Section 508 (Accessibility Requirements) of the Rehabilitation Act.

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