

Community College *of* Philadelphia

AGENDA

Technology Coordinating Committee

October 20, 2010 2:30 p.m.

B2-26

- I. Call to Order
- II. Attendance
- III. Approval of minutes
 - a. Approval of September 2010 Minutes
- IV. Election of Co-Chair for 2010-2011
- V. New Business
 - a. AUP #307 Social Networking Section (Weitz/Bauer) – See Attached – ‘Social Networking Language Draft #4 6-5-2010’
 - b. "Seat time" accountability: How to prove that each week of a 15-week online course constitutes 3 hours of instructional time. (Margolis)
 - c. Formation of work groups based on technology of the future issues (Bauer)
- VI. Adjournment

New Section to the existing AUP #307

Social Networking Guidelines

The Community College of Philadelphia prohibits employees from accessing external social networking services/sites¹ and external video sites via college computer resources (including but not limited to desktops, laptops, Blackberrys, smartphones, handheld, and hands-free cell phones, and the Internet) during business hours for non-business or non-academically related reasons.

The College recognizes, however, that some employees may, for personal reasons, access, view, operate, post, download or upload content to external social networking services and video sites on their own time via their own computer equipment. Employees of the College are reminded to behave professionally, ethically, responsibly, and in accordance with the College's Acceptable Use Policy when engaging in web-based and/or electronic communication during non-business or non-academically related social networking activities when identifying themselves as affiliates of the Community of Philadelphia. In addition, employees identifying an affiliation with the College when using any electronic social networking service must incorporate the following disclaimer into their personal social networking pages or any public electronic service posts: *"The opinions expressed on this social networking profile (video site) are my own personal opinions. They do not reflect the opinions of my employer, the Community College of Philadelphia."*

The College has established the following guidelines which apply when employees are utilizing any electronic social networking service for business/academically related

¹ Social networking services/sites provide a virtual community for people interested in a particular subject. Members create their own online "profile" with biographical data, pictures, likes, dislikes and any other information they choose to post. They communicate with each other by voice, chat, instant message, videoconference and blogs, and the service typically provides a way for members to contact friends of other members. Examples include but are not limited to Facebook, MySpace, Friendster, Plaxo, LinkedIn, Ryze.

Social Networking Language Draft #4 – June 5, 2010

reasons or for non-business/non-academic purposes where the employee designates himself/herself as a College employee:

- Employees identifying an affiliation with the College when using any social networking service are prohibited from utilizing the College photos, College art, College logos, College letterhead, or any other College image, copy, content, without the express permission of the appropriate College office.
- Employees identifying an affiliation with the College when using any social networking service are prohibited from defaming, harassing, discriminating against, menacing or threatening other College employees, officials or students.
- Employees are prohibited from using a College-provided or personal cell phone or Smartphone camera or video recorder to take, transmit, download, or upload to social networking services or video sites either for business reasons or for non-business purposes any photos or videos of College employees, vendors, officials or students without their consent.
- Employees identifying an affiliation with the College when using any social networking service are prohibited from disclosing confidential, proprietary, or private information about the College, its officials, staff, faculty, students or vendors.
- Employees identifying an affiliation with the College when using any social networking service are prohibited from posting copyright-protected material without the express written permission of the copyright owner.
- Employees identifying an affiliation with the College may not post content or conduct activities that fail to conform to local, state, and federal laws when using any social networking services.
- Employees identifying an affiliation with the College must comply with all of the College's written policies, including but not limited to the College's Discriminatory Harassment Prevention Policy #352 (<http://www.ccp.edu/vpfin-pl/policies/352.HTM>), confidentiality rules, when using any social networking service either for business reasons or for non-business purposes.