

# Linking Policy, CollegelInColorado.org

The purpose of the College In Colorado Website is to provide students, families and educators with useful, easy-to-use information about planning, applying and paying for post-secondary education. To achieve this goal, links to and from our Website are generally encouraged. However, we recognize that as an agency of the State of Colorado, guidelines are necessary both for what should be included on a link to CollegelInColorado.org from another site, as well as to determine which links to other sites we will provide.

This document outlines these policies for linking to and from the [www.CollegelInColorado.org](http://www.CollegelInColorado.org) Website.

## Links from the CollegelInColorado Website to other sites

This section outlines the criteria and requirements that external Websites must meet to have a link from [www.CollegelInColorado.org](http://www.CollegelInColorado.org). It also details when links may be removed from or can be accepted for the site.

All links from our Website must direct to sites and organizations that contain information that is relevant to our mission as described here and decided solely and finally by the executive director of College In Colorado. The mission of College In Colorado is to improve access to post-secondary education – whether at a four-year college, a community college, or a occupational/technical school – for Colorado students who may not see college as a possibility. This will be done by helping students plan, apply, and pay for attendance at the college of their choice, anywhere in the country, through our outreach programs, through our Web site – CollegelInColorado.org – and through our marketing efforts.

## Criteria

If determined relevant to our mission as stated above, College In Colorado will link to the following organizations at their request:

- Not-for-profit institutions;
- Agencies of local, state or federal governments;
- Organizations with which College In Colorado has an acknowledged or contractual relationship;
- Commercial product or service providers if:
  1. Certified as a valid occupational or technical education provider by the State of Colorado;
  2. College preparatory remedial or online coursework is a substantial portion of overall product offerings of the organization;
  3. Services, resources or information provided by the requester is not substantially provided by the College In Colorado Website or initiative;
  4. The organization offers a bona fide scholarship or other important resource(s) to students to continue their education beyond high school;

As much as is feasible, we will offer an opportunity to any organization of the same type of product or service to be linked on our Website at the same location.

Links to a Website will not be granted to organizations or entities sponsoring the site if the site or organization overtly advocates for a particular political agenda or visibly supports a particular candidate. College In Colorado will not promote legislation, candidates or political parties on its Website. College In Colorado will not link to sites that contain content that could be construed as distasteful, offensive or controversial.

College In Colorado does not endorse the content, products, services or viewpoints expressed by linked sites. College In Colorado, the Colorado Commission on Higher Education nor the Department of Higher Education assume responsibility for the content of linked sites nor do we independently verify or exert editorial control over information on linked sites.

Allowing a link does not imply a recommendation, endorsement or approval by College In Colorado and the fact that we allow a link shall not be used for advertising or promotional purposes.

### **Reasons for Removal**

Links from [www.CollegeInColorado.org](http://www.CollegeInColorado.org) will be reviewed regularly and may be removed for any one or more of, but not limited to, the following reasons:

- The link no longer points to the original information or resource to which it was intended;
- The information pointed to by the link is inaccurate, misleading or otherwise violates the criteria and requirements set forth above in the section titled "Criteria;"
- Access to the information has become difficult due to non-standard formatting, lengthy download times or intrusive advertising;
- We are unable to contact the site manager about the site or its status;
- The Website fails to comply with a written linking agreement, if any;
- Customers or users of the externally linked site excessively burden [www.CollegeInColorado.org](http://www.CollegeInColorado.org) resources or system;
- Complaints about the link and its associated site are received from [CollegeInColorado.org](http://CollegeInColorado.org) users.

### **Links to the College In Colorado Website**

We recognize it is not technologically possible to restrict links to our Website. Furthermore, because our site contains information of which the public should be aware, we encourage links to our Website. If you have come to [CollegeInColorado.org](http://CollegeInColorado.org) via a link, no endorsement, recommendation or relationship of any kind should be implied.

While advance permission to link to [www.CollegeInColorado.org](http://www.CollegeInColorado.org) is not necessary, we appreciate the opportunity to provide you with our logo for use as the link indicator and expect that clear attribution to College In Colorado will be made to the user. Also, please be aware that [www.CollegeInColorado.org](http://www.CollegeInColorado.org) is updated and amended on an ongoing basis, so regular verification of link vitality is advised.

Entities and individuals linking to [www.CollegeInColorado.org](http://www.CollegeInColorado.org) shall not capture graphics or pages within frames, represent [www.CollegeInColorado.org](http://www.CollegeInColorado.org) content or functionality as its own, or otherwise misrepresent [www.CollegeInColorado.org](http://www.CollegeInColorado.org) materials, content or mission or misinform users about the origin or ownership of [www.CollegeInColorado.org](http://www.CollegeInColorado.org).

Any link to the [www.CollegeInColorado.org](http://www.CollegeInColorado.org) site should be a full forward link that passes the client browser to [www.CollegeInColorado.org](http://www.CollegeInColorado.org) unencumbered. The *back* button should return the visitor to the site of the entity that created the link.

### **Fees or Commissions Not Authorized**

College In Colorado does not accept fees or commissions of any kind for links or "hits" from or to our Website.

### **Contact Information**

For questions and concerns regarding the linking policy, or if you believe that your product or service meets the mission criteria and falls under one of the categories above and you wish to be linked from our Website, please contact [info@cic.state.co.us](mailto:info@cic.state.co.us) to request a link. In your request, please include:

- The URL;
- A description of the site or material to be linked;
- The goals of the organization associated with the link;
- All costs associated with visiting the site, including items or services for sale on the site.