

EDINBORO UNIVERSITY OF PENNSYLVANIA

UNIVERSITY WEB PAGE POLICY AND GUIDELINES - Policy No. C055

Recommended for Approval By: Dr. Andrew C. Lawlor, Associate Vice President
for Technology and
Communications

Approved By Frank G. Pogue, President on November 11, 2003

Review Date: As Required

INTENT

The Edinboro University home page is its official site on the World Wide Web and an important means for communicating information efficiently and effectively with University constituencies, both internal and external. Use of the web by the general public and in particular by prospective and current students is growing, and it is important for the University to have an effective presence to support its mission. Individual departments and offices are encouraged to establish and maintain web pages, especially those designed and targeted for recruiting and retaining students; however, accessibility to the home page requires that departments and offices that place information on the University's web site exercise a high degree of responsibility. The intent of this policy is to define the parameters for creating and publishing information on the University's web site.

DEFINITIONS

Templates – web pages that have been created with much of the elements already in place. They will be designed to regulate the use of fonts, colors, graphics, and other design elements to ensure consistency. Web page developers will only need to fill in the content related to their department.

Server – in this context, a computer used to house World Wide Web pages and is accessed using a web browser.

Home page – the top level page for a domain such as www.edinboro.edu.

Web page – a file containing hypertext markup language, interpreted by web browsers for display on personal computers and other devices.

Web page developers – individuals responsible for creating and maintaining information in the form of web pages.

POLICY

The Edinboro University home page serves as a gateway to information maintained by the University and as an online publication. The University's web resources are managed by both the Publications Office and Technology and Communications, with the former providing webmaster functions and the latter providing technical support and connectivity. All pages and sites of the University are considered electronic media and on-line publications. Sites administered directly, indirectly, or via an auxiliary server will adhere to the publications policies of the University.

University web pages must adhere to the United States copyright laws. Pages must not advertise for any person, group, business or any entity that is not contractually affiliated with Edinboro University or the Pennsylvania State System of Higher Education.

The University web site is organized to provide relevant information by constituent group. The categories and their requirements are described as follows:

- Category I - Home page maintained by Publications.
- Category II - Introductory and general information pages will be maintained by Publications utilizing a standard University design.
- Category III - Departments, offices and functions will have an introductory page maintained by Publications. All subsequent pages are the responsibility of the departmental web page developer and will utilize a template provided by Publications.
- Category IV - Sanctioned student organization pages must maintain a coordinated University image by placing a Publications-approved logo at the top of the page.
- Category V - Edinboro University is not responsible for web pages sponsored and maintained solely by individual students or University employees. A notice that browsers are leaving the official University web publication will be displayed or required to be placed on the first page linked to the University web site.

COMPLIANCE

Category III web pages will not be linked to the University site until Publications reviews and approves content and design and Technology and Communications reviews security. The Office for Students with Disabilities will be responsible for testing the accessibility of Category I – III pages.

Department heads are responsible for ensuring compliance with this policy. Publications, Technology and Communications or the Office for Students with Disabilities will notify department heads of compliance issues. The cited department will have two weeks to bring the noted pages into compliance or the web pages will be removed from the server.

The Publications Office reserves the right to edit or remove any pages that do not adhere to University policies.

RESPONSIBILITIES FOR UPDATING INFORMATION

The Publications Office is responsible for maintaining the information located on the web pages in Categories I and II. Web page developers for Category III are expected to be Edinboro University faculty or staff, designated by each department. If student assistance is used, it is to be supervised by the department's developer who maintains responsibility for the page and its content. It is the web page developers' responsibility for updating their web pages with current information. Web sites must be reviewed and updated at least twice a year.

LOGO STANDARDS AND GRAPHIC

Logos and other graphic elements designed to promote the Edinboro University image are to follow strict standards as established by policy and publication style guidelines. A "library" of photos and graphics will be provided. Use of unapproved and inappropriate graphics is not permitted.

BASIC INFORMATION TO INCLUDE ON WEB PAGES

- All pages must include the author's name, email address, and date the page was last updated.
- Departmental pages are to include phone, fax, physical location, email addresses, name of department chair or contact person, mission statement, degree programs, forms, services, etc., as applicable.
- All pages should be compatible with browsers and accessibility software as specified by Technology and Communications, which may vary depending on the intended audience. If a page has non-compatible items, a compatible page may be required in addition to the standard page. Compatibility requirements can be reviewed at www.tac.edinboro.edu/helpdesk/webpagecompatibility.html.

WEB SERVERS

To ensure security, stability, and consistency for accessing the University web pages, web pages will only be placed on fully maintained and secure servers:

- A University employee must be designated as responsible for maintaining the server.
- The designated employee must identify and implement backup/recovery strategies.

- Technology and Communications must know the location of the server and the name and all applicable contact information of the designated employee to assist in resolving problems.
- The server must be in a physically secure location approved by Technology and Communications and dedicated to web services.
- The server must use the latest operating system, security patch set and virus protection.
- Technology and Communications must have administrative access to the server.