



## ITS POLICIES AND GUIDELINES

CATEGORY: Information Technology,  
Information Access and Management  
STATUS: Approved

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**POLICY TITLE:** Web Policy

**POLICY PURPOSE:**

Truman State University is committed to providing timely and accurate information to its prospective students, alumni and friends, parents, faculty, staff and current students. The University recognizes the use of the web and the internet to communicate with all its constituencies.

**APPLIES TO:**

- All members of the Truman State University community
- Anyone granted access to Truman State University data, systems or network

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**POLICY STATEMENT:**

**1.0 Roles and Responsibilities**

***1.1 Web Integration Manager***

An employee of Information Technology Services, the Web Integration Manager shall be the point of contact for all administrative web related services. The Web Integration Manager exists to integrate all campus web services provided by multiple persons and departments. (See the *Web Advisory Team Charter* for more specific responsibilities.)

***1.2 Web Advisory Team***

The Web Advisory Team exists to set quality design and content standards and policy for the Truman website, as well as ensure the public relations and recruitment potential of Truman's website is maximized. (See the *Web Advisory Team Charter* for more specific responsibilities.)

### **1.3 Campus Webmasters Users Group**

This group exists to facilitate communication of policies, procedures, information and training to the campus webmasters who are individually responsible for the content management and timeliness of all official, non-personal campus websites. (See the *Web Advisory Team Charter* for more specific responsibilities.)

## **2.0 Publishing Information via Truman State University Web Servers**

Those who publish web pages at the University shall comply with the following policies and ethics:

- Developers must follow the Truman State University Acceptable Use of Electronic Information Resources Policy.
- Guidelines regarding the use of logos and of the University seal set forth by the Public Relations Office must be followed.
- All policies and standards set by the Web Advisory Team must be followed.
- The University web servers shall not be used for commercial, profit-seeking purposes, or to advertise goods and services unless officially sponsored by the University as set forth by MOREnet, the Missouri educational institution ISP.
- The University web servers shall not be used to host sites for entities or organizations that are not directly affiliated with the University. In cases where an entity may not be directly affiliated, hosting approval will be at the sole discretion of the Web Committee.
- Campus organization websites shall be confirmed and renewed annually through a form available from ITS. Websites that are not confirmed by the set deadline each year will be considered abandoned and their contents deleted.

## **3.0 University Web Page Definitions and Standards**

### **3.1 Top-Level Web Pages**

Defined as the University's homepage, those pages primarily accessible from the homepage and template, and those areas considered essential for public relations and student recruitment/ retention. In general, this includes all of the pages directly linked to from the homepage with the exception of those links in the "Inside Truman" section of the page.

The following policies govern the development of the top-level web pages:

- The Web Advisory Team will set the design for the top-level web pages
- ITS Web Integration Manager will arrange training as necessary for any faculty or staff involved in maintaining these pages.
- Major changes to these pages must be cleared through the committee. Minor changes should be performed by the Web Integration Manager or individual authorized for that purpose by the committee as needed.
- Links from the University's home page and other top-level pages will be created at the discretion of the Web Advisory Team.

### **3.2 Departmental/Area Web Pages**

It is vital that all departments have a presence on the University web site. The Web Advisory Team strives not to restrict the design of their web presentations, to the extent that minimum design template and content guidelines set by the committee are adhered to.

Departments are responsible for the development of their own web pages. This approach allows the department to control the presentation, timeliness and accuracy of its information. All aspects of page development - including compliance with University policies, timely updating of all page elements and acceptable design - are ultimately the responsibility of the school/college deans, department chairs and respective office or area. It is the responsibility of the department to follow acceptable-use and other applicable University policies.

When a department's webmaster responsibilities shift to another individual, the Web Integration Manager must be informed of the new webmaster's name and e-mail address. E-mail notification may be sent to

webmaster@truman.edu. After new site creation or major updates to existing sites, requests for linkage from Truman top-level pages are routed through the Web Integration Manager.

### **3.3 Organizational Web Pages**

Organizations officially recognized by the University may publish web pages on the University's "groups" web server. It is also possible – though not recommended procedure - to publish an organization's web site on a person's personal web space. The sponsor and a single organizational contact person must be identified via appropriate forms filed with Information Technology Services. The Group Account Request form is available from the ITS homepage. All aspects of web page development, including compliance with University policies, are the responsibility of the sponsor and members of the organization.

Every page must include a clearly visible link to the University home page, (may be included in copyright statement) the organization webmaster's current e-mail address (visible on the page), and the date of last page modification. Links to organizational web pages from Truman's top-level pages are subject to Web Advisory Team approval. The Center for Student Involvement provides links to organizational web pages.

### **3.4 Faculty, Staff, and Student Web Pages**

Truman State University allows server space on a separate server/s for personal web pages as a service to the University community. Personal pages are not part of the University's official website. Each web creator bears sole responsibility for the content and maintenance of his or her personal web files. The University does not endorse the contents of these pages nor can it accept any responsibility for the information contained therein. ITS can provide only minimal support for such pages, limited to assisting the user with accessing his/her webspace and other ITS-provided services.

The use of Truman web space is a privilege. Individuals who use the University's computing resources are obligated to adhere to all University policies, including those identified in the Truman State University Acceptable Use of Electronic Information Resources Policy.

### **3.5 Special Hosting Requests**

Truman State University does not typically host sites for entities outside of the University, due to limited resources and MoreNet's limitations on server and traffic usage. However, there are occasions when entities affiliated with the University may request space for a website. Such requests will be considered on a case-by-case basis by the Web Advisory Team, which will also outline the agreed parameters of use. The site must have a designated webmaster who is a Truman faculty or staff member, and ITS will not provide any technical support beyond ensuring the space is available to and accessible by that person.

## **4.0 Copyright and Ownership of Data**

All content on the Truman websites is copyrighted as outlined on the Truman State University copyright notice and Truman adheres to the regulations outlined in the Digital Millennium Copyright Act.

## **5.0 Publicity and Advertising on University Websites**

Publicizing non-University affiliated events and opportunities and advertising products on the University's website may be done when such:

- is within the scope of the mission of a particular campus department or organization;
- has the permission of the chair/director/sponsor of a particular department or organization;
- is contained within the web pages associated with the appropriate department or organization;
- is done in such a way as to not violate MOREnet's advertising restrictions (see <http://www.more.net>);
- does not make a direct appeal for a product or service. For example, it is acceptable to list the sponsors of an event, but unacceptable to encourage visitors to use a particular sponsor's product or services. Please contact the University Controller for clarification of University policies in this regard.

Anyone wishing to sell anything via a University website must first meet with the University Controller in the Business Office to ensure that proper procedure is followed.

## **6.0 Additional Design Considerations**

Due to standards of professional web design and University identity, images and text endorsing a particular web browser (such as "Best if viewed with Netscape Navigator 4.5") are discouraged. University web developers must design their pages for the largest portion of visitors possible.

Wherever possible, links to off-site locations should be coded in such a way to cause the link to open in a new window, making it clear to visitors that they are leaving the Truman domain.

## **7.00 Liability**

In no case will the University be liable for any data loss, or failure to deliver data due to equipment failure, unavailability of resources, or negligence. Although the University may create backup copies of user files as part of the regular system backup process, system administrators will not be required to restore such files at any time. In all cases of liability, the user shall consider the Truman State University to be a common carrier, exempt from liability for any content that passes through its networks.

### **EXCLUSIONS OR SPECIAL CIRCUMSTANCES:**

#### **CONSEQUENCES:**

By failing to abide by this policy or policy procedures, individuals may be subject to sanctions, up to and including the loss of computer or network privileges, disciplinary action, suspension, termination of employment, dismissal from the University, and legal action. Some violations may constitute criminal offenses under local, state, and federal laws. The University will carry out its responsibility to report such violations to the appropriate authorities.

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#### **CONTACTS:**

**Responsible Executive:** Provost and Vice President for Academic Affairs  
**Responsible Office:** Information Technology Services  
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**APPROVED BY:** President, Truman State University

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**REVIEW CYCLE:** Annual

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#### **DEFINITIONS:**

**RELATED DOCUMENTS:** Web Advisory Team Charter

#### **KEYWORDS:**