



## **ITS POLICIES AND GUIDELINES**

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

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### **POLICY TITLE:**

**Web Content and Accessibility 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 Services Manager***

An employee of Information Technology Services, the Web Services Manager shall be the point of contact for

all administrative web related services. The Web Services Manager exists to coordinate all campus web services provided by multiple persons and departments. (See the *Web Advisory Committee Charter* for more specific responsibilities.)

### **1.2 Web Writer/Editor**

An employee of the Public Relations Office, the Web Writer/Editor shall be the point of contact for all top-level web content (see 3.1). The Web Writer/Editor will approve and/or make updates to existing content as requested by campus constituents, will provide consistency in content, and will create new content as needed.

### **1.3 Web Content Providers**

Any individual with the ability to create, edit or remove web content on a Truman University website.

### **1.4 Web Advisory Committee**

The Web Advisory Committee 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 Committee 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 and content providers 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 and Publications Offices must be followed.
- All policies and standards set by the Web Advisory Committee 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.
- Campus organization and individual/personal 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.

### **2.1 Ensuring Accessible Web Pages**

To ensure access to all individuals, Truman websites shall meet the Web Content Accessibility Guidelines (WCAG) established by the World Wide Web Consortium (W3C) and adopted by the Department of Education. University websites must comply with WCAG 2.1, conformance Level AA.

Information Technology Services is responsible for the procurement, development and/or maintenance of accessible web templates and tools within Truman's content management system.

Web Content Providers are responsible for ensuring that all web content they create, edit or maintain on a Truman website meets the accessibility requirements by running all content through the accessibility checking software provided.

All individuals responsible for website content and update must receive website accessibility training and agree to participate in an annual refresher.

The Web Writer/Editor will evaluate the accessibility of **each new website** added to [www.truman.edu](http://www.truman.edu) prior to its public release. New websites that do not comply will not be publicly released until the accessibility issues are resolved.

ITS will evaluate the accessibility of **each new website** added to non-[www.truman.edu](http://www.truman.edu) sites prior to their public release. New websites that do not comply will not be publicly released until the accessibility issues are resolved.

## Regular Accessibility Testing and Maintenance

- Webpage Updates
  - Each time a web content provider makes a revision to a webpage on www.truman.edu, a notification is sent to ITS and to the web writer/editor to review the page and approve the content before it is published.
  - Each time a web content provider makes a revision to a webpage on a non-www.truman.edu (i.e., secondary or organizational pages) a notification is sent to ITS to review the page and approve the content before it is published.
- Accessibility Audit

On at least an annual basis, ITS will conduct a comprehensive accessibility audit of the university website using automated tools and manual testing methods to identify accessibility barriers across all web pages, content types, and interactive features.
- Prioritizing Accessibility Issues

Any issues identified are prioritized and corrected based on their impact and severity, addressing critical issues first followed by those of medium and low severity.

## **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. (Following the Web Redesign in 2014, Academic Schools and Departments and some key administrative departments are included in this definition).

- The following policies govern the development of the top-level web pages: The Web Advisory Committee will set the design for the top-level web pages.
- Maintenance of these pages will done by the Web Services Manager, Web Writer/Editor, or individuals designated and trained by the Web Services Manager or Web Writer/Editor.
- Major changes to these pages must be cleared through the committee. Minor changes should be performed by the Web Services Manager, Web Writer/Editor, 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 Committee.

### ***3.2 Secondary-Level Web Pages***

It is vital that all departments have a presence on the University website. Departments must use a template provided by Web Services, and must adhere to any content guidelines set by the committee.

Departments are responsible for the development of their own web pages, working with the Web Services Manager and Web Writer/editor. This approach allows the department to have input on 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 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 Services Manager must be informed of the new webmaster's name and email address. Email notification may be sent to webmaster@truman.edu.

After new site creation or major updates to existing websites, requests for linkage from Truman top-level pages are routed through the Web Services Manager.

### ***3.3 Organizational Web Pages***

Organizations officially recognized by the University may have a website on a WordPress network. 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 website. All aspects of web page development, including compliance with University policies, are the responsibility of the sponsor and members of the organization. The Center for Student Involvement provides links to organizational web pages. Some organizations may have web space on a non-WordPress server with approval of the Web Services Manager, but WordPress is the preferred system for ease of use and security.

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

Truman State University allows personal websites on a WordPress Network as a service to University Faculty and Staff. Students may use Google Sites provided with their Google Account. 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 website. 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 website 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 Course Web Pages**

Most students will use Google Sites for their coursework, which is provided with their Truman Google Account. However, should a course require WordPress, it is recommended that students set up their own account on WordPress.com which has a selection of free and paid plan options.

Faculty members requesting on-campus WordPress resources for a course must submit a request in writing at least one month before the websites are needed. This request should include information on how student support (training and questions) will be provided as part of the class. All on-campus student course websites will be deleted at the end of the semester unless other arrangements are made by the instructor. The University does not endorse the content 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 their website and other ITS-provided services.

### **3.6 Special Hosting Requests**

Truman State University does not typically host websites 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 Committee, which will also outline the agreed parameters of use. The website 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.

### **3.7 Linking to Third-Party Websites**

Web Content Providers are responsible for analyzing the links to any third-party websites to ensure the off-site content meets accessibility requirements.

## **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. All individuals responsible for website content and update must receive copyright training and agree to participate in an annual refresher.

## **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 Comptroller for clarification of University policies in this regard.

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

**6.00 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 CIRCUMSTATIONS:**

Any exceptions to using this policy (including the use of alternative templates by any top-level or secondary-level website) must be approved in writing by the Web Advisory Committee.

**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 :**

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**DEFINITIONS:**

**RELATED DOCUMENTS:** Web Advisory Committee Charter

**KEYWORDS:**