University Policy 5.3: Web Page Policy

I.   **Purpose**
These policies and procedures relating to the official Web pages of Alabama A&M University (AAMU) are intended to:

A. Provide a framework for developing and presenting the University Web material in a consistent and friendly manner;

B. Address security issues associated with the campus network and enable appropriate online transactions of university business;

C. Maintain flexibility for departments of the University that wish to publish information that will be connected to the University home page;

D. Assure that the information presented is accurate and current;

E. Provide continued and structured support for the Web server; and

F. Develop Web page guidelines that are consistent with the image and mission of the University.

II. **Introduction**
Both Official and Unofficial University Web Sites, as defined below, must comply with all copyright laws of the United States, all other applicable local, state, and federal laws, and applicable policies, rules, and guidelines of AAMU, including those defined herein.   This Policy will be periodically revised in response to pertinent legal and/or technological issues in consultation with the appropriate entities.

AAMU supports and encourages freedom of expression and an open environment for the pursuit of knowledge; however, the contents of all Web pages under University jurisdiction must comply with local, state and federal laws and AAMU policies, procedures, and regulations. The service to students and community of AAMU is determined, in part, by the quality of information it publishes electronically. A set of minimum standards and guidelines for Web sites of AAMU units and affiliates is necessary to maintain the accuracy, consistency and integrity of such sites.

Any questions, comments, or suggestions concerning this Policy should be addressed to the Office of Web Services (webmaster@aamu.edu).

III. **Definitions**
A. Official University Web Sites are defined as Web sites or Web pages created by Alabama A&M University entities including, but not limited to, its colleges, departments, research centers, and administrative offices purporting to represent Alabama A&M University.   All Official University Web Sites must be approved by the vice president who has administrative oversight over the area represented by the Web site or by his/her designee. All Official University Web Sites must adhere to the minimum standards and recommendations described by the Marketing and Information Technology Divisions.

B. Unofficial University Web Sites are defined as Web sites or Web pages created by Alabama A&M University entities including, but not limited to, individual University employees, faculty, staff, students, and student organizations to represent individuals, groups, or organizations.

C. Web Home Page is any Web page that serves as the primary portal, table of contents, or designated entry point for a Web site (example: each College has a web home page)

D. Web Site is a collection of Web pages, or collection of related Web sites, that has a coherent purpose and is managed by one person or group. A Web Page is a unit of information delivered to a user in a format intended for display in a Web browser or Web appliance.

E. Primary Web Contact (PWC) is any person or organizational unit serving as the primary provider or publisher of a Web site or web page.

F. Web-based Electronic Commerce (Web e-commerce) is the provision of Web pages for transactions (exchanging money or secure information) for the ordering and payment of University goods and services. Such transactions may be between units of the University and businesses or other organizations, or between units of the University and individuals.

IV. Scope

A. This policy applies to all members of the AAMU community, and governs all networked World Wide Web storage and communications systems utilizing University networks or name space, regardless of ownership, whether individually controlled or shared. The use and management of University Information Resources is governed by the University Acceptable Use Policy.   The procedures/policies presented herein are specific to the subset of World Wide Web information resources.

B. Organizational units have broad discretion in establishing additional reasonable and appropriate "conditions of use" for Web information resources under their control. Such policies shall be consistent with this policy although they may provide more detail, guidelines, and/or restrictions. Such policies supplement this policy but do not supercede or replace it.

V. Policies

A. Official University Web Sites

1. Content Management System. Effective July 1, 2011, all official AAMU websites/web pages hosted in the aamu.edu domain are to be created and maintained using the content management system approved by the University Web Oversight Committee. The current content management system is Microsoft SharePoint.

2. General Appearance.   All Official University Web Pages must follow the minimum design requirements.

3. Factually Accurate and Up-to-Date Information. The appropriate administrative unit(s) that publishes information on an Official University Web Site is fully responsible for factually accurate content and currency of information. Web sites that contain out-of-date information may be requested to make the necessary corrections by the Office of Web Services or by the appropriate vice president or his/her designee. Web sites failing to comply following such request may be unlinked by the Office of Web Services.

4. Editorial Standards. All Official University Web Sites must present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). Web sites that contain editorial errors may be requested to make the necessary corrections by the Office of Web Services or by the appropriate vice president or his/her designee. Web sites failing to comply following such request may be unlinked by the Office of Web Services.

5. Commercial Activity.   Any Official University Web Site desiring to conduct commercial activity, including receipt of online credit card payments, must receive authorization from the Division of Business & Finance. This Office will review the Web site's plan, including the adequacy of transaction security, make recommendations on the type of electronic credit card or other process needed, and provide cost information.   If the commercial activity involves receipt of online credit card payments, the Office will obtain a merchant ID, if appropriate, under the domain of the University's central credit card contract, and provide training on securing the data, as well as recording and depositing the funds on University records.   Any Web site discovered to be in violation of this provision is subject to removal from the AAMU domain.

6. Personal Business or Commercial Gain.   AAMU resources may not be used to create Web pages primarily for personal business or personal commercial gain.

7. Links to Commercial Entities. Links to commercial entities must be related to the University's missions of research, teaching, and service and must not imply endorsement by the University.

8. Use of University Name, Seal, or Trademarks. All names used to represent the University must be official names recognized by the Alabama A&M University, e.g., "Alabama A&M University" and "AAMU."

9. Official web pages must be kept up to date. Out-of-date information shall be removed and new information added on a regular basis. Only active files should be kept on the Internet servers. Inactive sites and files should be removed from official directories and stored locally.

B. **Unofficial University Web Sites**

1. Disclaimer and Contact Information.   The appearance or design of an Unofficial Web Page should not create confusion that a reasonable person viewing that page would believe that it is an Official University Web Page, or is otherwise sponsored or endorsed or created on authority of a university department or administrative unit. To reduce the likelihood of confusion, all Unofficial Web Pages must contain the following disclaimer:

    a) *"The views, opinions, and conclusions expressed in this page are those of the author or organization and not necessarily those of Alabama A&M University or its officers and trustees. The content of this page has not been reviewed or approved by AAMU, and the author or organization is solely responsible for its content."*

    b) the name of the site owner or Webmaster, or other ownership contact information, so that responses to those pages can be directed to the appropriate individual(s).

2. Content.   Alabama A&M University will not undertake to pre-approve or review the content of Unofficial University Web Sites/Pages. However, any pages discovered in violation of this Policy are subject to immediate removal from Alabama A&M University web servers.

3. Commercial Purposes.   Unofficial University Web Sites may not be used for commercial purposes or for personal financial gain or benefit.   AAMU is not responsible for any liability resulting from any such activities prior to their discovery and appropriate remedy.

4. Removal of Unofficial Websites or Web Pages.   AAMU reserves the right to remove unofficial websites or web pages authored by an individual and/or group who/that no longer maintains an employment and/or academic relationship with AAMU without notice as part of its routine maintenance of university servers.

5. Use of University Name, Seal, or Trademarks.   AAMU has an established licensing program to control the use of the name, symbols, emblems, logos, and mascots associated with the University. Unauthorized use of any such representations may be trademark infringement in violation of state and federal laws. Faculty and staff are authorized to use the University's logos and name for non-commercial purposes on their approved non-institutional Web pages to indicate their formal affiliation with the University. All other uses on non-institutional Web pages of the symbols, emblems, logos and mascots associated with the University are authorized only with the approval of the Office of Marketing, Communications and Advancement and General Counsel.   Any commercial use of the names, symbols, emblems, logos and mascots associated with the University is prohibited unless an appropriate license is obtained from the University or its authorized agent.

VI. **Web Applications, CGI Scripts & Digital Media**

  A. Web Applications and Databases
  ITS must be notified of all intentions to put interactive applications on the Internet servers. Such applications must be reasonably constrained due to concerns about security, server performance, operational monitoring and ongoing maintenance. Collecting data received through web applications using ColdFusion scripting requires a data source be established on the server. ITS has the right to deny requests for data sources or to disable existing data sources if security or performance concerns are brought to our attention. Applications that require extensive scripting or involve monetary transactions must be handled by ITS. Issues of privacy and the confidentiality of sensitive information are considered a high priority by AAMU Information Technology Services and may be brought to the attention of ITS at any time by any member of the AAMU community. Sensitive information should not be displayed or collected by any website residing outside a secure connection.

  B. CGI Scripts
  For security reasons, use of downloaded or unit written CGI scripts is prohibited unless approved by ITS. To request implementation of a script, contact the Help Desk at 372-4357 or e-mail helpdesk@aamu.edu

  C. Digital Media & Other Types of Large Files
  AAMU's institutional web servers are designed to serve web pages, and are not to be used as media servers for large media files or as download areas for large files of any type. You may not place any large digital media file (MP3 audio, any type of video file, or any individual file over 2MB in size) without written authorization from the AAMU University webmaster. This is to insure the proper functioning of all AAMU web pages and to protect AAMU's institutional web servers from the extraordinary traffic volumes and storage requirements that digital media files sometimes impose. ITS reserves the right to immediately remove materials that exceed normal network traffic rules.

VII. **Administration**
The responsibility and authority for administering Web pages shall be as follows:

1. Office of Marketing Communications and Public Relations, within its responsibility for coordinating all information and all publications about the University, shall have final authority over all Web material.

2. The webmaster shall:

    A. Administer web procedures and guidelines;
    B. Maintain the University index page and top-level pages that either consolidate information from several departments or are developed through the Office of Marketing Communications and Public Relations;
    C. Provide technical support to assist University departments with using the University web content management system (SharePoint);

3. Office of Information Technology Services shall:
    A. Manage the Web server;
    B. Provide appropriate levels of access to persons designated to update their web page(s);
    C. The site administrator shall manage the site; to follow established procedures and guidelines.

4. Academic & Administrative Units shall designate one person to be the site's primary web contact (PWC). The PWC is responsible for making sure that his or her department, office or academic unit website adheres to the university web policy. The PWC may delegate steps needed to meet accordance with the policy, such as content creation, but should be prepared to serve as the primary informational contact for inquiries regarding the site. Each area must designate a PWC. In the absence of a PWC, the chair or director will be listed by default.

VIII. Policy Changes and Policy Enforcement

1. Server Policies/Procedures.   AAMU Web institutional server policies/procedures may change without notice, however, we will always try to give AAMU web publishers notice well in advance of any major changes in web polices or procedures.

2. Technical Changes.   ITS also reserves the right to make any technical changes on AAMU's institutional web servers, as necessary.

3. Deactivation of Accounts.   The AAMU web services team reserves the right to take immediate action to deactivate accounts, websites, or particular types of files or scripting that may endanger the normal operation or security of AAMU's institutional web servers.

4. Violation of local, state or federal law. Web pages or websites that are determined to be in violation of local, state or federal law will be removed from the University Web pages immediately.

IX.   Contacts

1. Policy Owner: Questions about this Policy/Procedure and any related Rules, Procedures and Guidelines should be directed to the Office of Information Technology Services – Web Services.

2. Policy Officer: Only the Chief Information Officer or his/her designee, working with the Vice President for Marketing, Communications, and Advancement has the authority to grant exceptions to this Policy.

X.   Compliance

Failure to comply with this Policy and/or regulations promulgated hereunder will be deemed a violation of University Policy and subject to disciplinary action in accordance with the disciplinary guidelines as outlined in the Faculty or Staff Handbook, whichever one is applicable to the individual.

Revision History

*   Initially approved: December 2011 (Procedure Approved)

Authority: President

Responsible Office: Information Technology Services