

WEB PRESENCE GUIDELINES

The essence of an educational community is an appreciation of each other's rights and responsibilities. This document (the guidelines) speaks to the coordination and management of the University of Central Oklahoma (the university) Internet and intranet web presence on the World Wide Web (web). This document establishes principles, guidelines, roles and responsibilities to help students, faculty and staff effectively use resources advantageously.

PRINCIPLES

1.1. UNIVERSITY IMAGE

A website is an "open door" to the university, as is any traditional publication, advertisement or message on a letterhead. An organization's name is its most valuable asset and must be protected. The purpose of the university web presence is to provide information about the university and may be the first point of contact with the university. Therefore, website account holders, the requestor and individual responsible for maintaining a website within the university's web presence, must follow the guidelines detailed in this document to protect the university's brand image. Website account holders may take advantage of counsel on design and content available through the university's Office of Information Technology and Office of University Communications. Electronic publications follow the same University policies and standards as print publications.

1.2. PERSONAL RESPONSIBILITY

Websites are valuable tools to accomplish legitimate objectives. Each website account holder who creates or maintains a website should assume personal responsibility for its accuracy, quality and currency. Website account holders will be held accountable for compliance with appropriate university and regent policy, as well as local, state and federal laws. All university webpages must be maintained by or sponsored by a full-time employee (faculty or staff member).

1.3. UNIVERSITY, PROFESSIONAL, AND INDIVIDUAL WEB CONTENT

The University recognizes the value and potential of creating individual and professional webpages in addition to the university web presence and extends the privilege of using the university's technology resources to students, faculty, staff and other university affiliated individuals to produce these documents for placement on the web within the following parameters:

Publications are subject to the same professional ethics, scrutiny and appropriate use as any academic communication among qualified students, faculty and staff. The guidelines encourage appropriate

academic use of technology, monitored by the academic community, whether that use is among the university academic community or between the global and academic community.

1.3.1 The university web presence is defined as those webpages that are directly in support of the university mission. Academic, non-academic and student organization units are represented. University webpages must be managed by the university on university-owned equipment.

1.3.2. Professional webpages are defined as those webpages that directly relate to an individual's professional relations (faculty) or employment (staff) with the university. Such webpages may be linked to the appropriate academic or non-academic unit web presence. Information of a personal nature or links to non-professionally related pages is inappropriate and violates the guideline and may violate state law.

1.4. DOCUMENT ACCESS

1.4.1. Documents may be published and accessed on the university web servers for appropriate academic use by any approved web administrator or editor with a valid university web server account.

1.4.2. The university web presence may provide links to the internal university network. Only persons with valid accounts will be allowed access to the linked materials.

1.5. RESOURCES

Given limited resources, priorities of the university and university policy will govern allocation. The university will seek to assemble the necessary resources, e.g., hardware, software, connectivity and support staff, to permit a planned and coordinated development effort in support of members of the university community.

1.6. RESPECT/ACADEMIC FREEDOM/ NETWORK CULTURE

The guidelines respect the tradition and culture of a medium built on the concept of decentralization, experimentation and academic freedom. The foundation of local network culture must be in compliance with the University's Technology and Network Usage Policy.

1.7. UNIVERSITY REVIEW AND CHANGES

It is important to have the confidence of the user community as well as to maintain flexibility in the face of unforeseen developments in the world of electronic document publishing and communications. It is the university's intent to review the effectiveness of its policy and guidelines at least once a year. With this in mind, the Office of Information Technology will conduct a periodic review of the guidelines. Please direct comments and suggestions to the Office of Information Technology, Technology Support Help Desk. Recommendations will be submitted to the university's legal counsel and the President's Cabinet for approval.

GUIDELINES

Because web visitors can enter the web presence directly without going through the university home page (www.uco.edu), it is important to identify university, departmental and organizational webpages appropriately. The following guidelines are provided to assist web account holders.

2.1. WEB CONTENT MANAGEMENT

Each webpage must exist within the university's web content management system.

2.2. USE OF UNIVERSITY'S BRAND IMAGE

Each professional webpage must do the following:

- Comply with the UCO graphic standards
- Display the university logo and or the university's full name
- Provide a link to the University home page (<http://www.uco.edu>).

2.3. EMBEDDED VIDEO

All videos embedded into webpages, under the uco.edu domain, must use the embed code provided by the Office of University Communications' Video Services and the Office of Information Technology's Media Services in order to maintain ADA Compliance.

Content Contributors who wish to embed information or media from 3rd party sites, including RSS feeds and video which may require an external link, must provide disclaimer statements and/or exit pages prior to providing the media, and will be held responsible for the intended and subsequent content of those links. Inappropriate content found on UCO-affiliated sites, services or other linked content is the responsibility of the Content Contributor to facilitate removal.

Content contributed by UCO employees to UCO-affiliated websites, services, social networking mediums or videos must adhere to the terms and conditions outlined in the university's Responsible Use of Technology.

2.4. LINKS TO OTHER UNIVERSITY PAGES (INTERNAL LINKS)

Departmental or organizational webpages must be linked to the university web presence via existing college or major academic/non-academic unit links. Departmental and organizational web account holders are responsible for reviewing these links on a periodic basis to maintain link integrity.

The university's web content management system will assist with compliance of this guideline.

2.5. LINKS TO NON-UNIVERSITY PAGES (EXTERNAL LINKS)

Departmental or organizational websites that include links to websites outside of the university's mission and purpose must open the site in a new window.

The university's web content management system will assist with compliance of this guideline.

2.6. IDENTIFICATION OF THE ORIGINATOR

The contact information of the university must be present on each page of the university's web presence. The contact email listed should be a general email account specific to the website and not the individual site manager.

The university's web content management system will assist with compliance of this guideline.

2.7. ADA COMPLIANCE

In 1998, Congress amended the Rehabilitation Act to require Federal agencies to make their electronic and information technology accessible to people with disabilities. Under Section 508 (29 U.S.C. § 794d), agencies must give disabled employees and members of the public access to this technology that is comparable to the access available to others. In 2004, the State of Oklahoma enacted HB2197 (Title 62 O.S. § 41.5t) which requires state agencies, including the University, to comply with Section 508. Additional information on HB2197 can be found at <http://www.okhouse.gov/Policies/Accessibility.aspx>. Web account holders are responsible for verifying that their pages meet accessibility guidelines.

The university's web content management system will assist with compliance of this guideline.

COPYRIGHT AND TRADEMARK

University publications may not be used in any manner prohibited by law or disallowed by licenses, contracts, copyrights, or university, state, and regent policy. Groups or individuals shall be responsible for the information they publish. All should be aware of university policies pertaining to confidentiality, unauthorized use of passwords and the use of technology. All pages are subject to but not limited to the following:

- Copyright, "fair use", and intellectual property rights
- Federal Family Educational Rights and Privacy Act
- Federal Computer Fraud and Abuse Act
- Federal Electronics Communication Privacy Act
- UCO Technology and Network Usage Policy
- UCO Information Security Policy
- Applicable State of Oklahoma Statutes

The university prohibits the use of any registered symbols, insignia or other identifying marks without express written approval. This prohibition includes, but is not necessarily limited to, all registered marks to the university's name, abbreviations, symbols, emblems, logos, mascot, slogans, official insignia, uniforms, landmarks or songs.

Unauthorized use of the marks is trademark infringement. Any production or sale of unauthorized products or services is a violation of the Federal Lanham Trademark Act of 1946, the Federal Trademark Act of 1984 (17 USC 1309), and state of Oklahoma infringement and unfair competition laws (Title 78 O.S. § 1 - et. seq.), among others. Such violations are subject to liability for damages, injunctive relief, attorney's fees and other penalties, civil and criminal.

For more information regarding the use of the university trademarks for commercial purposes, or to report possible violations, call the Office of University Communications, 405-974-2307 or the Office of Information Technology, 405-974-2688.

3.1. DISCLAIMER/PRIVACY/NONDISCRIMINATION STATEMENT

All University pages shall include a link to the Legal & Policies page which contains links to the following:

Office of Legal Counsel
UCO Technology and Network Usage Policy
Web Presence Guidelines
Student Code of Conduct
Employee Handbook
Disclaimer, Privacy, and Nondiscrimination Statement
Office of Disability Support Services

The university's web content management system will assist in compliance of this guideline.

UNIVERSITY SITE INDEX

The university's A to Z site index exists to create a quick and easy navigational path from the UCO home page to a primary, highly visited destination. Including all webpages within the index would cease to make the list 'quick and easy' due to over listings. Further drill down for website retrieval should be accomplished with the custom search function or on the site index of the division, college, or departmental website.

Website account holders may request inclusion in the university's index. This is granted according to the following criteria:

- Compliance with all the guidelines
- Information published is for the public web visitor and/or the site's intended audience
- Site analytics to validate public web visitor and/or intended audience member's need
- No duplication of links

College departments will be listed but should provide individual index listing to drill down further into programs or courses. Only when division, college, department, or other cannot provide appropriate space, will other programs or offerings be considered as requested.

ROLES AND RESPONSIBILITIES

5.1. ADMINISTRATION RESPONSIBILITY

The Office of University Communications has content administration responsibility for the university web presence (www.uco.edu). As needed, this department will review and approve complementary websites for brand image integrity and information related to institutional mission and purpose.

The Office of Information Technology has technical administration responsibility for the university web presence (www.uco.edu). To reduce data redundancy, departmental websites should link to appropriate university websites, rather than create pages or sites on their own. In the absence of dedicated resources to support development and maintenance, the Office of Information Technology will assist colleges, departments and individuals as time and resources permit in developing and maintaining website information.

5.2. WEB ACCOUNT HOLDER RESPONSIBILITY

Web account holders shall continuously assure that their respective websites:

- Comply with the guidelines established in this document
- Are consistent with university mission, vision and call to action

- Comply with ownership rights of intellectual property
- Are developed and managed with a responsible use of resources
- Protect copyrighted information and materials
- Use licensed software
- Are used strictly for university purposes (e.g. no personal business, personal advertising, etc.)
- Will not cause computer or network loads that impair other services
- Are consistent with university policy, regent policy, and local, state, and federal law
- Refrain from linking to non-university sites which are known to violate the above; and
- Are reviewed periodically to ensure the information contained in them is up to date.

5.3. ENFORCEMENT

Pages found to be in violation of the guidelines and other university policy will be removed immediately if contact cannot be made with the web account holder in order to bring the page into compliance. Individual breach of a policy of acceptable use may lead to the loss of privilege of using the Internet and other penalties indicated under university policy. A violation of university or regent policy, or state or federal law, including laws concerning copyrights, or obscenity also may lead to student expulsion or employee terminations. Failure to maintain up-to-date information may result in removal of the department or organization link.

5.4. REQUESTING WEB ACCOUNTS

University, college, division, schools, departments and other unit representatives may request a web account on the university web servers using the Web Account Request Form or by contacting the Help Desk.

REVISIONS

- May 1998
- March 2001
- July 2002
- September 2006
- January 2007
- March 2010
- May 2010
- October 2017



OFFICE OF
Information Technology
UNIVERSITY OF CENTRAL OKLAHOMA

For additional help or assistance, contact the
UCO Service Desk at 405.974.2255 or
support@uco.edu.