

UAR NUMBER: 701.01

TITLE: Morehead State University Web Publishing Regulation

INITIAL ADOPTION: 12/15/04

REVISION DATES:

PURPOSE: The purpose of the MSU Web Publishing Regulation is to provide an electronic information and communication service of use to all the University's constituencies. The Web site serves as a resource that contains general university information, public relations and admissions information, information about departments and organizations, current news and schedules, information about students, faculty, staff and alumni, and links to and suggestions about Internet resources beyond the University. The site also serves as a critical academic resource, hosting class sites, course projects, student work, teaching resources and research projects. Users of the MSU Web site are interactive participants who create and access information on the site.

PROCEDURAL REFERENCE FOR:

- KRS 61.980-61.988
- PG-55
- Digital Millennium Copyright Act (DMCA)
- Americans with Disabilities Act (ADA)
- Internet/World Wide Web Publishing Standard, Governor's Office of Technology

SCOPE (Who and what is covered by this UAR?): This UAR applies to all University Administrators, full-time and part-time faculty, staff, students, members of the Board of Regents, volunteers, contractors and guests. This regulation shall apply to all material residing on the Morehead State University Web server. Additional reference material for this regulation is available via the Web Resource Center, www.moreheadstate.edu/wrc.

I. WEB SITE RESPONSIBILITIES

A. Morehead State University's World Wide Web pages are considered University publications as well as campus-wide information sources. The Director of University Marketing, Web Editor, Web Content Architect, and other marketing staff in the Division of University Relations oversee the structure and development of the Morehead State University home page and determine guidelines for consistent design, writing style and accuracy of official information for the home page (<http://www.moreheadstate.edu>) and all other official University sites and/or pages. University Marketing is responsible for the graphic design, visual branding, and overall architecture of the site.

B. The Web Editor, along with the assistance of other University Marketing staff, is responsible for ensuring site-wide compliance with federal accessibility laws and/or guidelines including, but not limited to, the Americans with Disabilities Act (ADA), in accordance with KRS 61.980-61.988 and the Internet/World Wide Web Publishing Standard from the Governor's Office of Technology. As an institution receiving federal funds, Morehead State University is held to a higher standard than commercial or private Web sites in regards to ADA accessibility. While a sub-site of MSU's Web presence

may meet ADA guidelines when independently reviewed apart from the context of a larger institutional site, this does not guarantee Morehead State's total ADA compliance on the Web. The site must be reviewed as a whole. Determination of ADA compliance of any portion of MSU's Web presence is made by the Web Editor.

C. The Director of University Marketing is designated as the Digital Millennium Copyright Act (DMCA) agent for the institution. As such, he/she is responsible for ensuring there is no illegal and/or inappropriate use of copyrighted information, images, or other digital media on the University Web site and/or server. Copyright infringement complaints or questions about copyright use on the Web should be directed to the Director of University Marketing.

D. Technical maintenance of the MSU University Web Site server and operating system shall be the shared responsibility of the Offices of University Marketing and Information Technology.

E. All University, department, organization and/or personal Web material should reside on the official University Web servers. No other servers should be operated on the university network without special permission from the Division of University Relations. As per PG 55, no unauthorized servers are permitted without authorization from the Vice President for Planning, Budgets and Technology. Exception is to be made for certain academic resources with approved external hosting, including Camden-Carroll Library, Distance Learning, and other academic service needs.

F. Regulations for the Morehead State University Web site are set by Senior Staff on recommendation of the Division of University Relations and the Office of Information Technology.

G. Maintenance of the technology, software, files and core content of the Morehead State University Web server used for marketing purposes shall be the responsibility of the Office of University Marketing staff in cooperation with the Office of Information Technology. University Marketing staff shall administer all Web publishing accounts; enforce all Web policies and regulations in regards to copyright, accessibility, style, and content; administer site setup and configuration; maintain a high standard of quality for pages on the site and be responsible for the MSU home page, all top-level "portal"/menu pages and special pages for projects that do not otherwise have the resources to create their own pages (as assigned by the President, Vice President for University Relations, or Assistant Vice President for University Relations).

H. Academic and administrative departments/programs are responsible for the content contribution for their own Web pages on the MSU Web server by appointing an individual who will take responsibility for the content. The department/program may have more than one individual create, update, and maintain the material as long as the individual responsible for the site approves the content and materials. Contact information for the department shall be placed on every page maintained by the department or organization. Final approval of all MSU official pages ultimately resides with the Office of University Marketing to ensure consistency and accuracy.

I. University-sanctioned student organizations may produce their own Web presence on the University Web server by naming a Web manager whose

name must be reported to Student Life. The organization's name and a contact e-mail address shall be placed on every page. Organizations that do not maintain an active site manager will lose the right to hold a Web page on the University server.

J. Individuals who are responsible for the content of a department or organization Web site must keep all materials up-to-date and must remove all outdated materials and delete all files that are no longer in use.

K. Collection of information from alumni of Morehead State University via the Web will be the primary responsibility of Alumni Relations. Requests for exception require the approval of the Director of Alumni Relations. If exceptions are made, information collected (alumni directory information, updates, etc.) is to be shared with the Office of Alumni Relations for purposes of maintaining the alumni database.

L. Departments, organizations and individuals that wish to place information on the MSU Web site should contact the Web Content Architect to obtain an account and password along with technical information. All account holders must read and agree to follow the Morehead State University Web regulation.

II. WEB SITE CONTENT REGULATION AND GUIDELINES

A. GENERAL REGULATION

1. Morehead State University recognizes the value and potential of providing University information via the Internet. The University administration, departments, programs, organizations, faculty, staff and students are encouraged to publish information consistent with the mission and policies of Morehead State University. Information placed on the MSU Web site plays an important role in developing and maintaining the strong reputation and image of the University. It should be creative, diverse and in good taste. The Web site is an open public document available to anyone, anywhere in the world. Those who place information on the site must realize the responsibilities inherent in this form of electronic publishing.

2. All content must comply with local, state and federal laws including, but not limited to, copyright, accessibility, libel and indecency statutes. Photographs and personal information about an individual must not be included without the appropriate permission.

3. All content must be consistent with the mission, interest, standards and policies of Morehead State University.

4. The use of Morehead State University Internet and/or Web resources for private business or commercial activities is strictly prohibited. Fund raising, merchandising, solicitation, or advertising on the MSU Web site by departments and organizations is allowed only with permission of the Vice President or Assistant Vice President for University Relations.

5. Faculty, staff or students who wish to use MSU Web resources to host a site for an organization not affiliated with Morehead State must receive permission from the Vice President or Assistant Vice President for University Relations. MSU *may* host a Web site for an external club or organization provided there is a legitimate academic use for the site. Permission will be granted based on consistency with the mission of the University and the demand on Web resources. Any external site hosted by MSU must designate a

faculty/staff sponsor at Morehead State who will be responsible for updating the content. The sponsor shall have his/her name and e-mail address placed on every page produced by the organization.

6. Morehead State University reserves the right to restrict or limit the file sizes of any department, organization or individual in order to conserve limited server resources.

7. MSU reserves the right to remove any content from its servers at any time without prior notification to the creator, including inappropriate or obscene material, copyrighted material, or material that misrepresents MSU and/or its constituents. The creator will be notified of this action, and appeal of the removal of content may be made to the Director of University Marketing.

8. Violation of Web site regulations may result in immediate revocation of Morehead State University Web site personal publishing privileges, and possible further disciplinary action against the person responsible for the violation. All University disciplinary policies and penalties apply to violations of Web site regulations.

9. Registering domain names outside the moreheadstate.edu domain for official University use without express written permission from the Vice President for University Relations is prohibited.

B. DIVISION/COLLEGE/DEPARTMENT/UNIT PAGES

1. Divisions/colleges/departments/units are responsible for supplying content that is current and accurate on their site. Basic layout will be delivered through a template-driven system, allowing maintainers to concentrate on the information they provide and the manner in which they do so. There is a minimum set of content required of all colleges, departments, units, etc. to allow for consistency across the institutional site. These areas will be established as part of the template navigation.

2. Departments may have additional links on their primary navigation specific to their areas. Links to external sites are permitted, as appropriate to the mission and services of each division, college, department, or unit. External links should be properly disclaimed. Official disclaimer language for links to external sites is available via the Web Resource Center, www.moreheadstate.edu/wrc.

3. Faculty and staff are encouraged to have a personal Web page within the Content Management System to link to their department/unit page but are not required to do so by University regulation. This determination is left to individual units.

C. OFFICIAL WEB SITE STYLE REGULATIONS AND GUIDELINES

1. Because Web visitors can enter a page directly, without going through the Morehead State University home page or another top level page, it is important to identify each page as part of the MSU Web site. Therefore, every Web page will include a standard header and footer as designed by the Office of University Marketing and controlled through the Content Management System. Each page will include a collage image to establish consistency across the site as well as with printed materials. Individual contributors may develop a collage on their own or request design assistance from University

Marketing. All final designs must be approved by University Marketing. The only exceptions to this regulation will be made for officially registered MSU.com sites including: Morehead State Public Radio (msuradio.com), Kentucky Folk Art Center (kyfolkart.org), Kentucky Center for Traditional Music (kctm.info), and Eagle Athletics (msueagles.com). Any exceptions to this regulation may be submitted after January 15, 2005 to the Office of University Marketing for review.

2. All uses of the MSU graphic identity must be the official marks of the University. No other use of the logo or typemark is allowed on the Web site.

D. PERSONAL PAGE REGULATIONS

1. Morehead State University encourages all faculty, staff and students to create personal sites as a professional development and growth opportunity. While the content of those sites must be consistent with the mission of the University, it should also reflect the creative talents, unique abilities and interests of the individual.

2. All personal sites must be linked and listed in the personal site directories reserved for students and faculty/staff. The directories will be maintained by the Web Content Architect.

3. Individual providers assume all liability and responsibility for information on their personal sites. MSU guarantees no previous-to-publishing editorial control or review over the content.

4. Information on Morehead State University's Web server may not be used in any manner prohibited by law or disallowed by licenses, contracts, copyrights, or university policies and regulations. If you encounter any violation of the above restrictions, please let us know by e-mailing webeditor@moreheadstate.edu, or writing the Director of University Marketing, Morehead State University, 30 Allie Young, Morehead, KY 40351.

5. Morehead State University reserves the right to remove any content from its server at any time without prior notice to the creator, including inappropriate or obscene material, copyrighted material, or material that misrepresents MSU and/or its constituents.

III. CHANGES TO THE REGULATION

The World Wide Web is an evolving medium and this regulation is written based on current technology and use at Morehead State University.

Suggestions for updates and changes of the regulation may be directed to the Director of University Marketing. The regulation will be reviewed and revised, if necessary, on an annual basis.