

CAMERON UNIVERSITY

Web Management Policy

Policy Statement

A set of standards concerning the Cameron University website and the information detailed within the site.

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Who Should Know This Policy

- | | |
|---------------------|--------------------------------------|
| √ President | √ Faculty |
| √ Vice Presidents | √ Other Accounting/Finance Personnel |
| √ Deans | √ Students |
| √ Department Chairs | Other Groups |
| √ Directors | √ All Employees |
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Responsibilities

Responsible for Policy

University Officer Responsible
Keith Mitchell

Senior Director of Public Affairs

Procedure

STATEMENT OF PURPOSE: Cameron University has long recognized the power and importance of the internet and the World Wide Web in promoting the University and communicating our mission of becoming the University of Choice in Southwest Oklahoma. Cameron's website is often the first impression a prospective student or employee has of the University. The quality of information and presentation of that information play a lead role in shaping the institution's identity and reputation. For these reasons, the University re-designed the Cameron website. As a result of that effort, the following requirements are established as a set of standards for the Cameron University website and the information detailed within the site. The guidelines seek to provide all site users a more accurate, credible, up-to-date and visually appealing website to navigate and will hopefully convey an impression of the quality institution that is Cameron University. All websites residing on Cameron University's server are subject to local, state and federal laws and must comply with these laws and all policies, rules and guidelines set by the university.

1.0 General Web Requirements

The following standards apply to all pages on the university server:

1. All pages must be in compliance with all local, state and federal laws.
2. Copyright laws apply to websites. All information on the Cameron University site is protected by copyright law. Additionally, before placing copyright protected materials on Cameron's site, written permission to use those materials must be obtained.
3. Pages on the Cameron website must not contain confidential information or student information that is protected by the Federal Education Rights and Privacy Act (FERPA) unless proper security measures are in place to restrict access.
4. Pages on the University server cannot be used for personal business activities or to promote personal financial gain.
5. No page on the Cameron University server should contain, or link to, any material that may be inappropriate for certain viewing audiences. Examples include but are not limited to violent content or sexually explicit content.
6. No page on the Cameron University website may permit outside entities to advertise on the site unless special permission is granted by the President of the University.
7. All University pages must meet accessibility guidelines in compliance with applicable laws including Section 508 of the Rehabilitation Act and the American Disabilities Act (ADA). The World Wide Web Consortium (WC3) has established three priority levels for web pages. All University sites must meet Priority I checkpoints.

2.0 Institution Webpage Requirements

1. Institution web pages are considered to be all administrative, departmental and other selected pages.
2. Each department or office, both academic and administrative, shall designate one full-time employee as its designated Web Representative through the Web Representative Form (W3). The form must contain the signature of the web representative, the appropriate dean, department chair or director, and the appropriate vice president. As staff turnover, the responsibility must be shifted to another responsible employee and reported to the Office of Community Relations through the same form.
3. Once approved by the Office of Community Relations, the web representative will be issued a password allowing him/her to edit the designated departmental page or pages.
4. The Web Representative will carry the responsibility of reviewing the pages, gaining proper approval internally for changes from the appropriate dean or department chair, and

making changes to their pages. The Director of Community Relations will receive notification of all changes to the site and may accept or deny changes. Once approved, changes will be implemented to the live site. The accuracy of information on the pages is the responsibility of the designated Web Representative for each area.

3.0 Student Organization Web Pages Requirements

1. Student organization web pages reside on the University server and are subject to the same requirements detailed above in the general web guidelines.
2. Each student organization shall designate a Web Representative through the Student Organization Web Representative Form (form W1) on the forms drive. The form must contain the signature of the student representative and the organization advisor to gain approval. If a representative has not been identified by October 1 of each academic year, the link to that organization's page will be removed until an individual has been designated responsible for the page.
3. Once approved by the Office of Community Relations, the student representative will be issued a password allowing him/her to edit the student organization's page or pages.
4. Content for the page or pages will ultimately be the responsibility of the organization's advisor. Organization advisors should seek to work within their respective organizations to ensure that the pages are maintained with accurate information that is not in violation of the general web requirements. Advisors should review the pages often to ensure that information is accurate and not in violation of the general web requirements listed above.
5. The home page of every student organization site must have the name and email address of the web representative and the organization advisor listed.

4.0 Professional Web Page Requirements

1. Cameron University allows faculty, staff and students the opportunity to host their own professional web page on the University's website.
2. These pages should only contain files related to the professional page or materials available to download for students in your class. The webpage is not to be used for personal media storage or for backing up files.
3. Cameron is not responsible for creating or maintaining an individual's webpage and reserves the right to remove any page or link that is in violation of laws or otherwise violates the general web requirements listed above. Professional web pages determined to be in violation of law or the general web requirements may also result in appropriate disciplinary action against the individual responsible.
4. Professional pages should in no way indicate that they are making statements, representations or opinions on behalf of the University and the owner of the site and the email address must be listed on the home page.
5. The following statement must appear on the home page of professional pages hosted on the Cameron University website: "The information, views and opinions expressed here are the views of (name of owner). The content of these pages has not been reviewed or approved by Cameron University."

Contacts

Policy Questions: Keith Mitchell, Senior Director of Public Affairs, (580) 581-2211

Forms

In support of this policy, the following forms are included:

Web Representative Form ([W3](#))

Student Organization Web Representative Form ([W1](#))

Policy History

Policy

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Revised: