

**UNIVERSITY of NORTH DAKOTA
UNIVERSITY RELATIONS POLICY LIBRARY**

UNIVERSITY WEBSITE

Policy: University Website
Responsible Executive: VP for University Relations
Responsible Office: University Relations
Issued: December 4, 2013 (interim approval)
September 11, 2017 (policy implementation)
Latest Review / Revision: September 11, 2017



POLICY STATEMENT

The University of North Dakota (UND/University) is responsible for its web content, therefore websites must adhere to University brand and identity guidelines. Academic, support, and affiliate websites must be constructed using the approved content management system (CMS) unless given an exemption by the vice president for university relations. All entities hosted on UND servers must adhere to all requirements in this policy.

REASON FOR POLICY

UND resources, including its website, must be used in accordance with state laws, State Board of Higher Education (SBHE) policies, and North Dakota University System (NDUS) procedures; and must be sustained in a manner that maintains UND's brand, identity guidelines and quality control, manages risk, optimizes usability, and provides consistency. This policy further defines the terms and conditions for all websites utilizing UND resources.

SCOPE OF POLICY

This policy applies to:

- ✓ President
- ✓ Vice Presidents
- ✓ Deans, Directors & Department Heads
- ✓ Area Managers & Supervisors
- ✓ Faculty
- ✓ Staff
- ✓ Students
- ✓ Others: All web servers connected to, and web pages hosted on, the UND.edu domain.
- ✓ Others: All web servers belonging to UND, regardless of their domain, and all web pages hosted on them, regardless of content.
- ✓ Others: All web resources that represent UND or its affiliates in an official capacity, regardless of their domain or where they are hosted.

Note: This policy is applicable only to websites that are available to the general public or generally to members of the UND community. Password protected websites intended for private use or documents shared by defined groups of users are not covered, provided that they may not be viewed by others.

WEB SITE REFERENCES

This policy: <http://UND.edu/finance-operations/files/docs/website.pdf>
Division of University Relations: <http://UND.edu/marketing/>

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RELATED INFORMATION

NDUS Procedure 1901.2 Subsection 3.1.2 – Intellectual Property	www.ndus.edu/makers/procedures/NDUS/default.asp?PID=301&SID=62#3.1
SBHE Policy 1901.2 – Computing Facilities	www.ndus.edu/makers/procedures/sbhe/default.asp?PID=126&SID=11
UND Policy 6.7 – Emergency Response and Evacuation Policy	www.UND.edu/finance-operations/files/docs/6-7-emergency-response-evacuation.pdf
UND Identity Guidelines	www.UND.edu/identity/
UND Intellectual Property Policy	www.UND.edu/research/about/division-offices/corporate-engagement-commercialization/policies-and-procedures
WC3	www.w3.org

CONTACTS

Specific questions should be directed to the following:

Subject	Contact	Telephone	Department/Office E-Mail / Web Address
Policy Clarification, Appeals and Exemptions	Division of University Relations	(701) 777-2731	marketing@UND.edu
Confidential Information, Copyrighted or Licensed Material, Content Ownership	Corporate Engagement & Commercialization	(701) 777-6772	www.UND.edu/research/about/division-offices/corporate-engagement-commercialization
Course Websites, Instructional Design	Center for Instructional & Learning Technologies	(701) 777-2129	cilt@UND.edu www.UND.edu/academics/cilt
Identity Guidelines	Office of Marketing & Creative Services	(701) 777-2731	marketing@UND.edu www.UND.edu/identity
Web Support	Division of University Relations	(701) 777-2731	www.UND.edu/web-support

DEFINITIONS

Content Management System (CMS)	Software application used to store, edit and publish web pages via a series of managed templates.
CMS Contributor	A university representative with authorized access to edit web content.
CMS Publisher	Individual with access rights to publish (make content live) in the CMS.
Content Owner	Individual with primary responsibility for the web content.
Course Project Website	Website created by students to fulfill a course assignment. Website does not officially represent UND.

Course Website	Website hosted for the purpose of managing a course through activities such as posting a syllabus, lectures and assignments.
Database	A collection of organized, related data, in electronic form that can be accessed and manipulated by specialized computer software.
Domain	Denotes an entity on the Internet. UND's primary domain name is UND.edu, although UND owned servers have various domain names.
External Entity Website	Website developed, maintained or hosted by entities other than UND but has an officially recognized relationship with the University that supports the University's mission. The website is used by the University to conduct official business or represent the official voice of the University. Such a relationship may be demonstrated by one or more of the following: <ol style="list-style-type: none"> 1. The University has, or enters into, an authorized contractual relationship for web hosting with the entity, including a requirement that the content owner indemnify and hold harmless the University for and against any and all third-party claims arising out of such hosting. 2. The vice president for university relations determines that the entity has a relationship with the University sufficient to support the University's mission.
Externally Hosted Web Content	University web content hosted by external service providers and managed through University owned contracts. University web content that is externally hosted is also governed by sections of this policy.
Individual Website	Website developed and maintained by UND students, faculty or staff that represents their individual efforts to advance or connect to the University's work and mission.
North Dakota University System (NDUS)	North Dakota's unified system of higher education organized governed by the State Board of Higher Education.
Personal Website	Website developed and maintained by individuals for the purpose of personal self-expression, communication or other personal uses that are not related to the individual's officially recognized relationship with the University.
Primary Unit	An academic (college, school, department), auxiliary, or center who generates revenue for the University.
Profile Page	A standard web page for individual faculty and staff that is auto-populated with directory information and customizable. The sum of individual profile pages create a single database-driven multi-purpose portal.
Research Website	Website whose primary function is the dissemination of information generated by research and creative activity, whether internally or externally supported. Grant funded projects must adhere to contractual obligations regarding website hosting and design.
State Board of Higher Education (SBHE)	The policy setting and advocacy body for the North Dakota University System and the governing body for the North Dakota's publicly supported colleges and universities.
Student Organization Website	Websites that represent the activities, views and opinions of individual student organizations or clubs.
Support Unit	A unit that provides goods, services or outputs that support primary units.
University Web Content	Any content (i.e. text, data, images, documents, video and audio files) hosted on UND servers or by outside firms that represents the work of the University. Such content is owned by the University, except as may otherwise be provided in the University's Intellectual Property Policy, in which case the content is licensed for use by the University.

World Wide Web Consortium (W3C)	Group that develops protocols and guidelines on topics such as web accessibility, internationalization and web devices.
Web Application	An application that is accessed by users over a network such as the Internet or an intranet. The term may also mean a computer software application that is coded in a browser-supported programming language (such as JavaScript, combined with HTML) and reliant on a common web browser to render the application executable.
Web Team	Technical and marketing staff with official responsibility for overseeing all UND public facing websites.
Website	A set of related web resources, generally organized under a particular domain name.

PRINCIPLES

OVERVIEW – UND is responsible for its web content, therefore websites must adhere to University brand and identity guidelines. This policy governs the use of all public facing websites that represent UND. It defines which websites must be constructed using the approved content management system (CMS) and which University entities are allowed to be hosted on University servers.

Academic, support and affiliate websites must be constructed using the approved CMS unless given an exemption by the vice president for university relations. All entities hosted on UND servers must adhere to all requirements in this policy.

UND resources, including its website, must be used in accordance with state laws, SBHE policies, and NDUS procedures; and must be sustained in a manner that maintains identity guidelines and quality control, manages risk, optimizes usability, and provides consistency. This policy further defines the terms and conditions for all websites utilizing UND resources.

CONTENT OWNERSHIP AND RESPONSIBILITY – Web content ownership and responsibility issues will be directed to the offices of deans, directors or vice presidents who are ultimately responsible for all entities in their portfolio and the content developers who have access to their web pages.

Primary and support units will fit into one of the three governance model options identified in the table below. Per the activity-based budget model, all revenue-generating units will pay for services, regardless if they choose to use them. The budget model anchors to the standard option. The Division of University Relations reserves the right to determine which governance model each primary and support website requires.

	Fully Managed	Standard	Independent
Web Consultant	Web Team	Web Team	Web Team
CMS Publisher	Web Team	Web Team	Primary or Support Unit
Content Subject Matter Expert	Primary or Support Unit	Primary or Support Unit	Primary or Support Unit
CMS Contributor	Web Team	Primary or Support Unit	Primary or Support Unit
User Support	NA	Web Team	Primary or Support Unit and/or Web Team
Technical Support	Web Team	Primary or Support Unit and/or Web Team	Primary or Support Unit and/or Web Team

PROCEDURES

Web Hosting

The table below identifies web hosting based on a unit's relationship with the University. Websites that are required to use the CMS may also be required to use a predefined template.

Unit Type	Will UND Host?	UND CMS Required	CMS Template Required
Primary Unit	Yes	Yes	Yes
Support Unit	Yes	Yes	Yes
Course Websites	Yes ¹	No	No
Course Project Website	No	No	No
External Entity Websites	Yes	No	No
Individual Websites	Yes	No ²	No ²
Personal Websites	No	No	No
Profile Page	Yes	Yes	Yes
Research Websites	Yes	No ²	No ²
Student Organization Websites	Yes ³	No	No
Web Applications/Databases	Yes	No	No

1. Course websites use UND's learning management system, giving all students (online and on campus) a standard portal to access information.

2. UND only provides technical and marketing support for websites in the approved content management system (CMS). UND provides community server space for individual and research websites that do not use the CMS; however, the websites must be independently managed.

3. Student organization are encouraged to use the student organization directory provided by the University as their official website and will not be hosted in the CMS.

Content Management System (CMS)

Any website officially representing UND must be in the approved CMS. Use of the official design templates or elements thereof outside of the CMS is not permitted except in cases approved by the vice president for university relations. Hosting of UND pages on non-UND servers must be approved by the vice president for university relations.

Any unit or individual seeking a complete exemption to the CMS must provide a content management plan to the vice president for university relations that addresses the following:

1. Description of the purpose and primary audience for the site.
2. Description of how internal website access is managed and how UND administration could access the website if needed.
3. Compliance with World Wide Web Consortium (W3C) and UND identity guidelines.
4. Description of how the website will not hinder a user's ability to find content via the university-wide search function and global (site-wide) navigation.

Externally Hosted Web Content

Non-university web content should not use or replicate the University's templates in a manner that confuses content ownership. The University reserves all rights in its trademarks, service marks, and copyrighted works, and unauthorized use is prohibited.

Identity Guidelines

UND websites must adhere to the UND identity guidelines presented on the UND Identity Guidelines website.

Accessibility

UND websites must comply with all North Dakota state and federal disability regulations and follow W3C standards.

Use of Copyrighted or Licensed Material

For information pertaining to copyrighted or licensed material, see NDUS Procedure 1901.2, sub-part 3.1.2 Intellectual Property. Questions about specific content may be directed to UND's legal counsel.

Web Applications/Databases

Web applications and databases hosted on the UND website and representing an official communication of the University will adhere to standards referenced in this policy. Web applications and databases hosted on UND servers resulting from contractual obligations and not representing UND, and those for internal audiences only are exempt from this policy.

Advertising, Political and Commercial Use, Endorsements and Sponsorship Acknowledgements

UND policy does not permit advertising and commercial activities on the UND website. Use of the UND website for political purposes and/or private gain is prohibited. To the extent their inclusion does not express or unreasonably imply an endorsement, approval, or non-existent business relationship, links to UND partners, sponsors and affiliates are permitted. For purposes of this policy, advertisements that are inseparable from, or integrated with, otherwise permissible content, such as advertisements appearing in an uploaded copy of a printed UND publication, shall not be a violation.

Confidentiality

Maintenance and protection of proprietary information is the responsibility of the disclosing/receiving unit. This includes both proprietary information originated within UND as well as third party information provided to UND under non-disclosure agreements. In addition, individuals are responsible for maintaining confidentiality of research where the development of protectable technology is anticipated, per the obligations of UND's Intellectual Property Policy. Questions about confidentiality and specific content can be directed to UND's Office of Corporate Engagement & Commercialization.

Violations/Non-Compliance

UND reserves the right to refuse to host web content, and to remove or modify web content without permission from the content owner provided a notice is given. Content and/or links to areas found to be in violation of UND policies, or local, state, or federal laws, will be removed at the direction of the vice president for university relations after a reasonable attempt is made to identify and inform the content owner.

The following reasons are also grounds for termination after a reasonable attempt is made to identify and inform the content owner:

1. Content does not adhere to the University's mission or policies.
2. Content violates United States copyright laws.
3. Content is harmful, obscene, offensive, defamatory or threatening.
4. Content is designed for personal purpose, or private financial gain or compensation, unless authorized by contract.
5. Content is used to intimidate or single out an individual or group for degradation or harassment in violation of federal or state law and official University policy.
6. Content is used to engage in or solicit any illegal activity in violation of federal or state law or official University policy.
7. Content is outdated, inaccurate or poorly presented.
8. Content appears to be abandoned.
9. Content poses a performance problem or security risk.
10. Content does not adhere to the University's brand or identity guidelines.

Exceptions/Exemptions

Requests for exceptions or exemptions to this policy must be made in writing to the vice president for university relations through the CMS exemption/exception form (website management software) or the content exemption form (externally hosted web content, accessibility, use of copyrighted or licensed material, special applications/databases, advertising, political and commercial use, endorsements, sponsorship

acknowledgements, or confidentiality). If an exemption/exception is not granted, all websites and content must adhere to the requirements outlined in this policy document.

All approved exceptions/exemptions are reviewed annually. Upon review, the University may or may not renew the exemption/exception. If an exemption/exception is not renewed, the websites and content in question must adhere to the requirements outlined in this policy document.

Content owners may appeal exception/exemption decisions (see Procedures: Right to Appeal).

Right to Appeal

Content owners or developers who have their web content removed or modified may appeal the decision in writing to the vice president for university relations.

Disclaimer

The University is not responsible for loss of information from computing misuse, malfunction of computing hardware, malfunction of computing software, or external contamination of data or programs.

RESPONSIBILITIES

Center for Instructional & Learning Technologies	<ul style="list-style-type: none">▪ Provide assistance on course websites and instructional design.
Content Developer	<ul style="list-style-type: none">▪ Create and maintain a web presence that adheres to this policy.
Content Owner	<ul style="list-style-type: none">▪ Develop, administer and manage web content for their corresponding unit.
Division of Research & Economic Development's Corporate Engagement & Commercialization	<ul style="list-style-type: none">▪ Provide consultation on confidential information and web content ownership▪ Provide consultation on copyrighted or licensed material, agreements with vendors and outside parties, and state and federal laws and regulations.
Division of University Relations	<ul style="list-style-type: none">▪ Provide oversight, standards for design, editorial content, manage CMS access, and leadership for the University's website.▪ Maintain and enforce UND brand and identity guidelines.
University Information Technology	<ul style="list-style-type: none">▪ Provide technical operations and services for University website.

FORMS

CMS Exemption and Right to Appeal	http://UND.edu/web-support/web-policy/cms-exemption-form.cfm
CMS User Account Request	http://UND.edu/web-support/request.cfm
Web Space Request	http://UND.edu/web-support/request.cfm

REVISION RECORD

12/04/2013 – Interim Approval	Signed by President Robert O. Kelley
06/19/2014 – Cancellation of Interim Approval	Signed by President Robert O. Kelley
08/22/2017 – Document Revision	<ul style="list-style-type: none">▪ Changed University and Public Affairs to University Relations throughout▪ Revised Policy Statement▪ Revised Reason for Policy▪ Updated web links throughout▪ Revised Contacts as necessary▪ Added or Revised in Definitions: primary unit, support unit, CMS contributor, CMS publisher, content owner, individual website, profile page, student organization website, web team, SBHE and NDUS▪ Revised content in Principles: Content Ownership and Responsibility▪ Revised content in Procedures: Web Hosting▪ Revised content in Content Management System (CMS)▪ Revised Responsibilities
09/11/2017 – Policy Implementation	Signed by President Mark R. Kennedy