Web Policy – Sample Language

POLICY STATEMENT
All University of North Dakota (UND) Web pages must be constructed using the approved content management system (CMS) and adhere to University branding guidelines. Web pages for entities other than University units, University affiliates or recognized student organizations are allowed on University servers only when the entity has a relationship with UND that supports the institution’s teaching, research or service missions, and has received approval from the Division of University & Public Affairs. Failure to adhere to these requirements will result in removal from University servers.

REASON FOR POLICY
UND resources, including its website, must be used in accordance with state laws and North Dakota University System guidelines and must be sustained in a manner that maintains quality control, manages risk, optimizes usability, and provides consistency. This policy further defines the terms and conditions for all websites hosted on UND servers.

SCOPE OF POLICY
This policy pertains to:
- All Web servers connected to, and Web pages hosted on, the UND.edu domain.
- All Web servers belonging to UND, regardless of their domain, and all Web pages hosted on them, regardless of content.
- All Web pages that represent UND or its affiliates in any capacity, regardless of their domain or where they are hosted.

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.

DEFINITIONS

Content Management System (CMS): Software application used to store, edit and publish Web pages via a series of managed templates. UND uses OmniUpdate (OU) Campus as its CMS.

Domain: A domain name denotes an entity on the Internet. UND’s domain name is www.UND.edu. All websites with UND.edu are considered part of the University domain.

University Web Content: Any content or data created by UND faculty or staff and published on the UND website to represent the work of the university, college, school, department or unit. Such content is owned by the University (with the exception of intellectual property of the faculty, which is licensed for use by the University). Web content is primarily hosted on www.UND.edu; however, some content is externally hosted by outside firms.
Externally Hosted Web Content: University Web content hosted by external service providers, managed through university owned contracts. University Web content that is externally hosted is also governed by this policy.

Content Developer: A university representative with authorized access to the CMS.

Content Owner: The academic or administrative unit head with primary responsibility for the department or unit.

Affiliated Group Web Pages: Web pages developed, maintained or hosted by entities other than UND but referenced or used by the University to conduct official business or represent the official voice of the University in accordance with the University’s mission. Affiliates are formally recognized by XXXX.

Affiliated Individual Web Pages: Web pages developed and maintained by UND students, faculty and staff for the purpose of self-expression, communication or other individual uses related to the individual’s affiliation with the University and the University’s mission. Affiliates are formally recognized by XXXX.

Personal Web Pages: Web pages 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 affiliation with the University. Pages pertaining to faculty research or research groups are personal pages unless they are created to satisfy contractual obligations of the University or UND foundations, in which case they are affiliated pages. UND does not host, maintain or provide support for personal Web pages.

POLICY

Content Management System (CMS)
Any website hosted on a registered UND server 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 where the use of the CMS is not viable and is approved by the Vice President for University & Public Affairs. Hosting of UND pages on non-UND servers must be approved by XXX.

Any unit or individual seeking a complete exception to the CMS must provide a content management plan that addresses the following:

- Responsible parties and website access.
- Compliance with World Wide Web Consortium (WC3) and UND brand identity standards.
- Ability to provide emergency notifications.
- Description of how the site will not hinder a user’s ability to find content via the all-university search function.
Web Hosting

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Will UND Host?</th>
<th>CMS Template Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Unit</td>
<td>Yes</td>
<td>Academic</td>
</tr>
<tr>
<td>Administrative Unit</td>
<td>Yes</td>
<td>Non Academic</td>
</tr>
<tr>
<td>Recognized Affiliates</td>
<td>Yes</td>
<td>Organization or Non Academic</td>
</tr>
<tr>
<td>Faculty Websites</td>
<td>Yes</td>
<td>Academic or Organization</td>
</tr>
<tr>
<td>Recognized Student Organizations</td>
<td>Yes</td>
<td>Organization</td>
</tr>
<tr>
<td>Research Websites</td>
<td>Yes</td>
<td>Non Academic or Organization</td>
</tr>
<tr>
<td>Grant Funded Projects</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Class Websites</td>
<td>No (use Blackboard)</td>
<td>No</td>
</tr>
<tr>
<td>Personal Websites</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

**Hosting Websites for External Entities**

Web pages for entities other than University units, University affiliates or registered student organizations, may be hosted on University servers only when the entity has a relationship with the University that supports the University’s mission and only upon approval of the Vice President for University & Public Affairs. Such a relationship may be demonstrated by one or more of the following:

- The entity is an organization of which the University itself is a member.
- The entity is an organization of which a faculty or staff member is a member, and the relevant department chair, director or vice president approves the hosting.
- The University has, or enters into, a contractual relationship for the hosting with the entity.
- The Division of University & Public Affairs determines that the entity has another relationship to the University sufficient to support the University’s mission.

**Externally Hosted Web Content**

Non-university Web content should not use or replicate the University’s templates in a manner that confuses content ownership.

**Branding Guidelines**

UND websites must adhere to the UND brand identity standards.

**Accessibility**

UND websites must comply with all North Dakota state and federal disability regulations and follow World Wide Web Consortium (W3C) guidelines.

**Use of Copyrighted or Licensed Material (see NDUS policy, 3.1.2 Intellectual property)**
Special Applications/Databases
Special Web applications and databases presented on the UND website will adhere to standards referenced in this policy and University brand identity standards.

Advertising, Endorsements and Sponsorship Acknowledgements
Advertising on state property, including the UND website, is prohibited by state law. Links to partners, sponsors and affiliates should be provided as such.

Violations/Non-Compliance
UND reserves the right to refuse to host Web pages and to remove Web pages without notice. Content and/or links to areas found to be in violation of UND policies, or local, state, or federal laws, will be immediately terminated.

The following reasons are also grounds for termination:
- Content does not adhere to the University's mission or policies.
- Content violates United States copyright laws.
- Content is harmful, obscene, offensive, defamatory or threatening.
- Content is designed for personal purpose, or private financial gain or compensation, unless authorized by contract.
- 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.
- Content is used to engage in or solicit any illegal activity in violation of federal or state law or official University policy.
- Content is outdated, inaccurate or poorly presented.
- Content poses a performance problem or security risk.

Exceptions/Exemptions
Requests for exceptions or exemptions to this policy shall be made in writing to the Vice President of University & Public Affairs.

Right to Appeal
Content developers who have their pages removed may appeal the decision to the vice president for University & Public Affairs.

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
The Division of University & Public Affairs provides standards for design, editorial content, manages CMS access, and provides leadership for the University’s website.

The North Dakota University System operates under a service agreement to UND (reference agreement).

Content Ownership and Responsibility
Development, administration and management of Web content including Web pages, Web media and Web data is the sole responsibility of the corresponding unit. Web content ownership and responsibility issues will be directed to deans, directors or vice presidents offices who are ultimately responsible for all entities in their portfolio and the content developers who have access to their Web pages.