

WEB SITE POLICY

PURPOSE

The university has developed a set of official policies designed to help create a clear and consistent identity on the Web and to help faculty and staff create pages that communicate clearly, that display properly with commonly used Web browsers, and that use the elements of Westfield State's visual identity properly.

In 2010, the university launched a new website which addressed issues of organizing existing Web content and developing a consistent page layout and navigational structure, while further incorporating the use of the Portal for internal communications. The WESTFIELD STATE Content Management System that was adopted from this effort is intended to allow university Department Contributors to easily produce Web sites with the look and feel of the www.wsc.ma.edu Web site. Web sites using this system automatically transform when the site design changes. Therefore, sites in the WESTFIELD STATE Content Management System are easier for Department Contributors to maintain and for the Webmaster to provide assistance.

All official WESTFIELD STATE administrative and academic departments as well as program/ event/publication Web pages residing on the www.wsc.ma.edu web server are required to use the Content Management System. This system offers the following advantages:

- **A common identity and design** for WESTFIELD STATE devised to perform with all major Web browsers.
- **Common navigation features** for users, who find their way around the WESTFIELD STATE and departmental Web sites via the overall global navigation links.
- **Time and money saved.** Departments won't have to concentrate on building a Web design from scratch or hiring an outside agency for web services.
- **Support** by the WESTFIELD STATE Webmaster, which provides help via classes, e-mail and office hours. Please contact the university Webmaster either by phone at (413) 572-8194 or via email at webmasters@wsc.ma.edu.
- **Flexibility.** Design and functionality of the content management system is updated regularly by the university Webmaster. In the meantime, Department Contributors have the ability to create their own content, graphics and site organization, and those with advanced HTML and programming skills may use JavaScript, PHP, and XML to work within the template.

Responsibility for Page Content:

Before a department, office or center may work within the Content Management System and/or link its pages to the WESTFIELD STATE Web site, it must designate a faculty or staff member who will be responsible for creating and maintaining the information in those pages. This individual will be referred to as the Department Contributor. In the absence of a faculty or staff contact person, the department, office or center head will be considered the responsible person. Recognized student organizations must designate a WESTFIELD STATE student who will be responsible for maintaining the content of its pages.

The designated Department Contributor will be registered with the Webmaster as the official contact person and will be responsible for:

- Coordinating the gathering of information from the department, center or organization represented.
- Regularly updating the content of all pages
- Maintaining the common identity and design for WESTFIELD STATE as described on the [MARKETING DEPARTMENT WEBSITE](#)
- Identifying a replacement contact person when appropriate.

How Web Development Projects are Prioritized:

The following factors, in the order presented below, will be considered when prioritizing sites for creation, re-design or restructure:

1. **Level of visibility** - sites that are largely externally focused and expect to receive a large amount of traffic because of the nature of the departments' function will receive the highest prioritization.
2. **Relationship to strategic marketing efforts** - sites that are in-line with key components of the university marketing and strategic plan.
3. **Presence of individual marketing objectives** - departments/programs/areas responsible for individual and unique marketing objectives that must be integrated with the overall marketing strategy.
4. **External timing factors** - departments/programs/areas that have a pre-determined deadline or event for which launch of their site is essential (e.g. publication of a new print piece, conference).

5. **Length of time since last redesign** - departments who have not been redesigned for at least two years will be given higher prioritization than those who have been redesigned within two years.
6. **Technical issues** - sites which have such severe technical issues that they a) cannot be used by a significant group of site visitors and/or b) cannot be efficiently maintained by WESTFIELD STATE, will be redesigned as soon as possible given the other priorities.

Official Rules & Regulations:

I. Definitions:

University

Westfield State University, including Graduate & Continuing Education

Department

A department includes any academic or administrative program, center, event or publication that is housed at and/or receives funding from Westfield State University. Any Web site published by such a department on the www.wsc.ma.edu server is defined as an "official" university Web site.

University equipment

All computing and communications equipment and related intangibles owned by the University, including but not limited to computers, servers, network connections and routers, modems, the name of the University, and Internet resources assigned to the use of the University.

Web Pages

The University's web site supports both official and unofficial web pages. Official university pages contain materials and information approved by the university and which meet acceptable use criteria. Unofficial web pages are designed and maintained by their authors/owners and do not necessarily reflect the web publishing standards established by the university.

II. Categorization of Web Pages:

University Pages

Certain pages within the WESTFIELD STATE server have been designated University Pages. Because they contain official university documents or because of their importance in establishing an official, recognizable WESTFIELD STATE presence on the Web, these pages are considered official publications of the

university and must conform to the Content Management System rules and regulations.

Departmental Pages

These are pages created for the purpose of representing a WESTFIELD STATE academic or administrative department, office or program to convey information specific to the department, office or program. All administrative web pages must conform to the given template. All academic pages down to the departmental level must conform to the given template. For example, each academic department listed under Academics on the WESTFIELD STATE web site will be required to have their main page conform to the given template. Should an academic department maintain their own server and web pages then the appropriate links to their pages will be listed on their main academic department page.

Organizational Pages

These are pages created and maintained by groups of people, including research groups, and recognized student organizations, committees, special interest groups, and other WESTFIELD STATE-affiliated groups.

Event & Publication Pages

These pages are created for promoting a WESTFIELD STATE-sponsored, hosted or otherwise affiliated event or publication.

Personal Pages

These are unofficial web pages created by individual faculty or staff members for their personal use. Such pages may be hosted on the main university server, or on a personal server.

III. Regulations for all web pages stored on University equipment:

a) All Web Pages must conform to Federal and Massachusetts law, and to the acceptable use policies of the University's internet provider(s). In particular, they must not advocate any criminal act; they must not disclose confidential or private information belonging to anyone other than the author of the page; they must not be part of the conduct of business of any entity other than the University or its subunits; they must not violate copyrights/patents on the information transmitted; and they must not transmit information deemed indecent.

b) All pages must contain an email link or reference to an author/owner.

c) Pages and links whose contents are inappropriate or do not adhere to these web policies may be disabled by the University's Webmaster. Please see section VI concerning enforcement of these policies.

d) The University will make every reasonable effort to maintain University equipment in working order. However, service may be disrupted for maintenance or replacement of equipment or for reasons beyond the University's control.

e) For all persons creating commercials, radio spots, or printed advertisements that include a web page address, the address must be checked by the Webmaster for accuracy prior to running the advertisement.

f) Web sites created in Front Page or Microsoft Word will not be hosted on the University Web Server. This has to do with the ADA regulations concerning web sites. Front page does not create accessible web sites which validate correctly. Microsoft Word created web pages are no longer supported by the web server.

IV. Regulations concerning files placed on main university web server:

a) No files shall be stored on the web server unless specifically connected to the web site being served.

b) The web sites that can be posted on the main university server are departmental web sites, faculty sites (which should contain information about the faculty person only, no pages are to be linked to course materials).

c) Files that are related to ongoing classes or that are part of a course taught at Westfield State are to be stored and used through the WebCT server and/or myWestfield and not the web server located at www.wsc.ma.edu.

V. Regulations for official University web pages:

a) Official University web pages are pages which contain materials and information approved by the University which meet acceptable use criteria and are relevant to University programs and events. Official web pages must adhere to the following regulations as well as the regulations listed in section III.

b) Official University web pages must contain accurate and up-to-date information. Pages containing dated material need to be updated on a regular basis. If a page that provides information is out-of-date in any way, the Webmaster is authorized to take the page down until it is updated. The author or contact person will be notified and provided an opportunity to correct the situation prior to page removal.

c) Spelling on all official University web pages needs to be accurate.

d) Each official University web page or site needs to have an owner who is responsible for the site and who is the contact in that department for the web page.

This person must be a full or part time employee.

e) If the University logo is used on an official University web page, it must be one of the choices found on [THE MARKETING DEPARTMENT WEBSITE](#) .

VI. Regulations for unofficial University web pages.

Unofficial University web pages are faculty, staff and linked pages that do not necessarily reflect the web publishing standards established by the university. Unofficial web pages must adhere to the following regulations as well as the regulations listed in section III.

a) Unofficial web pages may not contain official information about the University. The owner/author assumes responsibility for the contents stored on his/her page.

b) Each unofficial University web page must contain a disclaimer stating that the page is not an official web page sanctioned by the University.

c) If the University logo is used on an unofficial University web page, it must be one of the choices found on [THE MARKETING DEPARTMENT WEBSITE](#) .

VII. Enforcement of this policy:

The author/owner of a web site is considered to be the contact person for that page, and is responsible for insuring that the page continues to satisfy this policy. If the University receives a complaint alleging that the page violates this policy, the University's designee shall investigate the complaint. If, in his/her judgment, the complaint has merit, he/she shall make the page unavailable or require that it be modified. The contact person may appeal this decision as stated within the following 3 weeks of a regular (not summer) university semester. The designee will maintain the page in a private area until such appeal is concluded or until the time for appeal has lapsed. Similarly, the complainant may appeal if the University decides the complaint is without merit. The contact person and the complainant are to be notified by the University's designee (via e-mail and in writing) of the result of any such investigation and of any unavailability of a page resulting from the investigation.

VIII. Making a Page unavailable and Appeal Policy:

A page may be made unavailable by the University Webmaster, the Network Manager, or the Chief Information Officer under the following conditions:

a) For unofficial University web pages, if the contact person ceases to be a member of the University Community and does not identify a new contact person prior to

Westfield State University

Policy concerning:

section Administrative

number 0410

page 7 of 7

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leaving, the page may be made unavailable by the Webmaster.

b) A complaint is received that the page contains indecent materials. If warranted, further sanctions, such as loss of computing privileges or disciplinary action, may be imposed by appropriate University officials.

d) The computer system is no longer able to support the Web Page. In this case, the contact person will be given the opportunity to apply for a new location for the page.

REVIEW

This policy will be reviewed annually by the Webmaster, the Director of Marketing and a representative from the Information Technology Department.