

# SLIPPERY ROCK UNIVERSITY WEB POLICY

DRAFTED BY THE WEB POLICY SUBCOMMITTEE, SLIPPERY ROCK UNIVERSITY TECHNOLOGY ADVISORY COMMITTEE  
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## Section 1: Overview

Slippery Rock University utilizes World Wide Web technologies to disseminate, communicate, publish, and share information to off-campus audiences and the on-campus community. The University recognizes that the web is a critical medium of communication and a powerful tool for education, research, recruitment, community service, and the efficient operation of the University. Therefore, this policy establishes guidelines for the general use of web resources and the responsibilities and limitations associated with that use. This policy does not supercede any contractual agreements between the State System of Higher Education and its employees.

The University's official web presence, located at <http://www.sru.edu>, is administered by the University. The University's web services, portals, and other web gateways are centrally organized at this top-level web presence. The top level consists of all web pages that serve as an entry point for prospective students and other external constituents. These pages, including the top level page for each administrative unit and for each academic unit higher than the teaching department (e.g. Colleges), should conform to the current University template. Individual teaching department pages will be linked from a standardized Fact Sheet. From time to time, the University may create and revise certain standards for the design, structure, and organization of these websites.

The University's web resources include all websites that are sponsored and maintained by academic and administrative units including student, faculty, or staff organizations. Although these units and organizations may maintain their own web content, they are responsible for adhering to web policies and other applicable University policies and local, state, and/or federal laws. Departments and organizational units must designate a faculty/staff member as the point-of-contact for their web site and those individuals are responsible for the maintenance and content of the web pages contained therein. Web authors are responsible for the information placed on their websites, as well as for ensuring compliance with standards (See Section 3).

A web policy committee should be formed to provide oversight for the University web presence and enforce web policy. This committee should include the university webmaster and copyright officer, representatives from Public Relations and Enrollment Services, and others from all areas of the university community. (See Section 5). **The committee is to be appointed by the President.**

## Section 2: Appropriate Content and Use

All use should be consistent with the University mission and cannot be used to promote or execute commercial or for-profit endeavors, or for personal financial gain.

Advertising by external agencies is not permitted on the University web pages, except as noted below:

It is acceptable for University web pages to market, advertise, and promote University services and products. It is also acceptable for a department to acknowledge external sponsorships by publishing text and/or trademarks of the sponsoring organization. Any use of trademarks must be a) sanctioned by the trademark holder; b) be consistent with the University mission; and c) dissociate the University from any promotion of the product or service through disclaimer or obvious common-sense.

### **Section 3: Compliance with Standards**

- ◆ Web pages are subject to all Slippery Rock University policies including, but not limited to, the Slippery Rock University Computer Use Policy (<http://www.sru.edu/pages/1229.asp>).
- ◆ All University web sites must abide by copyright law and respect the intellectual property of others. Virtually all material fixed in a tangible medium including photos, text (printed and electronic), music, software, and broadcast performance is copyrighted, regardless of actual copyright registration. Educational "fair use" exemptions may not protect redistribution of copyrighted material beyond, or even within, the University. Authors and artists using SRU computing networks are urged to use only original graphics, sound, and text or to provide written notification of licensure or copyright agreement. Contact information for an official university copyright liaison should be provided at the top level of University pages. (For more information, see <http://fairuse.stanford.edu/>)
- ◆ Official pages should be viewable and usable by a broad range of users and should adhere to the Conformance Level A Priority 1 requirements of the current version of the W3C Content Accessibility Guidelines (<http://www.w3.org/TR/WAI-WEBCONTENT/>).
- ◆ Web authors are encouraged to check pages frequently for currency and compliance with the above standards. (See Procedures, Appendix)
- ◆ Web authors should consult the Slippery Rock University Publication Guidelines and Graphic Identity Standards Manual for appropriate use of University word marks and logos (<http://www.sru.edu/pages/10111.asp>).

### **Section 4: External Hosting**

University organizational units may host websites for non-profit or professional organizations that are not capable of hosting their own website by obtaining permission from the Web Policy Committee to host them on the University web server. A University faculty or staff member must sponsor the externally hosted website and be responsible for the content published on the website. Additional criteria to be considered may include:

- ◆ The organization's activities and purpose should promote or be consistent with the mission of the University.
- ◆ The University holds membership in the organization.
- ◆ The sponsor of the website holds an executive role within the organization. If and when this role changes, the hosting of the website may be reevaluated.

### **Section 5: Policy Violations**

The University reserves the right to remove or limit access to material posted when applicable University policies and/or state or federal laws are violated.

The Web Policy Committee has the authority to review web content, to recommend revision to the web authors, and/or recommend removal of material to appropriate Deans, Directors, Chairs, and/or Division Vice Presidents.

**Web Policy Committee, Spring 2004**, rev. 11/2005

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David Dailey  
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Approved at President's Cabinet  
January 24, 2005