

North Carolina Central University Web Policy

Effective Date: February 2006

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Purpose

The North Carolina Central University (NCCU) Web Policy provides guidance for faculty, staff, and students contributing to the University's web presence. Web space is provided primarily to support the academic and administrative functions of the University. University related web pages are an important means of conducting business, including but not limited to advancement, communication, education, research, and scholarship. It is further recognized that web pages are a reflection of the creator(s) and the institution as a whole. Therefore, the content, appearance of documents, and other subject matter contained on all web pages must comply with the policies and guidelines within this document.

Specifically, this policy is designed to:

- Provide a framework for developing and presenting web pages in a consistent and user-friendly manner aligned with the University mission;
- Ensure the information presented is accurate and current;
- Mandate the development of web pages that comply with University policies, and applicable state and federal laws; and
- Provide necessary management and oversight of the University's IT resources.

Web Pages Subject to Policy

Web sites on University servers are subject to this policy and categorized as either official University web pages or unofficial web pages.

Official University web pages include the North Carolina Central University home page (www.nccu.edu); academic departments and program pages; office, administrative, and support unit pages; news and information pages; and any other World Wide Web address that is otherwise sponsored, endorsed, or created on authority of a University department or Administrative unit; including course pages residing outside the secure course management system.

Unofficial web pages are pages maintained by individuals on University servers, such as personal faculty and staff web pages; individual student pages, and University recognized student organization pages.

Applicable Laws and Regulations

All official web pages must adhere to federal, state, local, and University regulations. No copyrighted or trademark information may be posted without written consent of the owner.

Privacy Policy and Terms of Use

Official university web pages must include a link to the NCCU Privacy Policy and Terms of Use.

Disclaimer

The appearance or design of an unofficial web page should not create a likelihood of confusion that a reasonable person viewing that page would believe is an official University web page, or is otherwise sponsored, endorsed, or created on authority of a University department or Administrative unit. To reduce the likelihood of confusion, every unofficial web page maintained on a University server must contain the following disclaimer:

“This web page is not a publication of the North Carolina Central University, nor is it in any way sponsored, endorsed, or created on authority of a University department or Administrative unit. The author(s) of this page are solely responsible for its content.”

Accessibility

Reasonable effort must be made to comply with accessibility requirements mandated by Federal and State law. Such requirements include, but not limited to, adherence to Section 508 Subpart B – Technical Standards of the Rehabilitation Act and Chapter 168A of the North Carolina General Statutes.

Oversight

Oversight of web pages subject to this policy is the responsibility of the Web Site Advisory Committee (WSAC); which is made up of ITS, Public Relations, Student Government, Academic Affairs, and the Special Assistant to the Chancellor. Violations of the web policy will be made known to the WSAC for resolution. Non-compliance with applicable polices and/or laws may result in removal of web pages or directories from the main web server and/or removal of links to the site from upper level University web pages and site index.

Web Hosting

The University is not responsible for unofficial pages and reserves the right to remove pages found to be in violation of the law; University policies, interests, or standards; or pages that negatively affect performance of web server or network.

Non-profit organizations sponsored by a member of the North Carolina Central University community, whose mission is directly tied to the University’s mission, may qualify for server resources. Resources may be provided only if these resources do not have a negative impact on server efficiency. The faculty or staff member affiliated with the organization will be responsible for developing and maintaining the page, with no support from Web Services. Acquiring server space does not guarantee a link from an official University web page, nor does it imply that the page will receive a requested uniform resource locator (URL).

Domain Names

North Carolina Central University does not grant unique domain names that are not a variation of NCCU.edu. All requests for subdomains and redirects should be submitted to and approved by Web Services. Subdomains are reserved for University departments, programs, projects, institutes, organizations, and schools.

Web Page Content

Official web pages must be accurate and current. Out of date information must be removed and new information added on a regular basis. Inactive pages and files must be removed from official directories and stored locally.

Each web page must contain an explanatory title, description, and set of keywords within head tag. All sites will display name of Web Liaison, "mailto" link, and "Last modified date: mm/dd/yyyy" on the bottom of each page.

All web pages developed outside of the University template and hosted on University servers must provide a link back to www.nccu.edu. The link is to be clearly displayed as "NCCU.edu" in the upper half portion of the page. The NCCU logo or "North Carolina Central University" located in the header may serve as a graphical or textual link back to the NCCU home page.

Links to Non-University Web Sites

Links to non-University web sites should be related to the subject matter of referring page. Placement of advertising or links to commercial web sites is generally prohibited. However, the WSAC has the authority to approve advertising or links to commercial web sites if: general interest sites are available free of charge; subscription services paid by the university; information that relates to or supports teaching, research, or service mission of NCCU; or, listings of sponsors for a performance or special event without hyperlinks. Links to non-University sites should open in a new, smaller browser window, whenever possible.

General Appearance

All official University web pages must adhere to the current established template; and accompanying design standards and guides, unless special permission is granted by the WSAC.

Unofficial pages need not conform to the University design standards or guides but are subject to applicable policies.

Web Applications and Databases

NCCU Web Services must be notified of all intentions to put interactive applications on web servers. Such applications must be reasonably constrained due to concerns about security, server performance, operational monitoring, and ongoing maintenance. Collecting data received through web applications using ColdFusion scripting requires a datasource to be established on the server. Web Services has the right to deny requests for datasources or disable existing datasources if security or performance concerns are reported. Applications that require extensive scripting or involve monetary transactions must be handled by Web Services.

Issues of privacy and the confidentiality of sensitive information are considered a high priority and may be brought to the attention of Web Services at any time by any member of the NCCU community. Sensitive information should not be displayed or collected by a website residing outside a secure connection.

Intranet

Information that is determined to be of relevance only to faculty, staff, and students will be located on the campus intranet; this includes: information requiring additional protection or information not intended for public release.

Web Liaison

Each official University web page must have an authorized Web Liaison responsible for the development and maintenance of page according to University policies, standards, procedures, and guides. The Web Liaison may delegate tasks, as needed, to be in accordance with the policy, but should be prepared to serve as the primary informational contact for inquiries regarding site.

Responsibility at Termination

An author of an unofficial web page is solely responsible for moving that page to a new non-University server once the employment and/or academic relationship with NCCU has ended, such as where an individual leaves University employment, a student graduates or is otherwise no longer an enrolled student at NCCU, or where a student organization ceases to exist. NCCU reserves the right to remove unofficial web pages authored by an individual and/or group who/that no longer maintains an employment and/or academic relationship with NCCU without notice as part of its routine maintenance of University servers.

Additional Considerations

Insofar as the university web presence is a tool for communicating with both internal and external constituents, each web page is a University asset and the Web Liaison should therefore be aware of the other University policies and guidelines that relate to University assets, including, but not limited to:

- Software use
- Copyright
- University logo use/placement
- Privacy
- Computer use

Issues not addressed specifically in this policy will be considered by Information Technology Services (ITS) and the Web Site Advisory Committee on an ad hoc basis.