

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

SRSU Policy: Web Page Publishing Guidelines

SRSU Policy ID: APM 7.06

Policy Reviewed by: Office of University Communications

Approval Authority: Executive Cabinet

Approval Date: December 13, 2024

Next Review Date: December 13, 2029

A. Description

The Web Page Publishing Guidelines describe who can create web pages, what the pages shall look like and how the information shall be organized. They describe the acceptable locations for web pages and the links between them. They describe acceptable content and disclaimers used in the pages. The use in electronic publications of the university's name and logos must follow the guidelines provided by the Office of University Communications.

Sul Ross wishes to ensure that web pages on the sulross.edu domain are well designed, accurate and in compliance with Texas Administrative Code. The Office of University Communications is responsible for creating, reviewing and updating the Sul Ross State University Web Page Publishing Guidelines.

B. Access to www.sulross.edu, srinfo.sulross.edu, and my.sulross.edu

1. Each department or program is responsible for maintaining the content of its own pages. The department chair or program head shall designate one or more individuals who will be responsible for maintaining the information located on web pages.
2. These designees shall review current web content and contact the Webmaster, the Web Developer, or the Office of University Communications and will send any applicable edits/updates and include the specific links to the pages that require the edits via email or LTAC ticket.
3. Access to specific web pages is only applicable to any sites/pages located on srinfo.sulross.edu and is assigned through the assigned through the Office of University Communications. In some cases, more than one department may share access to a given page.
4. Should a user leave SRSU, the user's login to the web content system shall be promptly deactivated.

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C. Design Elements

1. The Director of University Communications or his/her designee is responsible for the maintenance of the overall look-and-feel of the web sites, including site architecture, navigation schemes, design and coding of templates and content of style sheets.
2. The code of templates and style sheets shall be compliant with current Federal and State directives.
3. The primary colors should be in accordance with current Branding Standards as determined by the Office of University Communications.
4. Users shall not override the templates or style sheets by altering or overwriting page layout, navigation schemes, colors, font faces, font sizes and other styles without prior approval from the Director of University Communications or his/her designee.

D. Content

1. Department and program level users are responsible for the validity of relevant, timely and accurate information.
2. The main page for each department or program shall contain primary contact information (mailing address, physical address, principal phone numbers and e-mail) as well as office hours and emergency numbers where applicable.
3. Each page shall adhere to Sul Ross State University editorial and graphic standards as described in the **Publication Guidelines and Printing Procedures, Sul Ross State University Administrative Policy Manual**, Section 2.16.
4. Each page shall be subject to the same general content standards as other departmental or organizational publications such as departmental brochures, etc.
5. If images are borrowed from a resource outside of SRSU, the department or program must secure written permission for use of those images and ensure that any necessary photo credits appear with the image.
6. Where e-mail addresses or links for SRSU employees are used, they shall be the individual's official Sul Ross e-mail address. Personal e-mail addresses shall not be used.

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7. Each page shall adhere to SRSU's web accessibility guidelines, links policy and privacy and security policy.

E. Web Forms on www.sulross.edu, srinfo.sulross.edu, and my.sulross.edu

1. Departments may request web forms through the Office of University Communications.
2. The following disclaimer shall be included at the bottom of all forms collecting personal data:
"State law requires that you be informed of the following: (1) you are entitled on request to be informed about the information about yourself collected by the use of any web-based form (with a few exceptions as provided by law); (2) you are entitled to receive and review the information; and (3) you are entitled to have the information corrected. See the SRSU Privacy & Security Policy."
3. If a form is collecting personal data from a user, code shall be included in the form to check the URL and reload the page in https if it is not already in secure mode.
4. Validation of content shall be included wherever possible in order to ensure that departments processing the content receive complete information, minimizing the amount of follow-up time required by SRSU staff.
5. Each web form shall include some form of response to the user to indicate that the form has been submitted.

F. Guidelines for Personal Web Sites on faculty.sulross.edu

1. The faculty.sulross.edu home page shall include the following disclaimer:

"The contents of all sites are solely the responsibility of the page authors and contributors, including all posted text, and links to media or external web sites. Sul Ross State University does not screen, approve, or endorse any content found on faculty sites except to review alleged policy or copyright violations. Use of the Sul Ross State University name or logo to endorse or promote any product, opinion, cause or candidate is strictly prohibited. Sul Ross State University reserves the right to remove content that contains personal attacks, obscenity, defamation of character, false statements of facts or invasion of privacy. If necessary, Sul Ross State University has the right to prevent access to faculty sites if such actions continue. All site authors and contributors should be aware of applicable policies regarding student privacy, copyright and fair use. For more

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information, see SRSU's APM 7.04 Appropriate Use of Information Technology Resources policy."

2. Any faculty member of the university may create a site at faculty.sulross.edu. Students are not allotted web space on faculty.sulross.edu.
3. The personal web sites may have any design the individual wishes. For the convenience of employees, several different standard designs are available on the site.
4. Appropriate content for personal web sites includes, but is not limited to, the individual's vita; research, publications and other professional work; supplemental materials for courses; and extended personal information such as hobbies or interests. Inappropriate content includes any material or activity that is illegal or otherwise prohibited by university or state policy; or any ecommerce or other commercial activities.
5. Personal web sites may provide information that is supplemental to the person's department or program, but the personal site and its content must not exist in lieu of a departmental or program site and/or information. Degree plans, class schedules, forms for conducting university business and other such content may only appear on personal webs as a secondary source of information.
6. If an employee retiring or transferring from SRSU has a personal site on faculty.sulross.edu, the employee may arrange with the Office of University Communications to keep the site active for a time in order to transfer the files to a new host. If, after four months of leaving the university, other arrangements have not been made or the Office of University Communications has not been contacted, the personal site may be deactivated. Backups of these files will not be maintained.
7. If an employee has requested a personal web site, and that site has not been developed after a year since the setup date, the Office of University Communications may elect to deactivate the site. Reactivation of the personal site will be granted at the employee's request.
8. Sul Ross State University reserves the right to eliminate access to a web page while under investigation by the Internet/Intranet administrators. Sul Ross further reserves the right to remove personal web pages from the web servers if, in the university's judgment, they fail to be in compliance with this policy. Since the university's computer network is not a public forum, such removal shall not entitle the user to notice, opportunity to be heard, or to any other due process right.

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G. Web Page Review

The Office of University Communications is responsible for overseeing compliance with university policy and publishing guidelines regarding webpages. The Office of University Communications may verify compliance of any official, departmental, organizational or personal webpage residing on the sulross.edu domain and falling directly under the control of the Office.

Upon finding a webpage out of compliance, the Office of University Communications may enforce compliance by contacting the webpage author to make the necessary modifications, by removing access to the page or the page itself, and/or by referring the page's author to the appropriate administrative unit for possible disciplinary action. For students, referrals will be made to the Dean of Student Life, and for all others, referrals will be made to the appropriate Vice President.