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: Chief Information Officer
Approval Authority: Executive Cabinet
Approval Date: 7-23-2013
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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 or of trademarks and logos must follow the guidelines provided by the Office of News and Information.

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 Information Technology is responsible for creating, reviewing and updating the Sul Ross State University Web Page Publishing Guidelines.

B. **Access to www.sulross.edu, rgc.sulross.edu and teams.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 web pages.

2. These designees shall obtain passwords and training for the web content management system through the CIO or his/her designee. Passwords may not be shared. Sul Ross State University reserves the right to remove a user's access to the system if a user is found to be sharing a password.

3. Undergraduate students will receive passwords to the web page maintenance system only with the approval of an SRSU faculty or staff member who will supervise and assume responsibility for the student's work.

4. Access to specific web pages is assigned through the CIO or his/her designee. In some cases, more than one department may share access to a given page. Access to the home pages for www.sulross.edu, rgc.sulross.edu and teams.sulross.edu is restricted to the (CIO and his/her designee(s).

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5. Should a user leave SRSU, the user's login to the web content system shall be deactivated promptly by the CIO or his/her designee.

C.   Design Elements of www.sulross.edu, rgc.sulross.edu and teams.sulross.edu

1. The OIT CIO 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 World Wide Web Consortium standards for XHTML 1.0 Transitional and CSS Level 2.

3. The preferred shades of red for the school colors range between the web color #CC0000 and #990000. The dominant shade of gray is #C0C0C0, also known as silver.

4. Departmental-level 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 CIO or his/her designee.

5. The body of each page, referred to as "Main Content" in the web content management system, shall be white with black text. Colored body text shall be avoided. The use of a background color in data tables other than white shall be limited to the table header and to differentiate alternating rows in large tables.

6. Marquees (moving or scrolling text) shall not be used on web pages.

7. Images shall be used in actual size (no "forcing down" of image sizes), and border, width, height and alternative (alt) text attributes shall be included for each image.

8. Consistent color usage shall be maintained throughout a department or program's section.

9. Header tags (<h1> through <h6>) shall be used to identify page headings and subheadings.

10. The use of italics shall be avoided where possible.

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D. **Content of www.sulross.edu, rgc.sulross.edu and teams.sulross.edu**

1. The department- and program-level users of the web content management system are responsible for the maintenance of relevant, timely and accurate information on the web.

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. It should also contain information on who maintains the section and when it was last updated.

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. The approved writing style is third person (avoiding the use of "you," "I" and "we") in the inverted pyramid content structure, with capitalization, spelling and word usage based on the Associated Press Stylebook and Libel Manual.

6. The total file size of all images on any given page should not exceed 60 KB. The CIO or his/her designee reserves the right to remove images or web pages that do not comply with these standards.

7. 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.

8. Web page counters shall not be used on any pages.

9. 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.

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

E.   **Academic Program Content of www.sulross.edu and rgc.sulross.edu**

Web pages on www.sulross.edu and rgc.sulross.edu fall into two general categories: academic program pages and administrative or organizational pages. In addition to meeting the guidelines above, academic departments must also observe the following guidelines:

1. The program home page shall contain a summary of what the program offers.

2. The section shall include, in XHTML format, the current degree plans offered.

3. The section shall include, in XHTML format, listings and descriptions of the courses currently offered.

4. The section shall include a page listing faculty members for the program. These listings should be limited to member's name, office location, office phone, e-mail and a link to the member's personal web site where applicable. A brief summary may include the faculty member's education, courses taught or area of advising, and a picture may be included. Any other information should be reserved for a personal web site at faculty.sulross.edu.

5. The section may include such additional material as SRSU facilities information related to the program, such as lab or physical education facilities; a survey of career options in the discipline; information on certifications, licenses or similar requirements related to the professional field; professional links and resources; and projects, research, events or activities sponsored by the program.

F.   **Web Forms on www.sulross.edu, rgc.sulross.edu and teams.sulross.edu**

1. Because SSL is unavailable on rgc.sulross.edu and teams.sulross.edu, web forms are prohibited from being placed within these domains. Departments requiring web forms may consult with the CIO or his/her designee to explore suitable alternatives.

2. Departments may design web forms but may not implement them without review and approval by the CIO or his/her designee to ensure that all security and coding requirements are met.

3. 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."

4. 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.

5. 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.

6. Web forms shall include keyword and description meta tags for better indexing in the search engine, as well as the pragma (no-cache) meta tag.

7. Each web form shall include some form of response to the user to indicate that the form has been submitted.

G.   **Guidelines for Personal Web Sites on faculty.sulross.edu**

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

    "Sul Ross State University recognizes the value and potential gain to the state of personal publishing on the Internet, and so allows and encourages staff and faculty to experiment with producing web pages. The views and opinions expressed in personal web pages are strictly those of the page authors and do not necessarily reflect the views or opinions of the Sul Ross State University administration, of the Texas State University System, or of the State of Texas."

2. Any employee or of the university may request web space at faculty.sulross.edu through the CIO or his/her designee. This courtesy may also be extended to a professor emeritus or distinguished retiree of SRSU. Students are not allotted web space on faculty.sulross.edu.

3. The CIO or his/her designee shall provide the employee with a login, password and basic instructions to access server space for the site.

4. An employee may delegate maintenance of a personal web site to another employee or student assistant, or departments may elect to maintain personal web pages as part of the departmental page maintenance. However, it is ultimately the responsibility of the person whose name is on the site to ensure that page content and files in the personal web space are appropriate and in compliance with all guidelines. OIT does not maintain individuals' web sites but will provide general technical support and troubleshooting as needed.

5. The personal web sites may have any design the individual wishes. For the convenience of employees, several different standard designs are available through the CIO or his/her designee, and files to implement the designs will be provided upon request.

6. The home page of each personal web site must contain the individual's contact information, including that person's SRSU e-mail address, as well as the date of the last update of the web pages.

7. 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 e-commerce or other commercial activities.

8. 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. Official functions and information for SRSU should be housed at www.sulross.edu. 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.

9. There are no limitations on the numbers or sizes of files that may be posted. However, if the sizes of files become so large that students are unable to access them to complete required coursework, Sul Ross State University reserves the right to adjust file sizes or require the employee to provide alternative access.

10. Because SSL is unavailable on faculty.sulross.edu, web forms are prohibited from being placed on any personal web site. Employees with special needs or

projects may consult with the CIO or his/her designee to explore suitable alternatives.

11. If an employee retiring or transferring from SRSU has a personal site on faculty.sulross.edu, the employee may arrange with the CIO or his/her designee 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 CIO or his/her designee has not been contacted, the personal site may be deactivated. Backups of these files will not be maintained.

12. If an employee has requested a personal web site, and that site has not been developed after a year since the setup date, the CIO or his/her designee may elect to deactivate the site. Reactivation of the personal site will be granted at the employee's request.

13. 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.

H.   Web Page Review

The CIO or his/her designee is responsible for overseeing compliance with university policy and publishing guidelines regarding web pages. The CIO or his/her designee may verify compliance of any official, departmental, organizational or personal web page residing on sulross.edu.

Upon finding a web page out of compliance, the CIO or his/her designee may enforce compliance by contacting the web page 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.

I.   References

The SRSU Web Publishing Guidelines have been developed based on a number

of regulations, guidelines, standards and other documentation, including:

- World Wide Web Consortium standards for XHTML 1.0 Transitional
- World Wide Web Consortium standards for Cascading Style Sheets
- World Wide Web Consortium Priority 1 and 2 accessibility guidelines
- Section 508 accessibility guidelines
- Texas Administrative Code, Title 1, Part 10, Chapter 206: State Web Sites
- Texas Department of Information Resources SRRPUB11: World Wide Web Design Standards and Coding Guidelines
- The Associated Press Stylebook and Libel Manual
- Web usability and GUI design publications of Jakob Nielsen, Ph.D. (www.useit.com)