

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

SRSU Policy: University Websites

SRSU Policy ID: APM 7.04

Policy Reviewed by: Information Security Officer

Approval Authority: Executive Cabinet

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1. Policy Statements

- (a) With respect to Texas law, the Texas State University System (TSUS) policies, and the policies of Sul Ross State University, all hardware, software, network, and data components of university websites qualify as information resources owned by Sul Ross State University.
- (b) University websites may not be used by profit-oriented third parties, or for solicitation, advertising, or other commercial purposes to the benefit of third parties, except as provided under the terms of the following regulations:
 - (1) [Section 39.02\(a\) of the Texas Penal Code](#) prohibits the use of state property and resources for commercial purposes or personal gain.
 - (2) [TSUS policies](#) that restrict the use of university facilities and equipment in solicitation, advertising and other commercial activities.
 - (3) Information Resources Policy 7.02 Appropriate Use of Information Resources describes both permitted and prohibited uses of SRSU's information resources.
- (c) Wherever this policy incorporates a statute, standard, or rule by reference, any definitions or descriptions provided within the referenced statute, standard or rule will prevail in the interpretation of that statute, standard, or rule.

2. Definitions

- (a) A listing of initialisms used in this and other information resources policies can be found in Appendix A.
- (b) A glossary with definitions of terms used in this and other information resources policies can be found in Appendix B.

3. Applicability

- (a) This policy applies to all web-based content and services published on university websites that support university operations regardless of physical location. This includes university websites that are maintained by third parties.
- (b) Except as specified elsewhere in this policy, the provisions of this policy are generally applicable to all university websites. Unit Heads with sufficient justification may pursue exceptions using the process outlined in Section 8 of this policy.

4. Roles and Responsibilities

- (a) Director of University Communications
 - (1) The Director of University Communications is the content owner for the university home page, which is the university's highest-level Internet web presence.

- (2) The Director of University Communications is responsible for managing the approval process for artistic design of university websites, including templates.
- (b) Information Technology Services
 - (1) Information Technology Services is responsible for the technical design, development, maintenance, and operation of university websites that are not maintained by contracted third parties.
 - (2) Information Technology Services is responsible for managing all sulross.edu domain names associated with university websites.
- (c) Unit Heads and Content Owners
 - (1) Each administrative and academic Unit Head is the default designated content owner for university websites specific to their unit.
 - (2) Operational responsibility for compliance with this policy may be delegated by the Unit Head to appropriate personnel within the unit.
 - (3) Content Owners are responsible for maintaining content that is accurate and timely. Content should be reviewed at least yearly and be updated or deleted as necessary.
 - (4) Content Owners are responsible for ensuring their content is compliant with all applicable policy, legislative, and regulatory requirements.

5. Design and Technical Requirements

- (a) University websites shall follow the branding, graphics, and design guidelines in the **Publication Guidelines and Printing Procedures, Sul Ross State University Administrative Policy Manual**, Section 2.16.
- (b) University websites designed for use by the public shall utilize approved templates.
- (c) All university websites and the services provided via those websites shall satisfy the standards for website accessibility in Information Resources Policy 7.03 Electronic and Information Resources Accessibility.
- (d) University websites should be designed to support:
 - (1) variations in internet connection speeds and emerging communications protocols and technologies; and
 - (2) the ability to adapt content to end user devices such as mobile phone, tablets, or other devices which are available to the general public.
- (e) All custom code on university websites must be reviewed and approved by Information Technology Services prior to being implemented.
- (f) The University home page must incorporate Texas Records and Information Locator (TRAIL) meta data as specified in 1 Tex. Admin. Code §206.74.

6. Linking Requirements

- (a) The University shall maintain a linking notice that governs the use of, copying information from, or linking to a state website that is compliant with 1 Tex. Admin. Code §206.73. The linking notice must be published on the university home page and all key public entry points, or on the site policies page.
- (b) SRSU shall ensure that university websites comply with the following linking requirements:

- (1) The University home page must include links to State of Texas resources as specified in 1 Tex. Admin. Code §206.74(b).
- (2) The University home page or site policies page must include links to university resources as specified in 1 Tex. Admin. Code §206.74(c).
- (3) The University's key public entry points must include links to university resources as specified in 1 Tex. Admin. Code §206.74(d).

7. Privacy

- (a) The university shall publish a privacy notice on the university home page and all key public entry points or on the site policies page. The privacy notice must conform to the requirements of 1 Tex. Admin. Code §206.72.
- (b) The university shall conduct a transaction risk assessment and implement appropriate privacy and security controls prior to:
 - (1) collecting Personal Identifying Information (PII) through a university website; or
 - (2) providing access to PII through a university website.
- (c) All web-based forms that collect information from the public must include a link to the university's website privacy notice.
- (d) Web-based forms that collect personal information (as defined by the Children's Online Privacy Protection Act) shall not be targeted towards children under the age of 13.

8. Exceptions

- (a) Exception requests related to accessibility shall follow the process defined in Information Resources Policy 7.03 Electronic and Information Resources Accessibility.
- (b) Exception requests related to information security shall follow the process defined in Information Resources Policy 7.05 Information Security Program.
- (c) Exception requests related to branding and artistic design shall be submitted to the Director of University Communications.
- (d) All other exception requests shall be submitted to the Information Resources Manager.

9. Related Policies, Regulations, Standards, and Guidelines

- [Children's Online Privacy Protection Act of 1998](#)
- [1 Tex. Admin. Code §206](#)
- [1 Tex. Admin. Code §213](#)
- [Section 39.02\(a\) of the Texas Penal Code](#)
- [Texas State University System Policies](#)
- SRSU Information Resources Policy 7.01 Information Resources Management
- SRSU Information Resources Policy 7.02 Appropriate Use of Information Resources
- SRSU Information Resources Policy 7.03 Electronic and Information Resources Accessibility
- SRSU Information Resources Policy 7.05 Information Security Program