FAYETTEVILLE STATE UNIVERSITY

WEB PUBLISHING

Authority: Issued by the Chancellor. Changes or exceptions to administrative policies issued by the Chancellor may only be made by the Chancellor.

Category: General University Policies

Applies to: ●Faculty ●Staff ●Students

History: Approved, February 15, 2005
First issued, February 17, 2005

Related Policies: Accessible Use Policy
Copyright Ownership and Use Policy - [1.20]
Information Security Policy
E-mail Policy
Data Ownership
Network Use Policy

Contact for Info: Chief Information Officer (910) 672-1477

I. Purpose

The Fayetteville State University (FSU) World Wide Web (WWW) site is a campus-wide information system that enhances the intellectual life of the university's students and faculty as they pursue curricular and research activities through a diverse, world-wide network of electronic resources. The university's web site also provides an effective communications medium in which to inform individuals about the university's academic programs, library resources, policies and procedures, student organizations, events, publications, and other items of interest.

II. General Guidelines

The university is an intellectual community committed to the highest educational and ethical standards. Its web site is a publication in electronic form, subject to the same policies and guidelines that govern electronic media with regard to copyrighted material, photographic images, sound prints, confidential information, and libelous remarks. Material published on the FSU Web site is expected to reflect the campus' educational purpose, broadly defined to include the breadth of its social and cultural activity, and to

express the community's regard for ethical behavior, including compliance with the policy of *Acceptable Use of Computing Resources*. No material will be published that violates any licensing, copyright, or contractual agreement, law, or university regulation or policy.

Although general responsibility for the university's website resides with Information Technology and Telecommunication Services, the university pursues a decentralized approach to the creation and maintenance of institutional web pages, with recognized university entities (administrative offices, academic departments, or student organizations) producing and maintaining their own material.

If university guidelines are violated or disregarded, the university reserves the right to suspend publishing privileges or remove pages while the matter is being reviewed by the university's WEB advisory committee. Following its review, the committee will make a recommendation to the CIO regarding any proposed action.

III.   **Procedural, Formatting, and Content Guidelines**

Institutional web pages are created and maintained by the sponsoring administrative office, academic department, or student organization. Discretion is given to those responsible for the creation and organization of these pages providing that they use the approved template. Also, individual members of the community may have home pages (see below).

Each office, department, student organization and individual shall designate a contact person who is responsible for updating and maintaining the information posted on their website.

Web site developers shall only post material that is accurate, current, and appropriate for on-line use. Examples of material that is appropriate for the web include university publications, class syllabi, course schedules, departmental requirements, job announcements, post-graduate opportunities, campus directory, upcoming lectures, and community governance documents. Examples of material that is inappropriate for the web include confidential material, personal correspondence, advertisements for commercial products or enterprises, software that is not in the public domain, performance evaluations, grades, medical records, hearsay, and threatening or defamatory comments.

IV.   **Individual and Affiliated Groups Home Pages**

Faculty, staff, and university affiliated groups (i.e., FSU Foundation, Alumni Association, etc.) may have personal home pages. These pages should be related to the university's mission and/or outreach efforts. Individuals are responsible for their own Web pages. The university assumes no responsibility for these personal home pages, for the links from these pages, or for material in sites linked to the university's official pages. However, should a complaint arise about material in a personal home page on the web, access to that material may be suspended pending further review.

V. Web Accessibility and Section 508

Legislation referred to as "Section 508" is concerns an amendment to the Workforce Rehabilitation Act of 1973. Section 508 requires that electronic and information technology that is developed or purchased by the Federal Government is accessible by people with disabilities.

The University is committed to providing equal access to web-based information in its programs and services in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans With Disabilities Act. All official university web pages associated with university administration, services, courses of instruction, programs, and activities must conform to the web accessibility standards and requirements listed below.

VI. Web Style and Structure

A. Web Style

The following standards will apply to all university mission-related pages as described in the Web Style and Structure page, including course web sites with enrolled students with disabilities:

1. Development of all official university web pages must include reasonable efforts to conform to the accessibility standards required under federal and state laws.

2. Development of all official university web pages must include reasonable efforts to make the sites functional and usable for persons with disabilities.

3. Development of all official university web pages should include a good faith effort to select linked sites which are accessible. An official university web page that is not accessible under the federal standards may be given an exemption provided that it meets one or more of the criteria listed below:

   a. Compliance is not reasonably attainable with current technology;

   b. The content cannot be effectively delivered in an accessible format without fundamentally altering the nature of the content; or

   c. The content is undergoing initial development; this exemption is limited to a six month development period.

B. In order for all university web pages to be viewed by all visitors, web elements should be viewable by both Internet Explorer and Netscape browsers, version 4 or above. A complete checklist can be found at: http://www.w3.org/TR/WCAG10/full-checklist.html

V. Structure of Web Pages

1. The university strives to meet the guidelines set forth by the web accessibility initiative of the World Wide Web Consortium. Information about this initiative can be found at http://www.w3.org/WAI/References/QuickTips/.

2. Priority 1 Compliant requirements provide a text equivalent for every non-text element (e.g., via "alt", "longdesc", or in element content). This includes: images, graphical representations of text (including symbols), image map regions, animations (e.g., animated GIFs), applets and programmatic objects, ascii art, frames, scripts, images used as list bullets, spacers, graphical buttons, sounds (played with or without user interaction), stand-alone audio files, audio tracks of video, and video.

    The following web page tiers will need to comply with Priority 1:

    Tier 1

    - Main FSU Home page
    - Prospective Students
    - Current Students
    - Faculty & Staff
    - Friends & Guests
    - Alumni
    - Search

    Tier 2-3

    - Administrative, Academic, and reporting units.