Administrative Procedure

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Subject: INTERNET PRESENCE: WEBSITE AND PORTAL, DIGITAL CONTENT, ORGANIZATION AND RESPONSIBILITY

1.0. PURPOSE:

To establish policies and procedures governing the University's Internet presence, content, design standards, organization, and responsibility for the purpose of facilitating University programs and services.

To assure that the University's Internet presence and content enhance and effectively communicate the University's mission, are consistent in content and quality across the University, facilitate access to accurate information, and provide access to a range of online services, as well as positively reflect upon the California State University (CSU).

2.0. ORGANIZATIONS AFFECTED:

All organizational units of the University, including Auxiliary and other affiliated organizations; and non-University offices, organizations, and vendors developing and/or displaying information that make use of the University image or identity, regardless of whether this content is placed through the University's web server or an external web server.

The Board of Trustees of The California State University; copyright holders for the web presence of California State University, Los Angeles (Cal State LA); approved commercial sites and third-party linked sites, as outlined in Section 4.4.

3.0. REFERENCES:

California Education Code section 89005.5 provides that the name of the California State University belongs to the institution and cannot be appropriated by others: The name "California State University" is the property of the state. No person shall, without the permission of the Trustees of the California State University, use this name, or any abbreviation of it.

3.1. Publications Policy, Public Affairs:
http://www.calstatela.edu/univ/admfin/procedures/005.rtf

3.2. University Name, Logo, Seal, And Landmark Symbols:
http://www.calstatela.edu/brand/official-name-seal

3.3. CSU Internet Use Policy:
http://www.calstate.edu/hrs/policies/policies_internet_use.shtml

Approved: _____ **Date:** _____

3.4. CSU Executive Order 999, Illegal Electronic File Sharing and Protection of Electronic Copyrighted Material: http://www.calstate.edu/EO/EO-999.html

3.5. CSU Executive Order 926, The California State University Policy on Disability Support and Accommodations: http://www.calstate.edu/eo/EO-926.html

3.6. CSU Executive Order 1088, System wide Guidelines for Affirmative Action Programs in Employment: http://www.calstate.edu/eo/EO-1088.html

3.7. CSU Executive Order 1096, System wide Policy Prohibiting Discrimination, Harassment and Retaliation Against Employees and Third Parties and Procedure for Handling Discrimination, Harassment and Retaliation Allegations by Employees and Third Parties: http://www.calstate.edu/eo/EO-1096.html

3.8. Cal State LA Administrative Policy P-009, Disability Support and Accommodation: http://web.calstatela.edu/univ/admfin/policies/p009.pdf

3.9. Section 504 of the Federal Rehabilitation Act of 1973, as amended: http://www.hhs.gov/ocr/civilrights/resources/factsheets/504.pdf

3.10. Section 508 of the Federal Rehabilitation Act of 1973, as amended: http://www.section508.gov/

4.0. POLICY:

4.1. Through access to the University Internet presence, Web Page Masters and/or designees agree to the following terms of use:

4.1.1. The University's Internet presence serves to support the University's mission of academic, teaching and research excellence, as well as support of its administrative and business needs.

4.1.2. Unlawful, unprofessional or unethical use or misuse of this technology is prohibited.

4.1.3. Electronic communication is fundamentally no different from any other form of communication and is subject to the same standards regarding form and content.

4.1.4. No communication of any sort shall contain anything that could be considered prejudicial or harassing, or demeaning to any group or individual.

4.1.5. Websites shall be accessible in compliance with CSU Executive Order 926 (see section 3.5.).

Any such pages in violation of University policy, or containing unlawful, unprofessional, or unethical content will be suspended from the University web presence upon discovery according to the procedures below.

4.2. Every University webpage must have a "Web Page Master" who is responsible for the accuracy and presentation of any given webpage. The Web Page Master will hold primary responsibility for the upkeep of a given page, in keeping with the approved University messaging and brand identity, which is maintained by the Office of Communications and Public Affairs. The Web Management Committee, managed by the Office of Communications and Public Affairs and Information

Technology Services (ITS), will maintain a list of Web Page Masters.

4.3. All University webpages must comply with the technical, accessibility, aesthetic and editorial standards and policies managed by the Office of Communications and Public Affairs and ITS.

4.4. Web Page Masters are responsible for ATI compliance, reviewing monthly ATI compliance reports and ensuring proper resolution of issues. Web Page Masters are also required to perform manual checks on their sites.

4.5. Links to other sites on the Internet must be suitable and relevant to the Cal State LA audiences, and the content must meet these policies. Commercial sites, unless special authorization is granted, may not be linked to any University web presence. Furthermore, the University is not responsible for the content of links to third-party sites. Any specially authorized link in the University web presence does not imply CSU endorsement of the site, products or services.

4.6. Webpages may not contain written works, photographs, drawings, video clips or sound clips unless they are in the public domain or unless permission to do so has been granted by the individual or organization that created them or that owns the rights. Webpages may not contain copyrighted material without the written consent of the copyright holder. Such consent need not be in writing when the copyright holder is a faculty member who has posted his or her own materials, since the act of posting the materials onto a webpage inherently demonstrates that the faculty member has authorized the dissemination or reproduction of his or her copyrighted materials in that manner.

4.7. Web content must comply with all state and federal laws and regulations and University policies and guidelines related to information security and privacy. Confidential personal data may not be incorporated into any publically visible webpages. Non-confidential personal information may not be incorporated into any publically visible webpages without the consent of the person concerned.

4.8. Webpages may not be used for personal commercial gain, advertising, or fundraising except as permitted by other University policies.

4.9. Webpages must comply with CSU Executive Orders, as well as state and federal laws, including Sections 504 and 508 of the Federal Rehabilitation Act. See Section 3.0. References.

4.10. All campus websites must be platform- and browser-neutral.

5.0. DEFINITIONS:

5.1. Administrator – An individual who has administrative responsibility for a division, academic area or unit, such as a vice president, dean, or director.

5.2. Web Page Author – An individual who has technical responsibility for creating and updating webpages according to these policies. Web Page Authors will be designated by Web Page Masters.

5.3. Web Page Master – An individual who has administrative responsibility for the content of a specific webpage and will be the primary contact person for the Web Management Committee. Web Page Masters will be designated by the vice presidents, deans, or directors of operational units.

5.4. University Webpage – A unit of digital content accessed through a web browser that describes an officially approved program or activity of the University that can be displayed from any University or external web server.

5.5. University Web Presence, Site or Portal – A collection of webpages and associated digital content that represents any of the officially approved programs and activities of the University and its affiliated programs via the World Wide Web, and which may offer an array of resources such as email, forums, search engines, and other features.

5.6. Web Management Committee – A committee to guide University website coordination, maintenance and improvement. Membership shall include one (1) appointee from each division vice president and two (2) faculty appointees from the Academic Senate. The faculty appointees shall each serve minimum terms of one (1) year. Such appointments will ensure that all divisions are represented. Any additional appointments deemed appropriate by the committee will be made by the chair. The chair shall be appointed by the Executive Director for Communications and Public Affairs. A secretary shall be appointed by the Executive Director for Communications and Public Affairs to serve as an ex-officio, non-voting member to record and distribute proceedings.

6.0. RESPONSIBILITIES:

6.1. The Web Management Committee:

6.1.1. Will oversee the review and approval process for University web presence coordination, maintenance and improvement, including:

6.1.1.1. Content, substance, quality, timeliness, and ownership.

6.1.1.2. Technical operations and function.

6.1.1.3. Consistency, appearance and style.

6.1.1.4. User experience, logical navigation, accessibility and usability.

6.1.2. May form subcommittees and/or invite individuals to serve as necessary.

6.2. Web Page Masters will:

6.2.1. Ensure that pages for which they have responsibility comply with all aspects of this policy.

6.2.2. Ensure that all pages have Page Authors who are responsible for making certain that webpages for which they are responsible are in compliance and updated regularly.

6.3. Web Page Authors will:

6.3.1. Regularly review webpages to ensure timeliness, relevance and accuracy of content.

6.3.2. Obtain appropriate approvals, if required by Web Page Masters, prior to publishing new or updated web content.

6.3.3. Review monthly published Accessibility Reports to identify webpages that are not compliant with the CSU Accessible Technology Initiative (ATI) and correct non-compliant content.

7.0. PROCEDURES:

7.1. The chair of the Web Management Committee will schedule a minimum of ten (10) meetings during the academic year.

7.2. Issues of concern or suggestions will be referred to the regularly scheduled meeting of the Web Management Committee for review and action.

7.3. To ensure visual and functional consistency, all University webpages will adopt standard University templates as approved by the Web Management Committee, including:

7.3.1. Graphics, image maps, strategically placed links, counters, etc.

7.3.2. Standard banners and footers on each page. The footer will provide users with the date that the webpage was last modified and links for content and technical contacts.

7.4. The Office of Communications and Public Affairs will coordinate with ITS to manage the templates.

7.5. Webpages that support University services or resources, but are generated by a self-contained commercial software package with limited ability to customize pages, such as PeopleSoft or WebCT, will be evaluated on a case-by-case basis. Any use of University logos or other branding on such pages must be approved by the Web Management Committee.

7.6. The Web Page Author will seek prior review approval from the responsible Administrator before posting either new or substantially changed materials (in content or appearance) to the University web presence.

7.7. Major changes, such as requests to add departments, programs, organizations, or non-University organizations to the University website, should be directed to the Web Management Committee.

7.8. Pages not in compliance with standards may result in a notification. Such notification could include a timeframe for bringing the webpage into compliance standards. Administrators and Web Page Masters for pages that remain non-compliant may receive a final warning notice with a correction deadline. Pages not corrected by that deadline may be suspended from the University web presence until corrections are made. Pages containing unlawful, unprofessional, or unethical content will be suspended from the University web presence upon discovery and the Web Page Masters will be notified.

7.9. ITS will coordinate with Communications and Public Affairs to manage the University website while providing uniform levels of technical support and training for Web Page Masters, Web Page Authors, and designees.

7.10. Privacy:

7.10.1. Any information submitted via the network is insecure and could be observed by a third-party while in transit. The University cannot ensure security of data transmitted over the web.

7.10.2. The University may collect web usage information to improve site service or content. Webpages will comply with applicable laws and regulations regarding privacy and confidentiality of information.

7.10.3. Federal law permits the system administrator access to email and stored electronic communications if that access is necessary for the rendition of service. Random monitoring is not conducted unless required to do so by law (e.g., subpoena or court order).

7.10.4. Requests for disclosure of electronic mail or disclosure of confidential information, for any purpose other than technical problem resolution, will be reviewed by the President or designee, and honored only when required by state or Federal law, or when there is probably cause to suspect illegal activity.

8.0. APPENDICES:

8.1. Visual/Audio Image Release Form: http://www.calstatela.edu/sites/default/files/users/u17401/visual_audio_release_form_csu_release_form.pdf

8.2. Cal State LA Web Content Guidelines and Templates: http://www.calstatela.edu/brand

8.3. Cal State LA Web Accessibility guidelines: http://www.calstatela.edu/accessibility/

8.4. Family Educational Rights and Privacy Act (FERPA): http://www.calstatela.edu/ferpa

8.5. Personal Information Privacy Act – California State Senate Bill 1386: http://www.leginfo.ca.gov/pub/01-02/bill/sen/sb_1351-1400/sb_1386_bill_20020926_chaptered.pdf

8.6. User Guidelines for Network Traffic Management: http://www.calstatela.edu/its/policies

8.7. Acknowledgement of Confidentiality and Appropriate Use of Access: http://www.calstatela.edu/its/itsecurity/guidelines/confidentiality.php

8.8. User Guidelines for Electronic Communications: http://www.calstatela.edu/its/policies