



## PN 3.108

# Frostburg State University

## Web Site Development and Operations Policy

### 1.0 PURPOSE

This policy provides information and guidelines to be followed by web publishers and developers at Frostburg State University (FSU). It also references other important web-related policies.

### 2.0 SCOPE

This policy applies to the web development efforts of all FSU units and personnel (i.e. faculty, staff, and students). It applies to efforts by these entities to outsource web site or web page development and administration to contractors.

### 3.0 POLICIES

#### 3.1 General Issues

##### 3.1.1 Electronic Accessibility Policy

The Universal Electronic Accessibility Policy sets forth required information on web site accessibility issues. This policy is posted on the FSU web site.

##### 3.1.2 Privacy Policy

The Web Site, E-mail, and Data Storage Privacy Policy sets forth required information on electronic privacy issues. This policy is posted on the FSU web site.

##### 3.1.3 Copyright Complaints

The Designated Agent to receive and respond to reports alleging copyright infringements on FSU's web site, in accordance with the Digital Millennium Copyright Act, is the FSU Webmaster ([webmaster@frostburg.edu](mailto:webmaster@frostburg.edu)). Complete agent contact information is listed on the FSU web site.

The Digital Millennium Copyright Act specifies that all infringement claims must be in writing (either electronic mail or paper letter) and must include the following elements:

- a physical or electronic signature;
- identification of the infringed work;
- identification of the infringed material;

- contact information for the complaining party, e.g., address, telephone number, electronic mail address;
- a statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner or the law; and
- a statement that the information contained in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the copyright owner.

### **3.1.4 Copyright Information and Resources**

Unless otherwise indicated, all text and artwork appearing on the World Wide Web is protected by copyright and should not be reproduced without written permission from the copyright holder. Web developers should contact the author of that web page for permission to use specific information and/or graphics, which can be accomplished by sending an e-mail, if there is an e-mail link on that page or site, or by calling the author, again if the information is available.

Information on the Web that is prohibited by law or disallowed by licenses, contracts, copyrights, or FSU regulations may not be published. Groups or individuals are responsible for the information they publish; consequently, they should be aware of FSU policies pertaining to confidentiality and the use of computers. All FSU policies are located on the FSU web site. Contact the Information Technology Department for more information.

All departments, offices, and web publishers and developers are responsible for keeping their web pages in compliance with copyright rules and with FSU guidelines and policies.

For additional information, consult the following copyright resources on the Internet:

- United States Copyright Office – <http://lcweb.loc.gov/copyright/>
- U.S. Code – <http://www4.law.cornell.edu/uscode/>
- Digital Millennium Copyright Act – <http://www.loc.gov/copyright/legislation/hr2281.pdf>
- CCC: Copyright Clearance Center – <http://www.copyright.com/>
- University of Maryland's Project NEThics – <http://www.inform.umd.edu/NEThics/resources/online/laws.html>
- University of Texas' Crash Course in Copyright – <http://www.utsystem.edu/OGC/IntellectualProperty/cprtindx.htm#top>
- WWW Multimedia Law – <http://www.batnet.com/oikoumene/index.html>
- Copyright and Multimedia Law for Web builders and Multimedia Authors – <http://bailiwick.lib.uiowa.edu/webbuilder/copyright.html>

## **3.2 Web Development Issues and Standards**

### **3.2.1 Web Accounts Policy**

FSU web accounts are subject to the *Agreement of Acceptable and Responsible Use of Computing and Network Resources*, which users of FSU's network resources, including web publishing accounts, must read, agree to, and sign.

Faculty and staff web publishing accounts at FSU are administered by the Information Technology Department. Employees may request a web account by completing and returning an FSU Web Publisher Account Request to the Information Technology Department. This agreement is available on the University web site or from the FSU Webmaster.

Student web publishing accounts at the University are administered by the University Computer Club. Contact the Computer Club or the Information Technology Department to request a student web account on a University student web server.

### **3.2.2 Web Page/Site Policies**

#### **Official University Pages**

Each academic and administrative unit at FSU will be granted space on an FSU web server for a web presence. Each unit must assign a web page manager. If the assigned web page manager changes, the unit must inform the FSU Webmaster. Newly appointed web page managers should contact the FSU Webmaster for information and guidelines on maintaining their unit's web pages.

Each unit's web presence should communicate only approved FSU information. Official pages must adhere to FSU specifications concerning, but not limited to, required content, acceptable design, update responsibility, and space restrictions. Current web development guidelines and specifications are posted on the University web site.

#### **Faculty and Staff Personal Web Pages**

All FSU faculty and staff may be granted space on an FSU web server for a personal web presence. Personal pages must adhere to FSU specifications concerning, but not limited to, space restrictions. Current web development guidelines and specifications are posted on the University web site. Personal pages are not endorsed by or official representations of FSU.

FSU employees may not publish information on the World Wide Web that is prohibited by state or federal laws and regulations, or disallowed by FSU policies and agreements, licenses, contracts, or copyrights. FSU does not assume responsibility or liability for any actions that may result from use of FSU web resources.

Owners of professional- or academically-related personal web sites may request links to the web site from appropriate locations on the main FSU web site. The

FSU Webmaster will handle all requests for cross links.

### **Student Personal Web Pages**

All FSU students may be granted space on a student web server for a personal web presence. Personal pages must adhere to FSU specifications concerning, but not limited to, space restrictions. Current web development guidelines and specifications are posted on the University web site. Personal pages are not endorsed by or official representations of FSU.

Students may not publish information on the World Wide Web that is prohibited by state or federal laws and regulations, or disallowed by FSU policies and agreements, licenses, contracts, or copyrights. FSU does not assume responsibility or liability for any actions that may result from the use of FSU web resources.

### **3.2.3 Service Disclaimer**

FSU makes no warranties for the service it is providing. In addition, it is not responsible for any damage an individual may suffer due to system use. Damages may include, but are not limited to, loss of data, delays, non-deliveries, mis-deliveries, or service interruptions, which may cause errors or omissions. The use of information systems is at the user's risk, since FSU specifically denies any responsibility for the accuracy of information received through electronic resources.

### **3.2.4 Outsourcing**

All standards set forth in this document apply to efforts by FSU entities to outsource web site or web page development and administration to contractors.

## **3.3 Web Operations**

The FSU web site is an extensive network of static and dynamically created information resources residing on multiple servers located across the FSU network. Web servers are maintained and administered by the Information Technology Department.

All official FSU web pages must be hosted on an official FSU web server maintained by the Information Technology Department. All servers (web, ftp, mail, dhcp, smtp, tftp) must be registered with the Information Technology Department.

## **3.4 Establishing & Changing University Web Policies, Procedures, Standards, and Guidelines**

Creation of and changes to University web policy, procedures, standards and guidelines will be facilitated by the University Web Advisory Group. This Group will make recommendations to the Executive Committee in regards to establishing new or changing existing web policy.

## **4.0 RESPONSIBILITIES**

### **4.1 Executive-Level Responsibilities**

The Administration and Finance division will ensure that the FSU Webmaster and web publishers implement policy.

### **4.2 Web Advisory Group Responsibilities**

The FSU Web Advisory Group exists to assist in the making and changing of web policy, procedures, standards and guidelines at FSU. The Group will make web policy recommendations to the Executive Committee.

The Web Advisory Group is chaired by the Vice President of Enrollment Management and reports to the Vice President of Administration and Finance. Web Advisory Group membership consists of the Vice President of Enrollment Management, the FSU Webmaster, and one representative each from the Division of Academic Affairs, the Division of Student and Educational Services, and the Division of University Advancement. Division representatives will be designated by the Division vice president.

### **4.3 Webmaster Responsibilities**

The FSU Webmaster is responsible for heading redesign and enhancement efforts relating to the FSU web site. The FSU Webmaster also monitors adherence to standards, provides resources for FSU web development, coordinates FSU web resources, and maintains top-level information resources on the FSU web server. The FSU Webmaster is available to assist offices, departments, programs, and organizations with developing and maintaining a web presence.

The FSU Webmaster must be familiar with relevant State policies and standards and be aware of current guidelines and specifications endorsed by the World Wide Web Consortium. The FSU Webmaster must make this information available to web page managers as appropriate.

### **4.4 Office, Department, and Program Web Page Managers' Responsibilities**

Unit web pages are managed by appointed web page managers in each unit. Each web page manager is responsible for ensuring that all information provided on the unit's web pages is accurate and up-to-date and that no information being distributed via the Web is private, confidential, or detrimental to the FSU or the State of Maryland.

It is also the responsibility of the unit's web page managers to coordinate all web development projects, including outsourced projects with the FSU Webmaster and the Information Technology Department. Also, the unit web page managers should consult with the Information Technology Department at the beginning of any web development project to ensure that all server-related standards are followed and all server-related issues are addressed.

### **4.5 Personal Web Page Publishers' Responsibilities**

Personal faculty, staff, and student web pages are managed by the page owners. Each

personal web publisher is responsible for ensuring that all information provided on his or her web pages is accurate and up-to-date and that no information being distributed via the Web is private, confidential, or detrimental to FSU or the State of Maryland.

It is also the responsibility of the personal web publishers to coordinate all web development projects with the department web page manager (as appropriate) and with the FSU Webmaster and the Information Technology Department.

## **5.0 GUIDANCE**

### **5.1 Minimum Guidelines for Web Site Development and Operations**

The World Wide Web Consortium was established to lead the World Wide Web to its full potential by developing common protocols that promote its evolution and ensure its compatibility around the world. W3C has developed more than 20 technical specifications for the Web's infrastructure. As Web technology emerges, the W3C is laying the foundations for the next generation of the Web to enable a robust, scalable, and adaptive infrastructure for a world of information. The W3C web site is located at <http://www.w3.org>

## **6.0 ADDITIONAL INFORMATION**

- 6.1 Questions regarding FSU's Web Site Development and Operations Policy should be directed to the FSU Webmaster or the Information Technology Department.

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