	Eastern Kentucky University Policy and Regulation Library	Administrative Regulation: 11.2.6ADR Responsible Office(s): Communications and Brand Management Effective: August 31, 2023

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Web Governance

Statement

Eastern Kentucky University's (EKU) web presence is a virtual representation of the University as a place and as a community. The University's web presence must embody the culture, atmosphere, and experience of EKU. The University aspires for all guests to have an accurate, unified, accessible, and easy-to-use web experience consistent with its brand and values.

This policy will ensure a consistent look and feel for EKU's web presence through standardized processes, roles, responsibilities, and practices. A unified site with consistent, accurate messaging and a seamless user experience strengthens the University and supports EKU's constituents.

EKU's guiding web principles are to put users first, deliver timely and accurate information, remain consistent with its brand, comply with relevant State and Federal laws, and maintain a digital presence that aligns with EKU's strategic plan.

All University-sponsored websites are strategic assets that belong to the University, not any particular department or division. Campus units serve as caretakers of their websites, experts in their content, and stewards of the EKU brand.

This Policy establishes the principles that guide practices regarding EKU's web presence. This presence includes any online information or service representing all or part of the University.

Entities Affected

Entire University community, external constituents, and guests.

Procedures

To have a site hosted on the eku.edu domain, use the University's content management system (CMS), and access EKU branding resources, a campus unit must abide by the following principles:

I. Content, Quality, and Workflow

A. All public-facing content must adhere to EKU web and editorial guidelines as well as current accessibility standards. For more information please see Policy 1.3.5, Website and Other Technology Accessibility.

B. The Communications and Brand Management (CBM) team has full access to all areas of all EKU digital properties, and has broad authority to oversee, edit and remove content that does not comply with this Policy. CBM will set the strategic direction for the overall information architecture. All EKU pages must follow the navigation structure.

C. All EKU departments must use a University-approved CMS. No other CMS can be used for public-facing websites.

D. The website shall not serve as a document repository for web content that is outdated and no longer meant for public consumption. Document archives will be housed by each department, who shall be responsible for ensuring dated content is downloaded and maintained internally.

E. All content on all University-affiliated websites must be audited annually. Static (undated) content must be reviewed by Content Strategists for continued accuracy and dated content must be updated/removed. If there is no one to review the content, CBM may remove or simplify the site.

II. Logos and Branding

A. Official EKU Branding is the only visual identity system that may be adopted for a University-sponsored website.

B. Content Strategists cannot alter the existing EKU logos and branding, and in no cases may departments or units create their own logo or graphic representation without the approval of CBM. No exceptions.

C. The university has the full legal right and obligation to protect its materials; and non-authorized uses may violate University Policy or Regulation, various handbooks, and the EKU values.

III. Mobile Applications and Third-Party Software

Campus units should contact CBM prior to developing and launching public-facing mobile applications, web portals, or other third-party software to ensure the applications follow EKU branding standards, as well as best practices for Americans with Disabilities Act (ADA) compliance/accessibility.

IV. Metrics

Website performance measurement tools may be embedded in all site pages to generate web analytic data, and this decision lies within CBM's discretion. Analysis of these metrics can assist in marketing decisions to allow for continued improvement of the sites.

Departments shall not add any metric tracking script to any University-affiliated site without approval from CBM because the addition of metric tracking scripts can result in inaccurate data collection, processing, and/or reporting.

CBM may place third-party tracking code on eku.edu pages provided the request meets these requirements:

   A. The third-party platform will be paid for and actively managed by the requestor for at least three (3) months to support statistical analysis of data generated.

   B. The third-party code does not interfere with any existing tracking code on the page(s) (e.g., Google Analytics, etc.) nor does it negatively impact server, site, or page load performance in any way.

V. Multimedia

   A. Campus units are encouraged to use photography on their sites. Photography should be appropriate to the subject matter on the website.
   B. Campus units must have consent to use images not owned by EKU. Photo release waivers may be obtained from the University Counsel website.
   C. Content Strategists may embed photos/images in a page on their website. Please note, all photography and/or images must depict the University in a professional manner and be consistent with EKU brand standards. Clip art, cartoons, and/or inappropriate imagery are not acceptable on the EKU website. CBM has broad authority to remove images, photos, and/or graphics that do not comply with this Policy and/or meet the EKU brand standards.
   D. Photos and Videos
      a. Photos and Videos must meet EKU's social media criteria and guidelines as outlined in University Regulation 11.2.5, Social Media Communications The campus unit is responsible for keeping images or videos up to date, and for providing images, captions, and other maintenance. CBM will work with the department to make sure the integration with its site is working properly.

b. Campus units must ensure a uniform, professional look to all faculty and staff photos featured on the official directory pages.

c. The same policies involving the unauthorized use of copyrighted material (whether EKU's or another party's) apply to photos and videos as on the rest of the website's content.

VI. Links

A. All links must comply with current web content accessibility guidelines.

B. Links directing guests off an EKU website should open in a new tab or window.

C. Links to external organizations may be provided as an additional resource, where appropriate, but no link to an external organization shall be presented in such a way as to be interpreted as an endorsement.

D. All email addresses should be hyperlinked.

E. It is the responsibility of Content Strategists to monitor for broken links and to update any broken links in a timely fashion.

F. Using university resources for private gain is strictly prohibited. This includes, but is not limited to, the use of affiliate links on University websites that have not followed a procurement and approval process.

VII. Web Help/Support

A. Training: Content Strategists must complete CMS and website accessibility training before being granted CMS access to their EKU website. It is the Content Strategist's responsibility to remain up-to-date on changes to the CMS workflow process and complete additional training as needed. In some cases, CBM may require mandatory CMS or website accessibility retraining at its discretion.

B. Account Access

a. CMS access will be revoked for any Content Strategists who do not fulfill training requirements as outlined by CBM.

b. CMS accounts are for individual use only.

c. Inactive accounts will be reviewed on a case-by-case basis to determine if continued access is required.

d. Requests for site access must be submitted by the campus unit supervisor through the CBM web request form. Access change requests from other users will not be processed. Students may edit content within the eku.edu domain under review by the area's content strategist.

C. Website Help Requests

a. Requests for general assistance for a University-sponsored website must be submitted through the web request form. Please allow one to two business days for a response.

b. Any requests submitted directly to a member of the CBM team will be redirected to the web request form.

VIII. Emergency Requests

a. In the case of a web emergency, such as an outage, please send an email to web@eku.edu or call 859-622-3000.

b. For all other urgent requests, please submit the CBM web request form. Requests due to operational issues such as lack of training, failure to plan for employee turnover, or lack of a backup Content Strategist do not constitute an emergency and will be processed accordingly.

IX. Major Projects and Initiatives

Major projects, such as site redesigns, significant content changes, and new site launches must be completed in conjunction with and under the oversight of CBM. Such requests will be placed in the CBM queue according to department and strategic priorities. To initiate this process, submit the CBM web request form.

X. Copyright

A. Copyright violation is a serious offense that comes with strict penalties for which the University itself may be held liable. It is the Content Strategist's responsibility to ensure that their content, including text, images, video, documents, and music, complies with all copyright laws. Content on EKU websites that infringes on copyright will immediately be removed by CBM, and the appropriate unit will be notified.

B. EKU is obligated and empowered by law to actively monitor the use of its own copyrighted materials and to protect them as necessary from unauthorized use, even by members of the EKU community, whether on websites or on official social media accounts. For example, unauthorized use of the EKU logo on student or departmental projects may constitute a copyright violation (as well as a violation of University policy), particularly if such materials are made publicly available.

C. Secure and document prior authorization for all uses of the EKU logo and other copyrighted materials in online media. Unauthorized and/or inappropriate use of copyrighted materials may result in sanctions, such as the removal of web pages and disciplinary action against individuals and organizations by their authorized governing bodies and may have to pay any associated penalties and fines that result.

XI. Third-Party Advertising

No third-party advertising is allowed on the EKU website, such as banner ads or Affiliate Links. These will be promptly removed.

Definitions

- **Affiliate Links:** Any link that generates revenue on behalf of a third-party.

- **Campus Unit**: Any college, department, program, center, institute, administrative office, or university extension.

- **Content Strategists**: One or two Full-time or part-time University employees responsible for the day-to-day maintenance of their unit's University-affiliated website. Content Strategists are the only employees in their unit with the authority to edit or publish content on University-affiliated websites.

- **EKU Branding:** Guidelines identified in the University Brand Guide maintained by Communications and Brand Management.

- **University:** Eastern Kentucky University (EKU)

- **University-Sponsored Event:** An event sponsored by a department or unit affiliated with the University.

- **University-Sponsored Website:** A website needed by a campus unit affiliated with the University.

Responsibilities

- Communications and Brand Management

    - The user interface will fall under the management and supervision of CBM to maintain a consistent look or feel. CBM will be involved in and have decision-making authority over the look and feel and accessibility/compliance for all EKU branded sites, including those run by third parties.

    - CBM is responsible for guiding the overall strategic direction of the University's positioning and messaging.

    - CBM is responsible for overseeing Content Strategists and Site Owners, and ensuring they are compliant with governance and guidelines.

- Information Technology

    - Information Technology (IT) acts as the de facto caretaker of the web server operations provided that the web server is hosted internally at EKU. IT coordinates with third parties for services that are hosted elsewhere. Campus units should work with IT to ensure compliance with related IT policies.

    - Information Technology shall

- Install, maintain, and upgrade web applications software such as EKU Direct, the University's course management system, and the web interface to Banner.
- Collaborate with CBM and EKU's ADA Coordinator to review for any security, accessibility, or compatibility issues and remediate any identified noncompliance.

- Site Owners
  - Site Owners must be unit supervisors at EKU and should have ultimate responsibility for the accuracy of the content on their site. Their responsibilities include:
    - Guiding the overall strategic direction of their department's positioning and messaging
    - Creating original content and/or collaborating with the Content Strategist to do so
    - Identifying a primary and secondary Content Strategist for their department
    - Requesting permission changes for Content Strategists (both granting and terminating access)
    - Ensuring Content Strategists complete and remain up to date with CMS training
    - Approving all department-specific content on University-affiliated websites

- Content Strategists
  - Each department must have a year-round staff member (full-time or part-time) identified and trained as the primary publisher and a second year-round staff member (full-time or part-time) identified and trained as the secondary publisher. No other employees may edit or publish content on University-affiliated websites. Content Strategists are responsible for the day-to-day maintenance of their website. Their responsibilities include:
    - Ensuring all content, including text, photos, videos, and PDFS, is in accordance with the governance guidelines and University Policy 11.2.1, Acceptable Use of Information Technology Resources
    - Creating content at the direction of, or in collaboration with, the department's Site Owner
    - Completing and remaining up to date on CMS training

Violations of the Policy

Violations of this policy will be handled on a case-by-case basis under Regulation 8.3.3, Employee Conduct, and continued and egregious violations will incur significant

penalties, up to removal of a site or other digital property from the eku.edu domain. Cases of ADA compliance/web accessibility violations will be handled on a case-by-case basis under Policy 1.3.5, Website and Other Technology Accessibility.

Regulation Adoption Review and Approval

Regulation Issued

Date	Entity	Action
August 31, 2023	President	Approved
September 10, 2020	Board of Regents	Adopted