



Eastern Kentucky University Policy and Regulation Library

11.2.6

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Section 6, Web Governance

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Management

Responsible Office(s): Communications and Brand
Management

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Web Governance

Statement

EKU's 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 digital guests to have an accurate, unified, accessible, and easy-to-use digital experience consistent with its brand and values.

This policy will ensure a consistent look and feel for EKU's digital 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. Departments serve as caretakers of their websites, experts in their content, and stewards of the EKU brand.

These websites provide a platform to showcase the University's best qualities and project a positive image. They are strategic assets that carry enormous influence and provide global access to all aspects of the University.

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, & guests.

Procedures

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

I. **Content, Quality, and Workflow**

- A. All public-facing content must adhere to ECU 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 team has full access to all areas of all ECU digital properties, and has broad authority to oversee, edit and remove content that does not comply with this Policy.
- C. All ECU departments must use a University-approved CMS. No other website development software (e.g., Dreamweaver) or other CMS (e.g., WordPress) can be used for public-facing websites.
- D. The ECU Web Governance Committee w, containing representatives from a cross-section of the University, will set the strategic direction for the overall information architecture. All ECU pages must follow the navigation structure.
- E. The website shall not serve as a document repository. Document archives will be housed by each department internally.
- F. All content on all University-affiliated websites must be audited annually. Static (undated) content must be reviewed by Content Supervisors for continued accuracy and dated content must be updated/removed. If there is no one to review the content, the Web Governance Committee can remove or simplify the site.
- G. All University-affiliated social media content must comply with Policy 11.2.5, Social Media Communications.

II. **Text**

- A. All text should portray ECU and its constituents, events, programs, faculty, staff, and students in a positive manner. Content creators should be mindful to avoid innuendos, double-meanings, and other potential accidents that could be harmful to the image of ECU.
- B. The typeface, size, and color of text will follow all ECU branding standards.
- C. All text should be professional and consistent with the rest of ECU's web pages.

III. Logos and Branding

- A. The official EKU Branding is the only visual identity system that may be adopted for a University-Sponsored Website.
- B. Content Supervisors 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 Communications and Brand Management. **No exceptions.**
- C. The university has the full legal right and obligation to protect its materials; and certain non-authorized uses may violate University Policy, various handbooks, and the EKU Values.

IV. Mobile Applications and Third-Party Software

Colleges, departments, and centers should contact Communications and Brand Management 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.

V. Metrics

Website performance measurement tools have been embedded in all site pages to provide robust audience tracking. 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 Communications and Brand Management because the addition of metric tracking scripts can result in inaccurate data collection, processing, and/or reporting.

Communications and Brand Management is often asked to place third-party tracking code on eku.edu pages and will support the request provided it meets these requirements:

- A. The third-party platform will be paid for and actively managed by the requestor for at least 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.

VI. Multimedia

- A. Departments and units are encouraged to use photography on their sites. Photography should be appropriate to the subject matter of the website.
- B. Departments must have consent to use images not owned by ECU. Photo release waivers may be obtained from the University Counsel website.
- C. Minors must be protected on all ECU digital platforms.
- D. Content Supervisors may embed a photo and/or image 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 ECU brand standards. Clip art, cartoons and/or inappropriate imagery are not acceptable on the ECU website. Communications and Brand Management has broad authority to remove images, photos, and/or graphics that do not comply with this Policy and/or meet the ECU brand standards.
- E. Photos and Videos
 - 1. Photos and Videos must meet ECU's social media criteria and guidelines. The department is responsible for keeping images or videos up to date, and for providing images, captions, and other maintenance. Communications and Brand Management will work with the department to make sure the integration with its site is working properly.
 - 2. The strategic plan ensures a uniform, professional look to all faculty and staff photos featured on the official biography pages. Communications and Brand Management offers the opportunity for professional "head shots" on a regular basis. These are the preferred photos to use with faculty and staff bios or listings; others may be considered for approval.
 - 3. The same policies involving the unauthorized use of copyrighted material (whether ECU's or another party's) apply to photos and videos as on the rest of the website's content.

VII. Links

- A. All links must comply with current web content accessibility guidelines.
- B. Links directing guests off an ECU website should open in a new tab or window.
- C. Carefully consider what third-party website ECU is endorsing or "vouching for" by linking to that product, service, or entity. Non-governmental private organizations or businesses, unless under contract with ECU, should not be endorsed by ECU without careful consideration.
- D. All email addresses should be hyperlinked.
- E. It is the responsibility of Content Publishers and authors 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.

VIII. Web Help / Support and Emergencies

- A. Training: Content Publishers must complete CMS and website accessibility training before being granted CMS access to their ECU website. It is the Content Publisher's responsibility to remain up-to-date on changes to the CMS workflow process and complete additional training as needed. In some cases, Communications and Brand Management may require mandatory CMS or website accessibility retraining at its discretion.
- B. Account Access
 - 1. CMS access will be revoked for any Content Publishers who do not fulfill training requirements as outlined by Communications and Brand Management.
 - 2. CMS accounts are for individual use only.
 - 3. Inactive accounts will be reviewed on a case-by-case basis to determine if continued access is required.
 - 4. Requests for site access must be submitted by the Department Head or Unit Supervisor through the web request form. Access change requests from other users will not be processed. Students may not edit content within the eku.edu domain.
- C. Web Help Requests
 - 1. 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.
 - 2. Any requests submitted directly to a member of the Communications and Brand Management team will be redirected to the web request form.
- D. Emergency Requests
 - 1. In the case of a web emergency, such as an outage, please send an email to the University Web Developer or call 859-622-3000.
 - 2. For all other urgent requests, please submit the web request form. Requests due to operational issues such as lack of training, failure to plan for employee turnover, or lack of a backup editor/content contributor 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 Communications and Brand Management. Such requests will be placed in the Communications and Brand Management queue according to department and strategic priorities and will be reviewed by the Web Governance Committee. To initiate this process, submit the 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 Owner's responsibility to ensure that their content, including text, images, video, and music, complies with all copyright laws. Content on the EKU website that infringes on copyright will immediately be removed by Communications and Brand Management, and the Content Owner 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, removal from the Social Media Directory, and disciplinary action against individuals and organizations by their authorized governing bodies.

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.

XII. Course Listings

To comply with official accreditation rules and regulations, all Course Listings must be kept up to date with the academic record. If a site is found to have descriptions that are not up to date with the academic record, Communications and Brand Management will promptly remove the descriptions and notify the Content Owner. Exceptions may be granted only for special topics and experimental courses that do not have descriptions in the enterprise resource planning site (currently Banner). In these cases, it is the Content Owner's responsibility to ensure that outdated listings are removed as quickly as possible. Exceptions must be granted and approved by Communications and Brand Management. To request an exception, use the web request form.

XIII. Event Listings & Promotion

Departments and/or units should submit for approval all University-Sponsored Events for publication in the EKU event calendar.

Definitions

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

- **Course Listing:** A partial or complete listing of currently available courses found within the most recent version of the official University course catalog.
- **EKU Branding:** Guidelines identified in the University Visual Identity 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 sponsored by a department or unit affiliated with the University.

Responsibilities

I. **Web Governance Committee**

The Web Governance Committee is responsible for:

1. Guiding the overall strategic direction of the University's positioning and messaging.
2. Overseeing the Content Supervisors and Content Publishers, and ensuring they are compliant with governance guidelines.

II. **Communications and Brand Management**

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

III. **Information Technology**

Information Technology (IT) acts as caretaker of the web server operations and coordinates with third parties for services that are hosted elsewhere. Departments should work with IT to ensure compliance with related IT policies.

Information Technology shall:

1. Install, maintain, and upgrade web applications software such as ECU Direct, the University's course management system (currently Blackboard), and the web interface to Banner.
2. Collaborate with Communications and Brand Management and ECU's ADA Coordinator to review for any security, accessibility, or compatibility issues and

remediate any identified noncompliance. Each website must have at least one person identified to fulfill each of the roles listed. In some cases, individuals may take on one or more of these roles for multiple sites, depending on the structure of the EKU web presence.

IV. Content Supervisors

Content Supervisors must be department heads or unit supervisors at EKU and should have ultimate responsibility for the accuracy of the content on their site. Their responsibilities include:

1. Guiding the overall strategic direction of their department's positioning and messaging.
2. Creating original content and/or collaborating with the Publisher to do so.
3. Identifying a primary and secondary Publisher for their department.
4. Requesting permission changes for Content Publishers (both granting and terminating access).
5. Ensuring Content Publishers complete and remain up to date with CMS training.
6. Approving all department-specific content on University-Affiliated Websites.

V. Content Publishers

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 Publishers are responsible for the day-to-day maintenance of their website. Their responsibilities include:

1. 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.
2. Creating content at the direction of, or in collaboration with, the department's Content Owner.
3. 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 Policy 8.3.4, Progressive Disciplinary Action, 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.

Interpreting Authority

Office of University Counsel

Policy Adoption Review and Approval

Policy Issued

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Entity

Board of Regents

Action

Adopted