

GEN 1.3 Computing and Data Policies

GEN 1.3.(1). Acceptable Use of Computing Resources Policy.

(5) Policies and Procedures for Publicly Accessible Web Presence

Purpose of the University Website

A university's web presence plays a critical role in the success of the institution. Its primary purpose is to support the multifaceted educational mission of the University. It is also a recruiting tool for students, faculty and staff, often serving as their first impression of UW Oshkosh. The website is a vehicle to build and maintain relationships with the community, alumni, businesses, and other educational institutions. It also plays a critical role in the daily lives of all students, faculty and staff on campus.

Scope of Policy

This policy applies to all information on UW Oshkosh servers, regardless of the server on which it resides, to all individuals, committees or institutional units publishing information on University web servers, and to social media and mobile platforms. Activity and information posted on the web needs to conform to policies, guidelines and regulations of the University regardless of funding sources.

Definitions

This document refers to multiple types of information the University routinely houses on its web servers and presents policies and procedures to best distribute each of these types of information to users.

- (a) Publicly accessible websites: All websites on the uwosh.edu domain that are accessible to the general public and not protected by a password.
- (b) Unofficial: Information posted on University web servers by faculty, staff or students that is not in support of teaching, academic research or administration.
- (c) Social media platforms: Information posted on externally-hosted websites on behalf of officially recognized academic or administrative units, programs and departments describing and supporting UW Oshkosh policies, programs, units and services.
- (d) Mobile platforms: Information posted on University servers designed for mobile device access by officially recognized academic or administrative units, programs and departments describing and supporting UW Oshkosh policies, programs, units and services.
- (e) Web Advisory Group: An advisory group charged by the Office of the Chancellor, and co-chaired by the Office of the Provost and the University's Integrated Marketing and Communications Office. The advisory group is comprised of members from Information Technology (2), Student Affairs (1), Admissions (1), Career Services (1), Division of Lifelong Learning and Community Engagement (1), Administrative Services (1), Library (1), Residence Life (1), Faculty (4), Instructional Academic Staff (1), Students (1), and an external member of the local community. This cross-divisional group is responsible for advising on the strategy and implementation of the campus website vision and providing support and guidance to the groups responsible for the continued delivery of outcomes and associated benefits of the University web presence. As such, the Web Advisory group is available for resolving issues that may arise and making recommendations regarding exceptions and special circumstances to the campus branding standards.
- (f) Executive Committee of the Faculty Senate: A decision-making body that reviews matters related to academic freedom and academic content.

Guiding Documents and Policies

As a general principle, the web offers the same freedoms and restrictions that apply in the offline environment. Academic freedom exists on the web just as in faculty research and the classroom. Academic freedom must be respected in all cases that do not conflict with legal and/or system

guidelines. Established University policies regarding defamation, hate speech and other restrictions apply equally to the web.

All web accounts must comply with the UW System policies, Wisconsin laws and federal laws as cited below. The full text of these documents is available in the Forrest R. Polk Library.

- (1) Ethical standards of conduct for the appropriate use of one's University position and University resources are established for faculty and academic staff in Chapter US 8, Wisconsin Administrative Code, and for classified staff in Chapter Per 24, Wisconsin Administrative Code.
- (2) Chapters US 14 and 17, Wisconsin Administrative Code, establish standards and disciplinary processes relating to academic and nonacademic misconduct by students, including prohibitions on disruption of University activities, damage to University facilities, harassment and similar matters.
- (3) Chapter US 18, Wisconsin Administrative Code, governs conduct on University lands and applies to all members of the University community. Chapter US 21, Wisconsin Administrative Code regulates the use of University facilities.
- (4) Section 943.70, Wisconsin Statutes, defines and prohibits certain computer crimes.
- (5) Chapter 11, Wisconsin Statutes, restricts the use of state facilities for political activities by state employees.
- (6) Title 17, U.S. Code, contains the federal copyright law that applies to materials published or circulated through the use of computing resources. Web authors must take care not to incorporate copyrighted designs or materials without permission from the copyright owner, or outside the confines of fair use as defined in Title 17. For clarification, review the Digital Millennium Copyright Act (DMCA).
- (7) The federal Family Educational Rights and Privacy Act restrict access to personally identifiable information from students' education records.

Efforts should be made to keep the content on University websites current and accurate. All official and publicly accessible sites need to conform to UW Oshkosh design standards as outlined in the University brand guidelines available at <http://www.uwosh.edu/go/brand>. The University's Integrated Marketing and Communications Office, when deemed appropriate, can grant deviation from University web design standards.

Official information posted on the web requires the same scrupulous attention as information published in print. If the online document is not considered to be the official version, there should be an explicit disclaimer to inform users and a referring link to the official version of the text so that users may follow up with the appropriate source if so desired.

Production and Support of University Websites

The University's Integrated Marketing and Communications Office is responsible for design and oversight of UW Oshkosh's publically accessible websites, social media platforms and mobile platforms, based upon the advice of the University Web Advisory Group. The IMC office is available for collaboration and assistance with content production and web publishing. The office can also serve as a campus consultant in the use of new technologies and innovations in the area of web and new media. This department works with Information Technology, academic departments and administrative offices to ensure the availability and professional presentation of information on the web in accordance with the University Web Policy. Members of Information Technology are available for consultation on the usage of web and new media for business processes, infrastructure and instruction in accordance with our University Web Policy.

All individuals, departments and organizations interested in contracting with a web developer not affiliated with UW Oshkosh need to first offer their work to the University's Integrated Marketing and Communications Office for consideration. An outside arrangement might be appropriate if the work cannot be done in a timely manner on campus or if it involves technologies beyond those

available to the University. Any work offered to outside web developers should be in accordance with state procurement rules. If the work is to be bid off-campus, the University's Integrated Marketing and Communications Office will play an active role in the communications with the off-campus developer. This will ensure that the off-campus developer abides by all campus web policies, that quality is maintained, and that the work is done in such a manner that ongoing support can be provided on campus.

Levels of Review

- A. Federal / State / UW System Regulations
- B. The University's Integrated Marketing and Communications Office does not actively pre-screen or review content posted to existing websites or social media and mobile platforms, but when concerns are brought to its attention, it will, after consultation with University administration and/or UW System legal staff, enforce the policies and procedures stated in this document. Pages or content that do not meet the legal requirements of federal and/or state regulations will be removed from the web server until they comply with government regulations. In all cases, the site owner will be notified, and whenever possible, the site owner will be contacted prior to content removal. Campus Guidelines

In cases where pages do not meet campus policy or guidelines, the University's Integrated Marketing and Communications Office will contact site owners and will assist in resolution, negotiation of exceptions or compliance.

- C. The Web Advisory Group is available to discuss any concerns with policy and guidelines and can advise the Integrated Marketing and Communications Office to consider requests for exceptions. To request an exception, a detailed email should be sent to webrequest@uwosh.edu and the request will be added to the next Web Advisory Group meeting agenda. These are scheduled 4-6 times per calendar year. In cases where timing is critical, a special meeting of the Web Advisory Group can be scheduled. In all cases, the requestor is invited to discuss the request with the Web Advisory Group. Academic Content

If cases involve questions regarding academic freedom and/or academic content, the Web Advisory Group will refer the matter to the Executive Committee of the Faculty Senate for a final decision.

- D. Summary

Those who need assistance in complying should contact the University's Integrated Marketing and Communications Office.

If further resolution is needed related to any web page, an official appeal can be submitted to the Vice Chancellors through the Office of the Provost.

Web Accessibility

The University of Wisconsin Oshkosh is committed to providing equal access to its websites and web-based information for all users. This includes persons with disabilities who are accessing the web through specific software/hardware.

Each University unit is responsible for coordinating and achieving compliance with this policy for both the unit-wide pages and those pages created by or for individuals in the unit. This also includes ensuring that any web-based product from a vendor also meets minimum accessibility. The University's Integrated Marketing and Communications Office or Office of Information Technology may grant exceptions to this policy when compliance is not possible or requires extraordinary measures.

UW Oshkosh endorses Section 508 of the Rehabilitation Act of 1973 (PL 93-112 Sec. 504, 29 USC 794) and the World Wide Web Consortium (www.w3c.org) guidelines as the standard for web accessibility in compliance with the Assistive Technology Act of 1998 (PL 105-394, 29 USC 3001), and the Americans with Disabilities Act (PL 101-336, 42 USC 1201). All University should be in compliance with Section 508 (<http://www.section508.gov>).

Web authors are responsible for understanding and observing these and all other applicable policies, regulations and laws in connection with their use of the University's web technology.

Commercial Use and Advertising on a Campus Website

For the complete policy, please see the University of Wisconsin System Policy on Advertising, Sponsorship and Links at <http://www.uwsa.edu/fadmin/gapp/gapp43.htm> .

- (a) Advertising is defined as any advertisement, signage, label, packaging, imprint, logo, sales promotion activity or device, public relations material or events, merchandising or other activity, or communication that has the obvious intent of promoting or marketing a non-University product, service, event or organization.
- (b) Sponsorship is non-University underwriting of a specific University event, publication or special activity (such as a scholarship fund drive) that represents the equivalent of a gift-in-kind or a gift of money insofar as the non-University sponsor provides or pays for promotion, materials, awards, and/or other items or services of value related to the specific event, publication or special activity. Sponsorship or acknowledgments of sponsorship are not advertising as defined in this policy.

University faculty, staff and students may not use a campus website for personal gain. Personal gain, as defined by UW System in Chapter US18, *Wisconsin Administrative Code*, includes using his or her public position or state property for money, gifts in kind, equity or anything of value to the recipient.

Advertising is a clear call to action. Advertising is a transaction in which a commercial enterprise purchases the opportunity to reach a target audience with their message using University media. Advertising on a university web page is not permitted. It is permissible to offer a simple text link to commercial websites. Acknowledgment of sponsorship also is permitted within the limits set forth by UW System policy. Non-University advertising is prohibited except where the chancellor or his or her designee has determined that special circumstances exist that warrant granting an exception to the general prohibition on advertising.

Sponsorship will be limited to: the name of the sponsor, the purpose to which the sponsorship was directed, the sponsor's location geographically and on the Web, non-comparative or value-neutral descriptions of the products or services, a sponsor's institutional goals or a public service message, a sponsor's brand or trade names including depiction of the same, a sponsor's bona fide text or visual logo, the length of time the sponsor has been in business or the date its business commenced, and the sponsor's telephone number. For additional information, please refer to the UW System Policy on Advertising, Sponsorship and Links on the Web.

Appendix A

Obtaining a Website (site, account)

Access to University computing and networking resources is available to all members of the University community. Certain responsibilities accompany that privilege. The University of Wisconsin Oshkosh Statement of Acceptable Use of Computing Resources can be viewed at <http://www.uwosh.edu/acs/policies/acceptable-use-policy> .

A department or organization must request a website by completing the online request form available at <http://www.uwosh.edu/web>. By completing the request form, you are agreeing that the department/organization accepts responsibility for the content and upkeep of the web page(s) within the context of the campus web policies and procedures as well as University brand guidelines available at <http://www.uwosh.edu/go/brand>. Those requesting a website must identify a contact person in the unit who is authorized to maintain the site.

All departmental, unit and recognized student organizational websites must be housed on the University web server(s) and must use the uwosh.edu domain.

Approvals

The Integrated Marketing and Communications Office works collaboratively with campus units

and departments on websites, and in some cases, content development. During site development, the Integrated Marketing and Communications Office can negotiate deviations from guidelines when appropriate. In the case where a unit or department does not work with the Integrated Marketing and Communications Office, all new University of Wisconsin Oshkosh websites must be reviewed and approved by the department responsible for that website prior to submission to the Integrated Marketing and Communications Office for final review and publishing.

Steps for Submitting:

- (1) Submitter should have the website completed and ready for final review.
- (2) Once the page adheres to this policy, submitter should send an e-mail message to brandreview@uwosh.edu requesting that the site be reviewed. At this time, a department representative may request policy or guideline exceptions or to be added to the agenda of the Web Advisory Group.
- (3) The University's Integrated Marketing and Communications Office will review the site for compliance with this policy and University brand guidelines. The brand review process is explained at <http://www.uwosh.edu/imc/go/brandreview> . At this point, the Integrated Marketing and Communications Office will collaborate with the department on any requests for policy deviation or will assist with changes needed for compliance. Upon approval from both the department and the Integrated Marketing and Communications Office, the submitter will then receive notification that the website is live or what needs to occur before the site is approved.
- (4) For questions related to matters of academic freedom, the Executive Committee of the Faculty Senate will make a final decision.

Other Servers

Approval from the Information Technology Division is required for units and departments to set up their own web servers. Those units and departments interested in setting up web servers should contact the Director of Academic Computing. The UW Oshkosh home page will maintain links to official pages only.

Disk Space

Standard amounts of disk space will be allocated to official pages. Units and departments requiring large amounts of disk space may be required to purchase their own web server.

Hosted Web Services

Faculty and staff may serve as host web service providers for affiliated professional organizations. However, hosting academic support information and unofficial information on websites is subject to maintenance and server capacity parameters.