# 60.2 World Wide Web Pages

**1. Purpose.** These policies and procedures relating to the official World Wide Web (Web) pages of Eastern New Mexico University-Roswell (ENMU-Roswell) are intended to:

A. Provide a framework for developing and presenting World Wide Web hyper-media in a consistent and friendly manner.

B. Maintain flexibility for departments of ENMU-Roswell that wish to publish information that will be connected to the ENMU-Roswell Home Page.

C. Assure that the information presented is accurate and current.

D. Provide continued and structured support for the Web server; and

E. Develop Web page guidelines that are consistent with the image and mission of ENMU-Roswell.

**2. Policy.** The policies established in furtherance of the above purposes are as follows:

A. Because of the global and public nature of the material presented on the Web, it is appropriate that material on the ENMU-Roswell Web server be presented in a consistent and coherent manner within established guidelines.

B. Use of the ENMU-Roswell logo shall be consistent with the standards established for the logo and maintained by the Office of College Development.

C. Web pages procedures and guidelines shall be approved by the President's Cabinet, with developmental assistance from the Vice President for Business Affairs or Director of Computer Services.

D. Official student organizations pages shall be maintained on the ENMU-Roswell personal Web page server and shall not be permitted on the official ENMU-Roswell server.

E. A personal Web page server shall be provided by ENMU-Roswell and shall operate under separate policies and procedures. Links (connections) to personal Web pages from the official ENMU-Roswell server may only occur through the link provided on the main ENMU-Roswell Home Page. Direct links to personal pages from official ENMU-Roswell pages shall not be permitted.

F. All Web pages shall comply with local, state and federal law.

G. Web pages shall be considered a formal ENMU-Roswell publication and are subject to all applicable ENMU-Roswell policies, procedures, rules and regulations. Nothing stated herein should be interpreted to supersede the published policies, rules and regulations of ENMU-Roswell.

H. No Web server, other than the official ENMU-Roswell Web server and the personal Web server provided by ENMU-Roswell, shall be permitted on the ENMU-Roswell network unless they:

1. Make no representation and contain no implication that they represent ENMU-Roswell.

2. Prohibit access from the general ENMU-Roswell Network or the Internet.

3. Provide mandatory password protection.

4. Provide access via a non-standard port assignment.

The foregoing purposes and policies are implemented by the following:

**PROCEDURES**

**3. Administration.** The responsibility and authority for administering Web pages policies and procedures shall be as follows:

A. The Office of the Vice President for Business Affairs shall administer web procedures and guidelines and have final authority over all Web material.

B. The Webmaster shall:

1. Manage the Web server.

2. Maintain the ENMU-Roswell Home Page and second-level menu.

C. Computer Services shall:

1. Provide technical support to assist ENMU-Roswell departments with web development.

2. Provide appropriate levels of access to information on the ENMU-Roswell Web for students, faculty and staff.

D. The responsibility for oversight for the various sections of the Web shall be as follows:

1. News and Information - Director of College Development

2. Instruction – Vice President for Academic Affairs

3. Courses and Classes – Vice President for Academic Affairs

4. Groups and Organizations – Vice President for Academic Affairs

5. Student Support Services - Vice President for Student Affairs

6. Learning Resource Center - Director of the LRC

7. Technology/Computing – Vice President for Business Affairs

8. Personal Pages - Vice President for Business Affairs

9. Internet Navigation - Vice President for Business Affairs

The foregoing purposes, policies and administrative responsibilities and authorities are implemented by the following:

**PROCEDURES AND GUIDELINES**

**4. Home Page Graphics and Identification.**

A. All departments and other units (hereinafter collectively referred to as "departments") on the ENMU-Roswell Web shall make their respective home pages identifiable as being an ENMU-Roswell home page by explicit identification of ENMU-Roswell through the use of:

1. The term "ENMU-Roswell"

2. The term "Eastern New Mexico University-Roswell"

3. The ENMU-Roswell logo approved by College Development

4. Other graphics approved by College Development

B. Departmental home page titles shall be used and shall clearly describe the content of the pages(s).

C. Content menus shall be consistent with the intent of the specific section being presented and duplication of material (from other home pages) shall be avoided. Provided, however, if common material is desired, appropriate links should be used to refer to the primary location of the information within ENMU-Roswell's Web pages. For instance, reference to Internet Navigation Resources should be made by link to the ENMU-Roswell's common page providing that information rather than developing another, independent set of links.

**5. Home Page Content.** All departments are responsible for preparing and maintaining their own home pages. Each department shall designate the staff person (by providing that person's name and position to the Webmaster in writing) who will be responsible for maintaining the home page in conformance with the following guidelines:

A. The information shall be accurate, clear, current and useful.

B. Each home page shall contain an e-mail address that is "clickable" using appropriate "mailto:" HTML code. This should allow users to easily contact the person responsible for that page to make comments and/or request information. In addition, it is strongly recommended that home pages contain a postal address, telephone and fax information.

C. Each home page shall be dated as to its latest revision. This can be done unobtrusively with an entry at the bottom of the page, such as "Last modified 06-07-00."

D. Each home page shall provide a means of linking to the previous "second level" ENMU-Roswell page, as well as the ENMU-Roswell Home Page.

**6. Text Reader.** Pages employing graphics presentations shall be designed to be readable with a text-based Web browser in order to accommodate the needs of students with visual disabilities and for those who use non-graphical (text only) browsers.

**7. No Pages Under Construction.** While it is recognized that Web pages are dynamic in nature and are thus subject to change, initial publication of a page shall be deferred until it contains sufficient information to make it useful. Use of the words "under construction" or similar words will not serve to make the page publishable.

**8. Inappropriate Content or Usage.** Instances of inappropriate content or use of the Web shall be referred to the appropriate administrative unit for consultation and/or action.

**9. Compliance with Law.** All ENMU-Roswell pages shall comply with local, state and federal law. Particular attention shall be paid to copyright provisions. The use of copyrighted material shall be stated in the body of the material being presented, and written approval for the use of any copyrighted material must be furnished to the Webmaster, who shall maintain such approval on file.

**10. ENMU-Roswell Compliance.** Web pages shall be considered the same as any formal ENMU-Roswell publication and, as such, shall be subject to all applicable ENMU-Roswell policies, procedures, rules and regulations.

**11. Removal of Pages.** Pages that, in the judgment of the Webmaster, are in violation of law, ENMU-Roswell policy, or any of these policies, procedures or guidelines may be removed from the ENMU-Roswell Web pages immediately.

A. Upon any such removal, the Webmaster shall give the department that authored the removed page written notice of the removal within twenty-four (24) hours.

B. If the subject department wishes to have the page restored it shall have the right to:

1. Consult verbally with the Webmaster.

2. If the problem is not thereby solved, make a written request to the Webmaster for reinstatement.

3. If the problem is not thereby solved within fifteen (15) days, make a written request to the Vice President for Business Affairs for reinstatement.

> a. If requested, the Vice President for Business Affairs shall conduct a meeting among the Webmaster, the appropriate administrator under Section 3C above, and the chief administrator of the subject department.

> b. The Vice President for Business Affairs shall make a decision within fifteen (15) days of receipt of the written request.

> c. The Vice President for Business Affairs decision shall be final.

**12. Annual Review.** The author of each web page has the responsibility to review and update the content of the web page at least once a year.