

Web Policy

Purpose:

The purpose of this document is to define a unified Web policy that all campus and campus-affiliated Web sites must follow regarding Web standards, accessibility, maintenance, compliance and enforcement.

Scope:

The policies in this document apply to the Web sites of all official campus divisions and other administrative units, all campus affiliates, faculty, staff, student organizations and third-party Web applications.

Web Standard:

All campus Web sites are required to meet standards of accessibility; required information; information architecture and usability; and site content as defined in this section. Use of the standard page structure embodied in the "Clean Up the Web" standard templates is required for certain sites (see below) and strongly encouraged for others. The "Clean Up the Web" standard is accessible, provides templates for required information, enables incorporation of university branding, and facilitates site maintenance.

Accessibility: All University Web sites are required to be accessible to individuals with disabilities, conforming to Section 508 of the Rehabilitation Act of 1973 and to directives from the California State University Accessible Technology Initiative.

Required Information: All Web sites must contain the following information; current copyright information, webmaster email link, last edit date, title and meta tags for campus search, and a link to the campus disclaimer.

Information Architecture & Usability: The organization of information within the Web site must be clear and easy to understand. The navigation must be logical and free of broken links.

Site Content: Site content must be factually correct and of high editorial standards. Additionally, all content, including text, images and media, must abide by all copyright laws.

Page Structure: The official university page structure is the "Clean Up the Web" standard, which is a technical specification for the construction of page structures and navigation. Pre-built compliant page structures are available in the "Clean Up the Web" Web Developer's Toolkit.

University Branding: Official university branding, which comprises official logos, graphics and links, is included in the "Clean Up the Web" Toolkit and must not be recreated on any Web site.

Requirements for Adoption of the Web Standard:

Official campus units, Institutes and Centers: All divisions, administrative units, Institutes and Centers are required to adopt the "Clean Up the Web" University Web Standard, including page structure, university branding, and required information. Within the Web standard, the responsible division will determine the visual design. Web sites must be hosted on a centrally supported campus server.

Auxiliaries, Foundations, and Athletics: The Auxiliaries, Foundations, and Athletics, are required to adopt the "Clean Up the Web" standard page structure and required information, but may use their own branding.

Faculty and staff Web sites: The professional Web sites of faculty and staff (sites used in instruction or other university business) are required to be accessible, include required information, and be hosted on a centrally supported campus server. Faculty and staff are strongly encouraged to adopt the accessible "Clean Up the Web" standard page structure, and may apply their own visual design.

Student clubs and organizations: The Web sites of student clubs and organizations are required to be accessible as defined in the Web standard. Student clubs and organizations are encouraged to adopt the accessible "Clean up the Web" standard page structure and apply their own visual design.

Third-party Web applications: Third-party Web applications, including social networking applications and emerging Web-based technologies, must be accessible and include official university branding when used in instruction or other university business. Third-party applications are subject to the same branding requirement as are the units that are responsible for them.

Maintenance:

Each division or other administrative unit is responsible for ensuring that sites are maintained and kept up to date, are functional, and comply with all university standards and mandates including accessibility. Web sites should be updated at least every two years and upgraded to the current version of the Web standard at that time.

A Web site directory will be created to contain up-to-date information on all campus Web sites. This directory will be reviewed annually for dead or non-compliant sites.

Enforcement:

Through the Web Council, the Senior Technology Leadership Team (STLT) shall enforce Web policy compliance on campus. Division leaders in Academic Affairs, Administrative Services, Student Affairs, and University Advancement, as well as Auxiliary/Foundation and Athletics, will identify Web Compliance Coordinators who shall be responsible for implementing and enforcing Web policy in each unit. STLT will appoint a Campus Web Policy Monitor who will interface with the Web Compliance Coordinators and the Web Council to gather ongoing status, generate campus reports, and maintain the Web site directory.

STLT shall empower the Web Council to oversee any exemption requests as well as any compliance and enforcement issues. The Web Council will determine an enforcement

procedure where by non-compliant sites will be brought into compliance or removed from university Web servers.

Exceptions:

Where compliance is not technically possible or may require extraordinary measures due to the nature of the information and the intent of the Web site, or when utilizing emerging technologies, exceptions to university Web standard may be granted. In this case, a Request for Exception must be submitted in writing to the Web Council. The Request for Exception cannot be based on issues of cost or time alone, and must include a description of an equally effective alternative form of access as defined in Coded Memorandum AA-2007-04. If the Web Council approves the request, a timeline will be determined for provision of the alternate form of access.

Web sites that are no longer actively linked to campus Web sites but are subject to records retention plans are considered to be in archive status and do not have to adopt the university Web standard unless specifically requested to do so by the STLT.

Auditing & Monitoring

Web Compliance Coordinators will be responsible for auditing and monitoring the compliance and accessibility of Web sites. The Web Compliance Coordinators will follow a testing procedure and schedule defined by the Web Council that includes testing for both the university Web standard as defined by STLT and accessibility as defined by the Chancellor's Office Accessible Technology Initiative.

The Web Compliance Coordinator is required to monitor the division's Web sites and generate reports to submit to the Web Policy Monitor. The schedule for reporting is defined by the Web Council.

Remediation:

Any Web site that is found to be non-compliant or non-accessible will need to be brought into compliance. It is up to the division Web Compliance Coordinator and the site developer to coordinate the corrective process. Sites that fail Web standard compliance and accessibility testing are to be rebuilt based on the Web standard rather than undergo any remediation process.

Each unit or division is responsible for providing an alternative way of delivering information during any period in which Web sites within their division are undergoing development to adopt the campus Web standard, to become accessible or when utilizing emerging technologies.

Support and Training

Support will be provided for the creation and maintenance of Web site accounts as well as for Web site building, software troubleshooting and accessibility compliance.

Training will be available on the Web standard, Web accessibility, and compliance testing.