

**MEMORANDUM**

DATE: Jan. 28, 2013

TO: Lynn Williams, Chair, Academic Senate

CC: Kevin Ayotte, Venita Baker and Dawn Truelsen

FROM: Bruce Whitworth, Executive Director, Web Communications and Publications

SUBJECT: **Draft Web Policy**

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Attached is the draft revised Web policy as developed by the Web Services Advisory Board and vetted by the Web Communications team in University Communications.

This Web policy draft is the result of consultation, feedback and input by a substantial group of campus participants, including first and second readings before the Academic senate Executive Committee, Dec. 10, 2012 and Jan. 28, 2013. Additional distribution was to and feedback received from IETCC, the Academic Information Technology sub-committee (two presentations were made; the first to distribute and address concerns, the second to review the updated draft and solicit further concerns, which were addressed in the draft now before the Academic Senate Executive Committee), ASI via distribution to the ASI Executive Committee, Integrated Marketing and Communications Council (which also had ASI representation), Technology Services, each division, school and college via representatives appointed to the Web Services Advisory Board, and Technology Services.

In addition to updating the current published Web policy (<http://www.fresnostate.edu/advancement/ucomm/web/web-policy.html>), this policy revision provides additional coverage of areas such as the Web content management system, online advertising, linking to commercial sites, sponsorships.