Review History: *Last reviewed by the Policy Review Committee 03/29/11.*

ELIZABETH CITY STATE UNIVERSITY
Web Page Policy

1. Purpose of Policy

The World Wide Web allows Elizabeth City State University staff, faculty, and students to promote university educational opportunities and activities to a local, regional, and international community that includes alumni and current and prospective students, faculty, staff, and friends.

2. Structure

a. Elizabeth City State University's World Wide Web pages are considered university publications as well as campus-wide information sources. The web administrator oversees the structure and development of the Elizabeth City State University main home page and determines the guidelines for consistent graphic design, writing style, and accuracy of official information for the home page (located at http://www.ecsu.edu) and the pages linked directly to it.

b. The Academic Computing Center provides the computer hardware and access to Elizabeth City State's main web server.

c. Various areas of the university also maintain web servers, using university equipment and staffing. This policy applies to any Elizabeth City State University web server, web server administrator, web server page owner, or web page publisher.

d. Server space

   1) General principle: Elizabeth City State University does not grant unique domain names that are not a variation of the www.ecsu.edu domain name.
   2) General principle: Any individual or organization receiving Elizabeth City State server space must abide by all university guidelines, including the university's web policy.
   3) Any individual or nonprofit organization that receives funds through the university (i.e., anyone who has a letter of agreement with Elizabeth City State University) may receive server space. If support is requested, the individual or organization will be notified that such service is not guaranteed and, if provided, will be treated as a low priority for the server staff.
   4) Professional, nonprofit organizations sponsored by a member of the Elizabeth City State University community, whose mission is directly tied to the university's mission, may qualify for server resources. Resources may be provided only if these resources do not have a negative impact on server efficiency. The faculty or staff member affiliated with the organization will be responsible for developing and maintaining the page, with no support from the server staff. Any faculty or staff member requesting server space must submit a

5) written request to the ACC and must state how the mission of the requesting organization is tied to the university's mission.
6) Acquiring server space does not guarantee a link from an official ECSU web page, nor does it imply that the server space holder will receive a requested uniform resource locator (URL).
7) Professional, nonprofit organization files will reside in the web directory of the affiliated member (who also is an ECSU faculty or staff member).

3. Official and Unofficial Web Pages

The Elizabeth City State University web site includes both official and unofficial pages. Official pages are those of university offices or departments sanctioned by the Chancellor of ECSU or his designee. Unofficial pages are those not sanctioned by ECSU, including but not limited to faculty, staff, and student personal pages and student or employee organization pages.

Elizabeth City State University is not responsible for unofficial pages. The university reserves the right, however, to remove from any Elizabeth City State web server any page that is found to be in violation of the law or university policies or interests or that is detrimental to performance of the web server or the network.

4. User Responsibilities

a. The names, initials, seals, mascots, and logos associated with Elizabeth City State University are trademarks owned by the university.

b. Elizabeth City State University web page owners and publishers are responsible for the content of their pages and are subject to all university policies and standards pertaining to print publications and computing ethics.

c. Without specific authorization from the web administrator, Elizabeth City State University web servers may not be used for the following:

Advertising or server space for non-university or organizations.

A web advertisement consists of :

- Text or graphics placed on a web page that have been paid for by a non-Elizabeth City State University organization; or,

- Text or graphics placed on a web page in exchange for goods or services.

The following examples do not constitute an advertisement:

- General interest links to commercial web sites that may be of interest to web viewers and that are available free of charge (e.g., links to Alta Vista search service, Elizabeth City home page, area weather links);

- Subscription services or site licenses for which the university pays, in order to gain access to a commercial service (e.g., Netscape Navigator);

- Information that relates to or supports the teaching, research, or service mission of the university, such as academic departmental conferences; or,

- Listings of sponsors for a performance or special event (The listing must not be hyperlinks to a commercial sponsor's web page).

- Activities that would provide non-university related persons or organizations monetary gain; or,

- Activities that would provide direct financial benefit to any non-Elizabeth City State University organization.

5. Guidelines for Official Pages

Web page owners are responsible for presenting accurate data and for updating any material they publish on the university's web servers. Page owners and publishers who maintain official ECSU web pages must adhere to the following publishing guidelines:

- Create a visual heading for the top of the page, which clearly identifies it as an ECSU College, school, department, program, area, etc. Include the <title> tag and a title for the page within the <head></head> tags for the indexing/search purposes, such as:
  <HEAD>
  <TITLE>Elizabeth City State University's Home Page</TITLE>
  </HEAD>

- Include the name and e-mail link of a faculty or staff contact person or departmental e-mail address at the bottom of each page (an e-mail link must not be a student e-mail address).

- Note the date the page was created or updated (if more than one person is maintaining the page, the author may want to include the name or initials of the person who made the last modification).

- Link each page to one or more previous pages; include a link to the Elizabeth City State University home page at http://www.ecsu.edu on the area's "top-level page".

- Create text alternatives for graphics so those users who are unable to view graphics will understand the page and be able to navigate it.

- Ensure that pages are not created in ways that prevent users of text-based browsers and people with disabilities from accessing or navigating the web.

- Respect the copyrights of text, sound, and graphic material, remembering that the appearance of material in print does not indicate that the university holds permission for use beyond that appearance.

- Commercial Links

    1. Elizabeth City State University web pages can provide a text link to a commercial site if the university has an exclusive contractual relationship with the business. Logo links are not permitted on university pages unless the web administrator grants an exception.

    2. Elizabeth City State University web pages can provide a text link to a commercial site if the site provides a service to the university's primary community (faculty, staff, or students), as long as the university is not receiving any goods or services for creating the link.

    3. Elizabeth City State University web pages will not link to the site for any commercial web developers who have created the site or the pages contained therein. This principle applies to situations in which the university paid for the service and in which the service was provided free of charge. Attribution can and should be listed, but no links can be provided and no commercial logos displayed.

    4. Check pages on a regular basis for dead links and keep information current.

6. Additional Information Regarding Student Organizations and Student Personal Pages

a. Server space is available to any student organization registered with the university.

b. The content of a student organization's web page must relate specifically to the activities of that organization. Organization pages must include the campus address and phone number of the organization or the name of a responsible officer.

c. Space allocated to an organization may not be used for personal pages of members or officers of the organization. However, an organization page may provide links to personal pages. If links are provided to student personal pages, the standard disclaimer

> ("The views and opinions expressed on unofficial and personal pages of Elizabeth City State University faculty, staff or students are strictly those of the page authors. The content of these pages has not been reviewed or approved by Elizabeth City State University.")

Must be placed immediately preceding links to those personal pages.

7. Appeals

a. Appeals regarding any of the guidelines in this policy may be made to the web administrator.

8. Policy Review

a. This policy will be reviewed as needed, at least annually.