

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

ELIZABETH CITY STATE UNIVERSITY Web Accessibility Policy

These Web Publishing Standards apply to the publication of information on the Internet at Elizabeth City State University and particularly to the publication of information on the official ECSU Web Server (www.ecsu.edu). These standards are established and approved by the University's Web Master.

1. Publishing Information on the WWW.ECSU.EDU Web Server

- a. When the updates are ready to be published to the web server, the appropriate authorized personnel will submit a 3.5" disk with all the current HTML or information. Pages with prior authorization will be updated automatically. Otherwise, requested updates will be approved within 1 business day, if they meet the standards outlined in this document. Updates that do not meet these standards will not be approved until they are brought into compliance and resubmitted for approval.

2. Responsible Entities

- a. Each web page that resides on the Elizabeth City State University Web Server must have a designated responsible agent. It is the duty of these responsible agents to verify and ensure that each of their web pages adheres to the standards specified in this document as well as the WWW Policy. Pages not currently compliant with these standards must be brought into compliance with these standards within one month of the publication of these standards. If these standards are changed in the future, it will be the responsible agents' responsibility to bring their web pages into compliance with the new standards within a reasonable period of time. Pages not brought into compliance will be subject to the penalties described below.

3. Official ECSU Web Page Content Standards

- a. The standards given below must be adhered to by all web transmitted information offered on the ECSU campus, including, but not restricted to, those pages offered from the www.ecsu.edu web server and any personal web pages offered using the Elizabeth City State University Web Server. Web transmitted information on University owned equipment in violation of these standards is subject to removal. Ports with non-University owned equipment that host web transmitted information in violation of these standards are subject to immediate disconnection from the campus network. Furthermore, if such web transmitted information also violates the University's official published policies or any federal, state or local laws (e.g. copyright, libel, privacy) the incident may be referred to the appropriate campus department for resolution. Such

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cases may result in suspension from the University as well as prosecution by outside authorities. Other penalties described below may be applied as appropriate.

- Official ECSU Web pages will be sponsored by recognized entities of the university (Liaisons). Liaisons may create home pages and other web pages that serve to carry out official University business. The University Webmaster is the Liaison for the top level Elizabeth City State University Home Page.
- Liaisons are responsible for maintaining the accuracy, timeliness and consistency of page content for their respective areas. Pages not meeting this guideline are subject to removal if not brought into compliance in a reasonable period of time. Individuals updating pages who are not designated to do so by the appropriate Liaison will be considered to have committed computer abuse.
- Elizabeth City State University resources may not be used to create WWW pages primarily for personal business or personal gain, except as permitted by other university policies. Violators of this are subject to termination of access to network services.
- Issues of privacy and confidentiality of information will be considered by the University Web Master. In general, custodianship of sensitive records is the responsibility of university offices maintaining such records, and no such records will be published on the ECSU WWW site without permission of the custodian. Violators of this policy are subject to termination of network services for any system(s) on that network jack and referral to the appropriate campus department for resolution.
- Limitation on the size and number of these pages may be imposed in the future if resources become overburdened. Personal pages will be removed when the person in question departs from the university.
- If an individual suspects any violations of University policies, the person should contact the University Web Administrator (webmaster@mail.ecsu.edu).

4. Suggestions

- Make sure all your links work before requesting publication.
- Web page should take no longer than 30 seconds to download on a 28.8 modem.
- Create a visual heading for the top of the page which clearly identifies it as an ECSU, 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.

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- Include name and e-mail link of faculty, staff person, or department (Must not be a student e-mail address), and last updated date at the bottom of each page. Outdated information will be de-linked.
- Images used on a web page should relate to and compliment the content.
- When using graphics on your page, you are advised to have a “Text Version” in consideration for users with lower version browser and PCs.
- Provide a text or graphical navigation bar for each page. Include a link back to the originating page as well as the ECSU Homepage. (www.ecsu.edu)
- You can use any of Elizabeth City State University’s logos.
- The web page should be no larger than 640x480 pixels.
- Refrain from using excessive animated gifs or other bells and whistles because it takes away from the intended message and it slows down the download time.
- Design the page around the content.
- The content of the web page should be written with the audience in mind. Long textbook descriptions and content should be avoided since it is usually uninteresting. Cut down long-winded text into bite size sections that are logically grouped.

Be mindful of wild backgrounds, which have the tendency of taking away from the text as well as making it hard to read. For long content use the black text on the white background.