Official Web Pages

Summary/Purpose: This policy governs the management of those documents accessible on the World Wide Web that represent the University of Mississippi. The University encourages contributions to its World Wide Web site, and this policy is intended to guide the preparation and management of such contributions.

1. INTRODUCTION
The following definitions are used:

- **UM**: the University of Mississippi
- **UM unit**: a school, department, institute, administrative division, or official organization of UM.
- **IT**: Office of Information Technology
- **HTML**: Hyper-text Markup Language
- **URL**: uniform resource locator – e.g. http://www.olemiss.edu
- **Render**: the operation a browser performs as it translates HTML code into the layout and content of a Web page
- **the Web**: the World Wide Web
- **Web document**: a file made available on the Web
- **Web page**: a Web document written (or generated by a program) in HTML capable of being rendered by browsers
- **Web site**: a collection of inter-linked Web pages consisting of a home page and various secondary pages, or a collection of Web sites grouped under a common home page
- **Web application**: a Web page which interacts with the user, collects information via a Web page from a user, or performs some function via a Web page for a user - e.g. Web-based e-mail systems, online registration, and interactive forms
- **personal Web page**: a Web page representing only the individual author, not UM, although the page may have an "olemss.edu" URL. Please note that any URL of the form http://system.olemiss.edu/~user (with "system" being a Web server on the UM network and "user" being the login ID of an individual account) is considered an individual Web page
- **official Web page**: a Web page presented on behalf of UM, sanctioned by the appropriate UM unit
- **UM Web Site Registry (https://www.olemss.edu/webregistry)**: the system to register UM Web sites for inclusion in the UM Web site index

2. MANAGEMENT OF OFFICIAL WEB PAGES
   (a) IT responsibilities
IT is responsible for the following:

1. maintaining a central Web server (Cedar) for the UM home page and for pages of other UM units;
2. maintaining official pages not associated with any single unit, including the UM home page at www.olemiss.edu;
3. creating and maintaining applications within myOleMiss portal;
4. providing access by designated managers of official UM Web pages to appropriate directories, so that they may update and revise their pages;
5. providing and maintaining the WebID online authentication system;
6. maintaining secure Web servers;
7. maintaining the UM Web site registry for Web pages and UM units;
8. maintaining the Blackboard online learning system;
9. access control for use of PHP, CGIs, and MySQL on IT systems;
10. maintaining URL aliases and redirects as required for relocated Web pages and short URLs;
11. maintaining virtual host settings to allow other domains to be hosted on campus Web server (as directed by the Domain Name Registration policy);
12. taking appropriate action to contain and resolve security violations in the event of Web site hacking or misuse;
13. working with Publications to create and maintain UM branded Web templates for use by other UM units;
14. providing code and graphic for common shared Web resources (www.olemiss.edu/share).

IT will allow non-IT projects on production IT servers with the approval of the Chief Information Officer under the conditions of (a) the application has campus-wide impact, (b) the department has a full-time staff member who is willing to take responsibility and work under the guidelines in place for the IT Web team, and (c) the application is reviewed for correctness and good security practices.

Note that IT is not responsible for preparing Web pages, images, or Web applications on behalf of any other unit of UM. Nor is IT responsible for the maintenance of any non-IT servers or the Web sites on those servers.

IT reserves the right to update any and all software on IT servers to maintain system integrity and security.

(b) UM Web Planning Committee responsibilities
The UM Web Planning Committee bears the following responsibilities:

1. creating new Web pages or designating appropriate authors for new Web pages as required to enhance the usefulness, appeal, and clarity of the UM Web site;
2. approving the content of the first and second level pages that make up the official UM Web site;
3. overseeing the UM Web site and requesting UM Web authors to update or revise official Web pages when necessary;
4. revising this policy as necessary to best serve the members of the UM community.

The UM Web Planning Committee is authorized to request IT to remove from UM central Web pages links to documents that are not consistent with this policy, if the manager of such a document is not available or not willing to maintain compliance.

The UM Web Planning Committee must include at least one representative from each of the following: the undergraduate student body, the non-faculty staff (exclusive of IT), the faculty, and IT.

(c) Manager responsibilities
Every UM unit is entitled to a Web page and an appropriate link via the UM home page. That unit must designate a specific manager, who will be responsible for maintaining standards of clarity, accuracy, and timeliness. When the management of an official Web page is passed to a new individual, the change must be promptly noted in the Web page.

The manager is responsible for all content in their Web space, including maintaining the validity and appropriateness of both internal and external links contained in the unit’s Web space. The manager is also responsible for updating the Web site’s information listed in the UM Web Directory.

These responsibilities apply to managers and UM unit sites which are not housed on IT servers.
For transferring management of official Web pages served on the official UM Web server, Cedar, the following process should be followed:

- the new manager applies for a Cedar account (assuming they do not already have an account) which is assigned to their name and for which they hold responsibility.
- for new accounts, the user is assigned a temporary password which needs to be changed via logging into Cedar or changed online at https://secure4.olemiss.edu/itss/password.
- the new manager contacts the UM Webmaster to obtain access to the relevant Web space.
- once access is provided, the new manager should create (or update) the Web Directory for their UM unit.

(d) Print documents
UM print documents made available as Web pages will generally be the responsibility of the office that has prepared the print document. Exceptions must be approved by the office preparing the original print document.

3. REQUIREMENTS FOR OFFICIAL WEB PAGES
(a) General policy
The UM Appropriate Use Policy for use of UM computational facilities applies to all UM Web pages. This includes those policies regarding commercial use, copyright, and harassment. Advertising is not permitted on official UM Web sites. All UM unit pages must be approved by the UM webmaster based on required content, layout, accessibility and general usability concerns, and professional looking graphics and images.

(b) Required content
The primary home page of each UM unit shall include:
1. the official UM banner, banner variant supplied by the Publication Office, or banner approved by the UM Web Planning Committee;
2. a link to the UM home page (using the UM banner, if present);
3. the name and e-mail address of the current document manager, or a "Contact" link to a page which includes this information;
4. the date of last update;
5. a link to the UM copyright statement, http://www.olemiss.edu/share/copyright.html;
6. an “Apply Online” link (http://www.olemiss.edu/technology/apply_online.html) (if applicable);
7. a link to the UM Creed (http://www.olemiss.edu/info/creed.html) (if applicable);
8. links to faculty listing and course catalog (if applicable);
9. an “Accessibility” link for the University's Accessibility Statement (http://www.olemiss.edu/info/access.html);

Inclusion of these elements is also recommended on subsidiary pages with the additional requirement of a link to the UM unit home page.
Web pages must adhere to the disability standards listed in the Section 508 guidelines (see http://www.section508.gov/).

(c) Security
All UM Web sites must be vigilant in providing proper security for all personal data retained or recorded and information flow between server and Web client when necessary. Use of Social Security
Numbers (SSNs) must be avoided except in those situations in which it is required, such as Financial Aid.

All Web applications developed or implemented by UM units must maintain proper security and system integrity. Web applications on IT servers which jeopardize either security or system integrity may be disabled without prior notification.

Use of the WebID online authentication system may be provided to non-IT systems and managers on a case-by-case basis.

See the Information Confidentiality/Security Policy (ADM.IT.400.030) in the UM Policy Directory at http://www.olemiss.edu/policies for more information concerning information security.

4. RECOMMENDATIONS FOR OFFICIAL WEB DOCUMENTS

(a) Content

An HTML document is a means of conveying information to a wide audience across a variety of platforms. Simplicity, clarity, and performance should always be high priorities. Creativity is encouraged in the design of each UM page, but designers are cautioned against customizing their pages to a single client or configuration, as this will limit the audience unnecessarily. HTML should be used to organize content without specifying the exact appearance of the various elements. Web designers are asked to test their pages in a non-grapics environment, such as with Lynx, to ensure their pages are clearly organized.

1. Web pages should adhere to the standards defined by World Wide Web Consortium (W3C) (see http://www.w3.org/) for HTML, CSS, or other Web languages.

2. Web pages should conform to the UM Web Style Guide, should one be created. Common UM branding elements should appear across the entire UM Web site. Designers of UM Web pages should incorporate these elements into their designs.

3. If graphics are employed, a department logo or a recognizable UM logo, symbol, or banner (e.g. "http://www.olemiss.edu/share/headers") should appear at the head of the primary home page, and may also appear on subsidiary pages. Non-graphic home pages should use the words "University of Mississippi" in their header.

4. Large graphics, backgrounds, imagemaps, and other features that degrade speed without adding content are discouraged.

5. Do not use copyrighted material - graphics, audio, video, text - without prior written permission from the holder of the copyright. If in doubt, assume the content is copyrighted and obtain permission from the content creator. This includes content created by another UM unit.

6. Large files or files with unusual formats (images, sound, programs, or compressed files) should be accessed only through links that specify their size and format (e.g. 650kB .au sound). Links to formatted word processor documents are discouraged; however PDF versions of those documents are acceptable.

7. Document managers should see that the information presented in their pages is correct and current.

8. Links to related off-campus resources should be clearly distinguished from links to local sources and should be checked periodically to ensure viability and appropriate content.

9. Links to individual Web pages of faculty, staff, and students may be included at the discretion of the document manager, in consultation with the dean, chair, or director of the unit. If such links are provided, they should be accessed from a menu that clearly designates the status of
the individuals ("geology faculty" or "home pages of history majors") and includes a disclaimer that UM is not responsible for their content.

10. The <head> element (title, document type, and meta-elements) should be designed as carefully as the <body>, in order to provide keywords for search and indexing programs.

(b) File location

1. Cedar is the server of choice for housing official Web pages, although departments with their own resources may elect to maintain their home pages on their own servers. Use of Cedar allows minimum duplication of resources, such as graphics and audio files, which may be useful to several Web pages.

2. UM department home pages on Cedar should be mounted in the appropriate subdirectory under the URL http://www.olemiss.edu/depts/, and organization home pages under http://www.olemiss.edu/orgs/.

3. Request for URL aliases and redirects may be approved on a case by case basis to preserve URLs for relocated Web pages and to provide short URLs for use in printed materials.

Please note that any URL of the form "http://system.olemiss.edu/~user" (with "system" being a Web server on the UM network and "user" being the login ID of an individual account) is considered an individual Web page and should not be used for an official home page. Individual accounts may be used for subsidiary pages of an official home page as appropriate (for example, course-related materials or individual faculty project descriptions).