

Website Procedure

Procedure

STATEMENT OF PURPOSE: Langston University recognizes the power and importance of the internet and the World Wide Web in promoting the University and communicating our mission to provide quality education to a diverse population of learners. Langston's website is often the first impression a prospective student or employee has of the University. The quality of information and presentation of that information play a lead role in shaping the institution's identity and reputation. Because of the significance of the website, the following requirements are established as a set of standards for the Langston University website and the information detailed within the site. The guidelines seek to provide all site users a more accurate, credible, up-to-date and visually appealing website to navigate and will hopefully convey an impression of the quality institution that is Langston University. All websites residing on Langston University's server are subject to local, state and federal laws and must comply with these laws and all policies, rules and guidelines set by the University and its governing boards.

1.0 General Web Requirements

The following standards apply to all pages on the university server:

1. All pages must be in compliance with all local, state and federal laws.
2. Copyright laws apply to websites. All information on the Langston University site is protected by copyright law. Additionally, before placing copyright protected materials on Langston's site, written permission to use those materials must be obtained and sent to the Office of Public Relations.
3. Pages on the Langston University website must not contain confidential information or student information that is protected by the Federal Education Rights and Privacy Act (FERPA) unless proper security measures are in place to restrict access.
4. Pages on the University server cannot be used for personal business activities or to promote personal financial gain.
5. No page on the Langston University server should contain, or link to, any material that may be inappropriate for certain viewing audiences. Examples include but are not limited to violent content or sexually explicit content.
6. No page on the Langston University website may permit outside entities to advertise on the site unless special permission is granted by the President of the University.
7. All University pages must meet accessibility guidelines in compliance with applicable laws including Section 508 of the Rehabilitation Act and the American Disabilities Act (ADA). The World Wide Web Consortium (W3C) has established three priority levels for web pages. All University sites must meet Priority I checkpoints.

2.0 Institution Webpage Requirements

1. Institution web pages are considered to be all administrative, departmental and other selected pages.
2. Each department or office, both academic and administrative, shall designate one employee as its designated Web Representative. The representative will be considered a member of the University Communications Council. The Communications Council will serve as the conduit for sharing information between each department/division and the Office of Public Relations,
3. The Web Representative will carry the responsibility of reviewing the pages, gaining proper approval internally for changes from the appropriate dean or department chair, and making changes to their pages.

4. The Vice President of Institutional Advancement and External Affairs, or his/her designee, will approve all changes prior to uploading to the website by the Office of Public Relations.

3.0 Student Organization Web Pages Requirements

1. Student organization web pages that reside on the University server, or are linked to the University server, are subject to the same requirements detailed above in the general web guidelines.
2. Content for the page or pages will ultimately be the responsibility of the organization's advisor and the Office of Student Affairs. Organization advisors should seek to work within their respective organizations to ensure that the pages are maintained with accurate information that is not in violation of the general web requirements. Advisors should review the pages often to ensure that information is accurate and not in violation of the general web requirements listed above.
3. The home page of every student organization site must have the name and email address of the web representative and the organization advisor listed.

4.0 Website Review

1. On an annual basis, no later than March 1st of each year, an assessment of the university website will be conducted by the Office of Public Relations in conjunction with the Communications Council. The evaluation will be conducted in order to ensure that information on the website is accurate and up-to-date.
2. Changes to the website, identified through spot checking by University departments/divisions, will occur on a regular basis. Such changes will be submitted to the Office of Public Relations through the Project Request Form (<http://www.langston.edu/project-request-form>).