

# University of Wisconsin-Fox Valley World Wide Web Policy

Created by IITC, Spring 2001 & Modified by IITC, Fall 2001

## I. Policy Statement

University of Wisconsin-Fox Valley recognizes the value and potential of publishing on the Internet and so allows and encourages students, staff, and faculty to publish electronic information. The campus Web is a place for access to official university information; also, the campus Web is a place to disseminate and extend knowledge and to foster members of UW-Fox Valley community. Information published on the Web must comply with campus principles, policies and procedures. Instances of inappropriate use will be referred to the appropriate administrative unit.

## II. Web Categories and Support Levels

This policy establishes categories with a tradeoff between creative freedom and responsibility, as the purpose of the page gets further to the core mission of the institution. At one end of the continuum, personal pages are given almost total creative freedom, but given virtually no support. At the other end, core site pages are granted no creative freedom, but maintained entirely by the Web site support team (Fox Web). We define two intermediate categories as well, one for core administrative departments and the other for more auxiliary units.

The campus IIT Committee in consultation with Fox Web determines categorization of a departmental sub-site into one of the following categories (levels). Department heads or their equivalent may request changes or additions to the categorization.

### A. Campus Home Page and Supporting Pages

Fox Web Provided Support	?? Pages created and maintained by Fox Web ?? All design, editing, and programming provided by Fox Web and University Relations
Sub-Sites in Category	?? Campus home page ?? All navigation pages ?? General campus information pages

#### 1. Responsibility

- a. Fox Web must comply with the requirements contained in this document as well as other university requirements related to Web site content and format.
- b. Fox Web is responsible for the accuracy of the navigational information provided on the main site.
- c. Fox Web, in collaboration with University Relations, is responsible for the format and design of pages in this category.

#### 2. Linking

- a. Each navigational page will contain a link back to the UW-Fox Valley home page.

#### 3. Header/Footer

- a. The header of each navigational page will contain the campus logo.
- b. The footer of each navigational page will contain a visit counter and contact information for the person currently responsible for that page.
- c. Pages should be constructed to avoid inclusion of timely information.
- d. Pages that must include timely information will be dated with their latest revision in the footer, in the format of "Last modified January 15, 2001".

**4. Consent**

- a. Expressed written consent must be obtained from those owning rights to any image or photo, and whenever possible from all those pictured in an image or photo.
- b. Expressed written consent must be obtained from the person or organization that owns a trademark or copyright on any material that is used.

**5. Usability**

- a. All images used to provide information or navigation must include equivalent alternative text via the ALT attribute of the HTML image tag.
- b. Consideration must be given to visitors who are not familiar with our campus or region when providing information. Phone numbers must include the area code. Addresses must include street references, city, state and zip code. Calendars and other event listings must include the year.
- c. All pages must comply with University of Wisconsin-System Administration World Wide Web accessibility policy, the Americans with Disabilities Act and relevant Sections of the Rehabilitation Act of 1973. Departments may consult Fox Web for technical assistance.

**B. Official Departmental Sub-Sites**

Fox Web Provided Support	?? Initial setup and coding, as well as assistance with major updates ?? Training of individual(s) within the department to modify time sensitive materials ?? Format and final design decision made by Fox Web and University Relations	
Sub-Sites in Category	?? Business Office ?? Dean's Office ?? IIT Dept	?? Library ?? Student Services ?? University Relations

**1. Responsibility**

- a. Departments must comply with the requirements contained in this document as well as other university requirements related to Web site content and format. Failure to comply may result in the removal of the sub-site.
- b. Web sub-sites must be renewed on an annual basis by having the employee responsible for the sub-site sign an agreement form provided by Fox Web by the date specified.
- c. Departments are responsible for the accuracy of the information on their own sub-site, which is subject to review by University Relations.
- d. The format and design of all pages are subject to approval by University Relations.

**2. Linking**

- a. Each home page for a department sub-site will contain a link back to the UW-Fox Valley home page.

- b. Other pages must provide appropriate navigation links to return, directly or indirectly, to the departmental sub-site home page.

**3. Header/Footer**

- a. The header of the home page of each departmental sub-site will contain the campus logo.
- b. The footer of each page of a departmental sub-site will contain a visit counter and contact information for the person currently responsible for that page.
- c. Pages that include timely information will be dated with their latest revision in the footer of the page, in the format of "Last modified January 15, 2001".

**4. Consent**

- a. Expressed written consent must be obtained from those owning rights to any image or photo, and whenever possible from all those pictured in an image or photo.
- b. Expressed written consent must be obtained from the person or organization that owns a trademark or copyright on any material that is used on a page.

**5. Usability**

- a. All images used on a page to provide information or navigation must include equivalent alternative text via the ALT attribute of the HTML image tag.
- b. Consideration must be given to visitors who are not familiar with our campus or region when providing information. Phone numbers must include the area code. Addresses must include street references, city, state and zip code. Calendars and other event listings must include the year.
- c. All pages must comply with University of Wisconsin-System Administration World Wide Web accessibility policy, the Americans with Disabilities Act and relevant Sections of the Rehabilitation Act of 1973. Departments may consult Fox Web for technical assistance.
- d. An explicit statement regarding publication schedule or expiration may be appropriate (for example, if a timetable is updated annually, it might be titled "Timetable, 2001-2002" and include the date of the latest modification).

**C. Auxiliary Unit Sub-Sites**

Fox Web Provided Support	<p>Option 1</p> <ul style="list-style-type: none"> <li>?? Design, setup and coding of a standard page</li> <li>?? Free programming workshops</li> <li>?? Fox Web updates the pages based on the info provided by the unit</li> </ul>	
	<p>Option 2</p> <ul style="list-style-type: none"> <li>?? Design, setup and coding are the sole responsibility of the unit</li> <li>?? Free programming workshops</li> </ul>	
Sub-Sites in Category	<ul style="list-style-type: none"> <li>?? Academic Departments</li> <li>?? Athletics</li> <li>?? Barlow Planetarium</li> <li>?? Bohrod Art Gallery</li> <li>?? Clubs/Organizations</li> </ul>	<ul style="list-style-type: none"> <li>?? Continuing Education</li> <li>?? Course Pages</li> <li>?? Theatre</li> <li>?? Weis Earth Science Museum</li> </ul>

## 1. Responsibility

- a. Units must comply with the requirements contained in this document as well as other university requirements related to Web site content and format. Failure to comply may result in the removal of the sub-site.
- b. Web sub-sites must be renewed on an annual basis by having the person responsible for the sub-site sign an agreement form provided by Fox Web.
- c. Units are responsible for the accuracy of the information on their own sub-site. Units are encouraged to consult with University Relations for content and legal issues.

## 2. Linking

- a. Each home page for a unit sub-site must link back to the UW-Fox Valley home page.
- b. Other pages must provide appropriate navigation links to return, directly or indirectly, to the sub-site home page.

## 3. Header/Footer

- a. The footer of each page of a sub-site will contain a visit counter and contact information for the person currently responsible for that page.
- b. Pages that include timely information will be dated with their latest revision in the footer of the page, in the format of "Last modified January 15, 2001".
- c. The home page of each sub-site must contain the following disclaimer in the footer of the page:
- d. "Per UW-Fox Valley policy, [name] is solely responsible for this Web page."

## 4. Consent

- a. Expressed written consent must be obtained from those owning rights to any image or photo, and whenever possible from all those pictured in an image or photo.
- b. Expressed written consent must be obtained from the person or organization that owns a trademark or copyright on any material that is used on a page.

## 5. Usability

- a. It is recommended that images used on a page to provide information or navigation include equivalent alternative text via the ALT attribute of the HTML image tag.
- b. It is recommended that pages comply with the Americans with Disabilities Act and relevant Sections of the Rehabilitation Act of 1973, as implemented by University of Wisconsin-System Administration World Wide Web accessibility policy. Departments may consult Fox Web for technical assistance.

## D. Personal Pages and Pages Not Hosted On Campus Servers

Fox Web Provided Support	?? No support provided ?? A link from the campus Web site to the sub-site by request
Sub-Sites in Category	?? Campus Bookstore ?? Campus Foodservice ?? Course-related student pages ?? Faculty, staff or student personal pages

## 1. Disclaimer

- a. All personal pages hosted on campus servers must display the following disclaimer on their home page:

“The views and opinions expressed in this page are strictly those of [name]. The contents of this page have not been reviewed or approved by the University of Wisconsin-Fox Valley.”

- b. Pages in this category wishing to use the campus logo must obtain expressed written consent from University Relations.
- c. Fox Web reserves the right to remove personal pages or links to outside pages that do not comply with this policy.
- d. Personal pages hosted on campus servers need to fill out the application form and renew it annually.

### III. Restrictions and Style Guidelines for All Web Users

In addition to the policies delimited above, all Web users, including faculty, staff and students, must comply with the University of Wisconsin Colleges [Computing and Networking Usage Guidelines](#) and the University of Wisconsin Regent’s [Policy On Use Of University Information Technology Resources](#).

#### A. Copyright Issues

You may not copy or use any software, images, music, or other intellectual property (such as books or videos) on the Web unless you have the legal right to do so. If abuse of computer software, images, music, or files occurs, those responsible for such abuse will be held legally accountable.

#### B. Fundraising

Non-university fundraising may not be conducted on any Web page that is operated and administered by the university or is hosted on the university's network.

#### C. Advertising & Commercial Use

University faculty, staff and students may not use the campus Web for personal gain. Non-university commercial advertising on a campus Web site is not permitted. However, it is permissible to link to commercial Web sites.

#### D. Storage

To ensure stable operation of the Web publishing service and equitable allocation of resources, usage limits will be established as needed by UW-Fox Valley Instructional & Informational Technology Department.

#### E. Scripts

Fox Web must approve all scripts that need to be run on the server level before they will be copied to the server. Insecure or other possibly problematic scripts will not be allowed.

#### F. Visitor Privacy

The privacy of visitors to the UW-Fox Valley Web site must be respected. No personal information will be collected or stored without the consent of the visitor. Fox Web may collect and store non-personal visitor information for purposes such as analysis of site traffic patterns. All departments must protect such information and ensure that it remains private and used in consistency with applicable law.

#### G. Timely Pages

Timely pages must be updated in a timely fashion. If they are found to be out of date, the user will be required to update and given a deadline for compliance.

## IV. Obtaining a Web Account

### A. Departmental Accounts

When a department is ready to have a Web page linked to the campus Web site, the head of the department must fill out an [application form](#) and renew the form annually. The application form certifies that the department accepts responsibility for the content and upkeep of the Web page within the context of the campus Web policies and procedures, and identifies a contact person in the department who is authorized to maintain the Web page. Failure to return the form by the date specified may result in removal of the sub-site. Fox Web will review the application, verify that the Web page is in compliance with the policies, and respond to the applicant regarding the application.

### B. Student Organization Accounts

The university will provide links, through the "Student Life" page, to officially recognized student organizations. Each organization must identify a person as its Web coordinator, who will be responsible for the content of material published on the Web.

If a student organization would like to have a site available on the campus Web server, the advisor of the organization must fill out an application form and renew the form annually. The application form certifies that the advisor accepts responsibility for the content and upkeep of the Web page within the context of the campus Web policies and procedures. Failure to return the form by the date specified may result in removal of the sub-site. Fox Web will review the application, verify that the Web page is in compliance with the policies, and respond to the applicant regarding the application.

### C. Faculty and Staff Personal Pages

If an individual faculty or staff member would like to publish his/her Web pages on the UW-Fox Valley Campus Web, the individual must fill out an application form and renew the form by Oct. 1 every academic year. The application form certifies that the individual accepts responsibility for the content and upkeep of the Web page within the context of the campus Web policies and procedures. Failure to return the form by the date specified may result in removal of the sub-site. Fox Web will not be responsible for the contents of the pages, nor provide technical support to the site.

### D. Course Pages Housed on Campus Server

Course Web pages are managed by the individual responsible for the course, and, thus, set up under faculty members' personal accounts. This ensures that the instructor will have complete control over the content of their course. No application form is needed. Fox Web will not provide any technical support to course Web sites. Instructors are encouraged to participate in training provided by Fox Web and to utilize the BlackBoard course site for their disciplines.

### E. Course Web Pages Not Housed On Campus Server (e.g. Blackboard/Prometheus)

In order to get a link from UW-Fox Valley campus Web site, the owner of the course Web site needs to send a request by email to [Fox Web](#).

Print the following form out and send it to Fox Web/IIT Department.

## UW-Fox Valley Web Account Request Form

Due By: \_\_\_\_\_

Academic Year: \_\_\_\_\_

Return this form to:

Date of submission: \_\_\_\_\_

New account       Renewal account

Requesting to use the campus logo

*Fox Web/IIT Department  
UW-Fox Valley  
1478 Midway Road, Menasha, WI  
54952  
920.832.2884 \* [foxweb@uwc.edu](mailto:foxweb@uwc.edu)*

Name of Individual/organization: \_\_\_\_\_

Title of Web page: \_\_\_\_\_  
*Fox Web will use the title as the name of the link on the Web.*

URL address: \_\_\_\_\_  
*If this is an existing page, provide the current URL address. If this is an initial application, Fox Web will provide the URL address.*

Head of department: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

Person responsible for design and upkeep of this Web page: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

*I have read "UW-Fox Valley Web Policy" and agree to manage this Web page in accordance with the requirements of this document.*

\_\_\_\_\_  
(Department Head's Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Designer's Signature)

\_\_\_\_\_  
(Date)

(For Office use only)

Date of approval: _____	Logo usage approval: _____
Page URL: _____	
Special notes:	
Signature or initials of Fox Web: _____	