



# SWOSU Web Policy

## Purpose of guidelines

Southwestern Oklahoma State University (SWOSU) recognizes the World Wide Web as a powerful tool for communicating with external audiences as well as for facilitating the exchange of information within the university community. The quality of information published by Southwestern Oklahoma State University also plays a vital role in conveying the image and reputation of the university. Therefore, it is important that our pages provide the best possible representation of Southwestern Oklahoma State University.

The following guidelines are meant to provide all SWOSU's web audiences with improvements in the accuracy, credibility, appearance, and timeliness of the information presented while protecting the identity and image of the university by providing a set of standards and guidelines for web sites of the university.

This document outlines relevant information to guide individuals in the creation of SWOSU web sites. It should be noted that any organizational units may establish additional policies and guidelines governing content and style of web pages under its jurisdiction.

All web sites and pages residing on university servers or funded by university budgets must comply with all local, state, and federal laws and with Southwestern Oklahoma State University's other applicable policies, rules, and regulations. In addition, pages on the SWOSU Web should not contain links to external pages that are in violation to applicable laws or policies.

## University Web Committee

Oversight and review of university policies and guidelines related to the SWOSU Web are the responsibility of the University Web Committee. The University Web Committee shall serve as a governing board for violations of the SWOSU Web Policy as well as a review board for pages that may contain inappropriate or false information. The University Web Committee reserves the right to recommend the removal of pages in violation of the Web Policy and the right to recommend the suspension of web publishing privileges of persons acting in violation of the Web Policy.

## General Standards

The following standards apply to all web pages on all SWOSU web servers:

1. All pages must be in compliance with the appropriate SWOSU policies and applicable local, state, and federal laws, including copyright.
2. SWOSU pages should not contain or link to content that may be considered inappropriate for certain viewing audiences, including but not limited to, sexually explicit or violent content.
3. Pages located on university servers may not be used to promote commercial activity and/or personal business or to promote personal financial gain, except as may be permitted by other university policy or regulation.
4. SWOSU pages should not contain confidential university information or student information covered by the Family Education Rights and Privacy Act (FERPA) unless adequate security measures are in place to restrict access to authorized persons.

## **Accessibility**

SWOSU strives to ensure the accessibility of all electronic publications to all individuals in compliance with applicable laws, including Section 508 of the Rehabilitation Act and the American Disabilities Act (ADA). The World Wide Web Consortium (WC3) has established three priority levels for web accessibility for web pages. All pages on the SWOSU web must satisfy [Priority I checkpoints](#). Page creators are also strongly encouraged to develop pages to meet priority levels two and three on all electronic publications.

### **Useful Links:**

W3C Web Accessibility Initiative - <http://www.w3.org/WAI/ER/tools/complete>

EvalAccess 2.0 - <http://supt07.si.ehu.es/evalaccess2/index.html>

WAVE Web Accessibility Tool - <http://dev.wave.webaim.org/index.jsp>

## **Advertising**

Advertising by external agencies or companies is not permitted on the SWOSU Web. In addition, university resources may not be used to host or link to web pages that are intended to generate income from personal business.

University departments and organizations may acknowledge corporate sponsorships of events or programs through the use of text, corporate logos, or trademarks which may link to sites outside of the SWOSU domain with proper approval.

University departments and organizations may link to university corporate partners with proper approval.

## **Copyright**

All information and images published on the SWOSU Web are subject to intellectual property rights and copyright laws. Page authors must obtain written permission from the owner of the copyrighted material (including text, graphics, and other forms of media) prior to the copyrighted material being published on the SWOSU Web. Copyright infringement complaints should be sent to the [University's Copyright Compliance Officer](#).

Users of the SWOSU Web are permitted to access, use, print, and reproduce information from only those files that SWOSU expressly grants permission or license to use provided: (1) the use is for personal, educational, or non-commercial purposes only, (2) images and information are not modified in any way, and (3) any copyright statement originally provided in the materials is included in the reproduction. Any further restrictions placed on information by SWOSU or the author must be honored. For more information on SWOSU's copyright policy, see the university's [Copyright Statement](#).

Logos, graphics, photographs, templates, and text on pages displaying official SWOSU logos are trademarked by SWOSU. Redistribution or commercial use is prohibited without express written permission. For more information on official SWOSU logos and trademarks, refer to the [Graphics Standards Manual](#).

## **Fundraising**

Fundraising that is not university-related is prohibited on the SWOSU Web. Departments and organizations must obtain advance approval according to [University policy](#).

## **Web Style Guide**

SWOSU intends for pages to be attractive and functional and reflect positively on the university, its organizations, and its community. The Web Style Guide has been established as a set of guidelines and recommendations for sites on the SWOSU Web. All pages shall adhere to the standards established in the Web Style Guide.

1. Plan ahead. Before creating web pages determine the purpose, the intended audience, and what materials are going to be included or linked to. Make up a logical "map" of your web area.
2. Provide continual review and maintenance of the web pages. As organizations change so should the pages about those organizations.
3. Use "valid" HTML and avoid browser-specific code as much as possible. Check web pages with multiple browsers.
4. If graphics, audio, JavaScript, or other components are required to get the meaning from the web page, provide alternative material that does not

- require these items. Users may choose to disable these capabilities within the browser.
5. Try to keep total page size (HTML file, images, and animations) below 75k to minimize access time. Consideration needs to be made for users with slower connection speeds.
  6. Include information specifying the file type of a document available for download. It is recommended to provide file size for larger files to alert users of possible slow download. (ex: PDF-250KB)
  7. Avoid long pages – especially for your initial or “home” page. It is better to have several small documents linked from a table of contents than one large document.
  8. Design to avoid horizontal scrolling of pages. Keep in mind that the screen resolution of 800 x 600 is still being utilized. Wherever possible, design with relative widths or widths no larger than 760 pixels.
  9. Use background and text colors with enough contrast between them to make the text clearly distinguishable. Be aware that some users may not be able to print your document if the text color is set to white. White background with black text is best for readability. Avoid using graphical backgrounds that detract from the content of the web page.
  10. Don't activate a link on your web page until the linked document is available.
  11. If an external link is included on the web page, check periodically to make sure it is still active and the content is still applicable.
  12. Maintain visual and editorial consistency across similar web pages. Creating templates will help achieve this objective.
  13. If accessing information on the web page requires a plug-in, please provide sufficient download information. (The following link may be used. <http://www.swosu.edu/resources/downloads.asp>)

For additional assistance, please contact the Office of Web Site Management at (580) 774-3179 or [webmaster@swosu.edu](mailto:webmaster@swosu.edu).

## **Institutional Web Pages**

Institutional web pages are created and maintained by the Office of Web Site Management. All administrative and academic department pages on the SWOSU Web are institutional web pages plus additional pages designated as such.

Each department must designate a single information provider to be the point of communication with the Office of Web Site Management. Any full-time employee may serve as the web representative. The web representative will submit requests for updates on departmental web pages to the manager of the Office of Web Site Management. Web representatives are responsible for the accuracy of content submitted. The Office of Web Site Management is responsible for adhering to all SWOSU policies, procedure, and guidelines and all local, state, and federal laws.

## **Student Organization Web Pages**

SWOSU supports web sites for student organizations, given the organization's status is active according to the Office of the Dean of Students. The student organization is responsible for creating and maintaining the web pages. Each student organization must designate a web representative by completing a Web Representative Form, which must be signed by the organization's faculty/staff sponsor. Students are allowed to serve as web representatives as long as they are enrolled at SWOSU. A Web Representative Form must be completed and submitted to the Office of Web Site Management by October 1 each year. If a current form is not on file, the link to the student organization's web site will be removed from SWOSU web pages until a current Web Representative Form is submitted.

Accounts assigned to student organizations are intended for the purpose of publishing information pertaining to the organization. The account should not be used for personal program development, file storage, or other purposes not directly related to the goals of the organization. The organization's faculty/staff sponsor is responsible for the accuracy of content and assuring the web pages meet SWOSU policies and guidelines and all local, state, and federal laws.

The following standards pertain to all SWOSU-hosted student organization web pages. Failure to meet these standards will result in the removal of links from any SWOSU web page.

1. All web pages must meet guidelines stated in the [Web Style Guide](#).
2. The initial or "home" page of the student organization web site must contain the name and e-mail address of the web representative.
3. Creators of web pages must not make or use illegal copies of copyrighted materials or software, store such copies on university systems, or transmit them over university networks. Copyright law pertains to many types of materials, including cartoons, pictures, graphics, text, song lyrics, and sounds – including most MP3 and other files shared via peer-to-peer procedures. Written permission must be obtained before using copyrighted materials and kept on file with the student organization's faculty/staff sponsor.

## **Professional Web Pages**

Full-time SWOSU employees are permitted to hold accounts on the SWOSU web in order to maintain professional web sites. Web accounts may only be used to store files that are part of a user's web site or that serve as a curriculum supplement for student download. The web server is not to be used for personal media storage or for backing up files. Professional web sites may not be used to

host or link to web pages that are intended to generate income from personal business. SWOSU is not responsible for creating or maintaining professional web pages, but the university reserves the right to remove any page or link in violation of applicable laws or policies. For assistance in creating a professional web site, contact the **Office of Web Site Management**.

The following standards pertain to all SWOSU-hosted professional web pages.

1. All web pages must meet guidelines stated in the [Web Style Guide](#).
2. Professional web pages must not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the university or any unit of the university unless appropriately authorized (explicitly or implicitly) to do so.
3. The web site owner's (faculty/staff member) name and e-mail address must be visible on all pages.
4. Creators of web pages must not make or use illegal copies of copyrighted materials or software, store such copies on university systems, or transmit them over university networks. Copyright law pertains to many types of materials, including cartoons, pictures, graphics, text, song lyrics, and sounds – including most MP3 and other files shared via peer-to-peer procedures. Written permission must be obtained kept on file with the web site owner (faculty or staff member) before using copyrighted materials.
5. The following disclaimer must appear on the initial or "home" page on all professional web sites:

"The views and opinions expressed in these pages are strictly those of [the page author]. The content of these pages has not been reviewed or approved by Southwestern Oklahoma State University."

## Questions

Questions regarding this policy should be directed to the Office of Web Site management at (580) 774-3179 or [webmaster@swosu.edu](mailto:webmaster@swosu.edu).