

Office/Contact: University Marketing and Communications

Source: SDBOR Policy 7:1; University Policy 7:10; University Policy 7:12; University Policy 9:3

Link: <https://www.sdbor.edu/policy/documents/7-1.pdf>; https://www.sdstate.edu/sites/default/files/2017-09/user_account_creation_management.pdf; https://www.sdstate.edu/sites/default/files/2017-09/technology_purchases.pdf; <https://www.sdstate.edu/sites/default/files/policies/upload/Trademarks.pdf>

SOUTH DAKOTA STATE UNIVERSITY Policy and Procedure Manual

SUBJECT: University External Websites

NUMBER: 7:14

1. Purpose

The University maintains a robust public web presence. The appearance, accuracy, and relevance of the information presented by the University's public web presence reflect the University's professional standards, credibility, and compliance requirements. The primary audience for the University's public web presence is the general public, including individuals of all ages, abilities, and backgrounds—with a particular emphasis on student and prospective student services and engagement, alumni relations, and engaging those served by the University's land grant mission of teaching, outreach, and research. This policy establishes the directives, standards and guidelines for the University's official public websites, as well as affiliated websites and those websites that convey some outward connection to the University.

2. Definitions:

- a. **Affiliate Websites:** websites of other entities or organizations that are associated with the University and have a primary role that directly relates to the mission and goals of the University. These include, but are not limited to, SDSU Foundation, SDSU Alumni Association, Research Park at South Dakota State University, and Sun Grant Initiative.
- b. **Domain:** The second-level domain in a Domain Name System (e.g., *sdstate.edu*).
- c. **Official Websites:** websites with information pertaining to the University and its mission that is made available to external audiences by formal University action. Web pages operated by faculty featuring research and grant information, and Official University Social Media Platforms as defined in University Policy 7:1, are also official websites under this policy.
- d. **Designated Domain:** the second-level domain under which all Official Websites shall be located, unless the Official Website receives a special exception; *sdstate.edu*, or its successor second-level domain.
- e. **Subdomain:** A domain subordinate to the second-level domain, or a third-level (or lower) domain in a Domain Name System (e.g., *catalog.sdstate.edu*, *climate.sdstate.edu*).

- f. Website: a collection of linked web pages containing text, graphics, sound files, etc. residing on a web server.
- g. Unofficial Websites: websites that do not meet the definition of Official or Affiliate Websites, but do bear information which might imply endorsement by the University regardless of where they are hosted. Unofficial websites include, but are not limited to, personal sites of faculty, staff, and students; vendor websites; websites of third parties collaborating with the University who do not meet the definition of “Affiliate Websites”, as well as sites promoting extracurricular student interests.

3. Policy

a. Official Websites

- i. Official Websites and their webpages must be established and maintained in accordance with the University’s mission and applicable federal and state laws and SDBOR and University policies, including but not limited to web accessibility standards and SDBOR Policy 7:1, Acceptable Use of Information Technology Systems.
- ii. Official Websites must be contained within the Designated Domain of the University, unless a special exception is granted in writing by the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors. Special exceptions shall be sparingly granted.
- iii. Without exception, all Official Websites must be established and hosted on a University server or a cloud service authorized by the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors.
- iv. Administrative credentials for all Official Websites must be provided to the Division of Technology and Security and to University Marketing and Communications prior to the Official Website going live.

b. Affiliate Websites

- i. Affiliate Websites and their webpages must also be established and maintained in accordance with their role that directly relates to the University’s mission and applicable federal and state laws and SDBOR and University policies, including SDBOR Policy 7:1.
- ii. Affiliate Websites must be hosted either on a University server or a cloud service approved by the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors.
- iii. Administrative credentials for all Affiliate Websites shall be provided to the Division of Technology and Security and to University Marketing and Communications.

- c. Unofficial Websites
 - i. Unofficial Websites do not represent official views or opinions of the University and to the extent they articulate a correlation to the University, they must carry a disclaimer stating such. Failure to post this disclaimer in a conspicuous area of the website may result in disciplinary or legal action brought by the University.
 - ii. Unofficial Website owners or content creators shall be responsible for adhering to all SDBOR and University policies applicable to them by virtue of their status with the University. Otherwise, the University may pursue, to the fullest extent permitted by law, all claims against any Unofficial Website owners or content creators who infringe University rights.
 - iii. The University is not responsible for and does not monitor the content of Unofficial Websites. However, the University may investigate complaints of Unofficial Websites and may seek the removal of, or to limit access to, page(s) that adversely affect the University, members of the University community, the University's affiliates, or the pursuit of the University's lawful objectives.
 - iv. Unofficial Websites may only obtain the ability (license) to use University trademarks by adhering to the policy and following the procedure in University Policy 9:3 (Trademarks).
- d. Official and Affiliate Websites shall provide accurate and timely information about the University and its mission in an easily accessible manner. These websites shall also provide links on every webpage to information regarding Equal Opportunity & Affirmative Action, Privacy standards, and other required disclaimers that conform to the University's standards provided on the webpages of the Designated Domain and updates thereto.
- e. In accordance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, and the University's mission, Official Websites and Affiliate Websites must conform to web accessibility principles. Accordingly, any new, revised, or existing web content of any kind on any Official or Affiliate Website must meet Web Content Accessibility Guidelines (WCAG) 2.0 and Section 508 Standards.
- f. All University-protected information including, but not limited to, information protected by privacy laws such as the Federal Educational Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountability Act (HIPAA), and information protected in law as nonpublic information must be only available through an internal portal requiring login by appropriate, authorized personnel, in keeping with the account security requirements of University Policy 7:10.
- g. Official and Affiliate Websites must meet the respective University brand, image, and template standards as set forth by University Marketing and Communications.
- h. All new content editors of Official Websites shall complete the training required by this policy as a prerequisite to obtaining editing credentials. All content editors shall attend any refresher training as directed by the Director of University Marketing and Communications in order to retain their credentials.

- i. All posted materials must observe and comply with copyright laws affecting the work of others. Additionally, all Official Websites should display the following: © South Dakota State University. All rights reserved.
- j. University Marketing and Communications shall reserve the right to determine the best possible publishing system based on website client requests.
- k. The University reserves the right to modify or remove, without notice, any Official or Affiliate Website or page thereon that does not comply with this policy or other applicable laws, policies and procedures.
- l. The Vice President for Technology and Security, or designee, is responsible for monitoring, reporting, and enforcing compliance with SDBOR Policy 7:1, Acceptable Use of Information Technology Systems.
- m. The Director of Marketing and Communications, successor, or designee, is responsible for monitoring, reporting, and enforcing compliance with this policy and its requirements.

4. Procedures

a. Content editing:

- i. In order to receive the credentials to post and edit content on Official Websites, all content managers and web editors shall complete training offered by University Marketing and Communications, or its successor, in the use of CMS tools to post and edit content; knowledge and understanding of Web Content Accessibility Guidelines (WCAG) 2.0 and Section 508 Standards, or successor standards, and how to meet them; and the use of third-party software to check all content for compliance with those standards and guidelines. All editors shall participate annually in this training, in order to retain authorization to edit content on Official Websites.
- ii. All websites, webpages, and substantive (non-clerical) content created or edited by University departments and programs must have a record (such as e-mail) of its review and approval by the appropriate vice president, dean, director, department head, or designated web content manager. The department or program shall be responsible for ensuring content accuracy and conformity with the University's mission, adhering to FERPA and other privacy rights, meeting all confidentiality restrictions, obtaining proper attribution and rights to use any third party material, and achieving proper grammar and consistent style.
- iii. Content editors of Official Websites not under the Designated Domain must e-mail notice of their edits and any new web development work on their website to University Marketing and Communications, or its successor;

b. Creating, reformatting, or reconstituting Official Websites (including new Domains and Subdomains):

- i. University Marketing and Communications and the Division of Technology and Security shall be consulted at an early, conceptual stage.

- ii. Before substantial resources can be allocated to the effort, the approval of the appropriate supervisor (vice president, dean, director, or department head) and the approvals of the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors, must be obtained. Such approval may be granted only if the Official Website creation, reformat, or reconstitution: (1) has as its foundation the furtherance of the University's mission and (2) has broad connections to the mission.
 - iii. Removal of existing Domains or Subdomains of Official Websites may only be authorized by the joint written approval of the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors.
 - iv. In order to receive the special exception needed for a new or existing Official Website to locate outside the Designated Domain, the department or program operating the Official Website must submit a detailed plan to the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors. This plan shall describe the University-mission-based justification for this extraordinary treatment, as well as the measures that will be taken to ensure the Official Website's branding, identity, and accessibility compliance and conformance.
- c. University Marketing and Communications, or its successor, shall be responsible for the following:
- i. Managing the Designated Domain, including any technology tools, software, services or other resources associated with its day-to-day operation;
 - ii. Developing general-level content for Official Websites on the Designated Domain;
 - iii. Facilitating the transition of Official Websites onto the Designated Domain;
 - iv. Establishing marketing and communications priorities and strategies;
 - v. Enforcing site branding, site standards (including accessibility) and styles;
 - vi. Identifying the best solutions to meet client website needs and requests for all Official Websites;
 - vii. Creating and providing training for content editors, particularly on web accessibility requirements;
 - viii. Working closely with, and scrutinizing the work of, content editors for Official Websites not employing the Designated Domain template; and
 - ix. Modifying or removing without notice—on behalf of the University—any Official or Affiliate Website or page thereon that does not comply with this policy or other applicable laws, policies and procedures.

- d. University Division of Technology and Security, or its successor, shall be responsible for the following:
 - i. Overseeing the security of all Official Websites; and
 - ii. Purchasing all technology equipment, software, services and other resources associated with the Official Websites.
- e. Departments or programs operating an Official Website outside of the Designated Domain shall be responsible for the following:
 - i. Ensuring the compliance and reporting requirements provided in this policy are met, including the need to ensure accessibility of the Official Website; and
 - ii. Reporting on a weekly basis to University Marketing and Communications all content posted and edited to the Official Website, all development work performed, and proof of ongoing adherence to the compliance and reporting requirements provided in this policy.
- f. The Director of University Marketing and Communications, or successor, shall obtain the signed agreement of all entities and individuals currently operating or attempting to set up Affiliate Websites that they will abide by the terms of this policy.
- g. All purchases of technology equipment, software, services and other resources associated with websites—including the purchase of any web address (or “URL”), hosting, security, search, e-commerce, or content management service—must be made in accordance with University Policy 7:12.

5. Responsible Administrator

The Director of University Marketing and Communications and the Vice President for Technology and Security, their successors, or designees are responsible for the annual and ad hoc review of this policy. The University President is responsible for approval of modifications to this policy.

SOURCE: Approved by President on 02/05/2018.