

**3359-11-09 World wide web (WWW) information publishing.**

**(A) Introduction.**

- (1) This world wide web (WWW) information publishing policy shall apply to all web servers and personal home pages within the university's internet domain in addition to the official servers and official home pages of the units of the university.
- (2) The university of Akron recognizes that full implementation of world wide web technology for information delivery and instruction on and off campus requires flexible conventions. Flexibility is needed to allow creation of a consistent and comprehensive network of distributed media. These conventions must provide a centralized framework that promotes open access and ease of navigation without stifling the individual creativity and vision of the WWW developers on campus. Contents of all pages must be consistent with university policies and in accord with federal, state and local laws.
- (3) The university recognizes that the promotion of learned discourse requires the tolerance of a wide range of viewpoints. Individual faculty and students have a right to expect that their academic freedom of thought and expression will be respected on the world wide web just as it is in speech and writing.
- (4) In order to promote user access to home pages it is recommended that each main home page and major sub-home page have index entries and meta search terms.

**(B) Responsibility.**

- (1) Unit pages.
  - (a) The head of the particular unit has responsibility for developing and maintaining that specific unit's pages including ensuring that content is accurate, up-to-date, and in conformance with university standards.
- (2) University pages.

- (a) Vice president for information technology and CIO.
- (3) Policy enforcement.
  - (a) Vice president for information technology and CIO.
- (4) Policy development.
  - (a) A committee appointed by the provost and chaired by the vice president for information technology and CIO with broad representation by the academic and nonacademic units of the university will develop world wide web policies. The committee continuously reviews the policies for appropriateness since these policies govern a new and dynamic method of communications. This committee will assist the provost with regard to issues that may affect the world wide web at the university of Akron. Committee membership includes one person from the faculty senate's computing and communications technologies committee, and the university libraries committee.
- (C) Official university web pages.
  - (1) Guidelines.
    - (a) The name "The University of Akron" must appear on each official unit home page and in full or part in the <title> tag along with the unit's name.
    - (b) Online access is provided to a standard set of styles for the university of Akron or UA seal, logo, graphic devices, emblems and other artwork.
    - (c) The university of Akron maintains a library of standard styles for the following information, which shall appear in unit home pages:
      - (i) Links to college and home page of the university of Akron should appear at the bottom of the page.
        - (a) For non-academic units the links should be

to the parent unit and to the university of Akron.

- (ii) The university of Akron equal education and employment opportunity statement must appear at the bottom of the unit's home page.

- (a) The university of Akron is an equal education and employment institution

- (iii) A copyright statement.

- (a) Each home page should contain a copyright statement (1996 by the university of Akron). If original material is included on a web page or other electronic pages (e.g., by a faculty member), include an appropriate copyright notice.

- (iv) An e-mail address.

- (a) Each web page must contain the e-mail address of the person(s) responsible for maintaining the page.

- (v) The date of the last update.

- (a) Each web page must have the date of the last update of the page.

(D) Personal home pages.

- (1) Home pages are a tool for communicating about ourselves as a campus as well as our personal and professional interests. Faculty, students, and staff are encouraged to explore the use of the web by creating personal home pages. Personal home pages are not official information. They will be housed on campus servers with the following cautions:

- (a) Guidelines.

- (i) The university of Akron servers.
  - (a) Servers must not be used;
    - (i) to promote business enterprises;
    - (ii) to violate copyright laws; or
    - (iii) to violate any other state or federal laws that may apply.
- (ii) The university or Akron or UA seals, logos, graphic devices, or emblems must not be used without proper permission.
  - (a) For guidelines on the use of these emblems, contact the department of university communications. (faculty manual 3359-20-057 (C) (3)).
- (iii) University resources.
  - (a) Personal home pages should not create a volume of network traffic or computer system load that disrupts or interferes with the normal activities of the university community.
- (iv) Each web page must contain.
  - (a) The name and e-mail address of the person(s) responsible for the maintenance of the page.
  - (b) The date of the last update of the page.
  - (c) The following disclaimer: (The views and opinions expressed in this page are strictly those of the page author. The contents of this page have not been reviewed or approved by the university of Akron.) For further protection of the University and the individual, please see the sample disclaimers

that may be used. See the online sample disclaimers.

(E) Web pages of registered student organizations.

- (1) Registered student organizations are encouraged to explore the web by creating home pages for their organizations. Student organization home pages are not official information. They will be housed on campus servers, and linked to by the office of student development with the following cautions:

- (a) Guidelines.

- (i) The university of Akron servers.

- (a) Servers must not be used to promote business enterprises; to violate copyright laws; or to violate any other state or federal laws that may apply.

- (ii) The university of Akron, its seals, logos, graphic devices, or emblems must not be used without proper permission.

- (a) For guidelines on the use of these emblems, contact the department of university communications (faculty manual 3359-20-057 (C) (3)).

- (iii) University resources.

- (a) Registered student organizations' home pages should not create a volume of network traffic that disrupts or interferes with the normal activities of the university community.

- (iv) Each web must contain:

- (a) The name and e-mail address of the person

responsible for the maintenance of the web page.

- (b) The date and last update of the page.
  - (c) Links to the home page of the university of Akron and the office of student development, at the bottom of the page.
  - (d) A statement that the registered student group does not discriminate on the basis of race, color, religion, disability, sexual orientation, national origin, sex or age.
  - (e) The following disclaimer must appear at the top of the page: The views and opinions expressed in this page are solely those of the page author. The contents of this page have not been reviewed or approved by the university of Akron.
- (2) Links to registered student organization home pages by the office of student development.
  - (a) Only those registered student organizations with web pages resident on the university of Akron's servers may be linked by the office of student development's home page.
- (3) Annual verification of identity for individuals maintaining registered student organization web pages.
  - (a) The individual responsible for the maintenance of the page must be identified within the annual registration form for recognized student organizations verifying their name and e-mail address and the student organization's website address. Such statement and verification shall occur within the first month of fall semester.
  - (b) If the registered student organization fails to annually verify the name and e-mail address of the person responsible for the maintenance of the organization's web

page and its web site by the registration deadline, the web page will be deactivated until the annual registration form has been completed.

(F) Definitions.

- (1) Home page. Refers to the top level page usually associated with index.html or welcome.html.
- (2) Web page. Refers to any html file.
- (3) Electronic page. Refers to any other type of page (e.g., pdf documents) that can be viewed from the WWW.
- (4) Unit. A college, a department, a school, or other academic or administrative part of the university.

Effective: June 25, 2007

Certification: \_\_\_\_\_  
Secretary  
Board of Trustees

Prom. Under: 111.15

Rule Amp.: Ch. 3359

Prior Effective Date: 1/13/97, 7/7/99