

CAMERON UNIVERSITY

Web Management Policy

Policy Statement

A set of standards concerning the Cameron University website and the information detailed within the site.

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Who Should Know This Policy

President	Faculty
Vice Presidents	Other Accounting/Finance Personnel
Deans	Students
Department Chairs	Other Groups
Directors	All Employees

Responsibilities

Responsible for Policy

University Officer Responsible

Senior Director of Public Affairs

Procedure

STATEMENT OF PURPOSE: Cameron University has long recognized the power and importance of the internet and the World Wide Web in promoting the University and communicating its mission of providing access to educational opportunities. Cameron'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. For these reasons, the University constantly updates its website. To facilitate this process, the following requirements are established as a set of standards for the Cameron 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 Cameron University. All websites residing on Cameron 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.

1.0 General Web Requirements

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

- 1.1 All pages must be in compliance with all local, state and federal laws.
- 1.2 Copyright laws apply to websites. All information on the Cameron University site is protected by copyright law. Additionally, before placing copyright-protected materials on Cameron's site, written permission to use those materials must be obtained.
- 1.3 Pages on the Cameron website must not contain confidential information or student information that is protected by the Family Education Rights and Privacy Act (FERPA), unless proper security measures are in place to restrict access.
- 1.4 Pages on the University server cannot be used for personal business activities or to promote personal financial gain.
- 1.5 No page on the Cameron 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 or sexually explicit content.
- 1.6 No page on the Cameron University website may permit outside entities to advertise on the site unless special permission is granted by the President of the University.
- 1.7 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 (WC3) has established three priority levels for web pages. All University sites must meet Priority I checkpoints.

2.0 Institutional Webpage Requirements

- 2.1 Institutional web pages are considered to be all administrative, departmental and other selected pages.
- 2.2 Each department or office, both academic and administrative, shall designate one full-time employee as its designated Web Representative through the Web Representative Form (W3). The form must contain the signature of the web representative, the appropriate dean, department chair or director, and the appropriate vice president. As staff changes, the responsibility must be shifted to another responsible employee and reported to the Office of Public Affairs through the same form.

- 2.3 Once approved by the Office of Public Affairs, the Web Representative will be issued a password allowing him/her to edit the designated departmental page or pages.
- 2.4 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. The Web Manager will receive notification of all changes to the site and may accept or deny changes. Once approved, changes will be implemented to the live site. The accuracy of information on the pages is the responsibility of the designated Web Representative for each area.

3.0 Student Organization Web Pages

- 3.1 As a rule, student-related groups, including organizations and honor societies, do not maintain organizational web pages on the University website. This does not prohibit them from maintaining an online presence on non-University-affiliated websites or social media.
- 3.2 Student organizations and honor societies are permitted to use the name “Cameron University” with their online accounts as a means of identification.
- 3.3 A directory of student organizations is maintained on the Campus Life section of the University website. Organizations should regularly communicate with the Director of Events and Activities to ensure that organizational information is accurate and includes the name and contact information for the organization’s advisor. Advisors should review the pages often to ensure that information is accurate and not in violation of the general web requirements of this policy.

4.0 Professional Web Pages

- 4.1 Cameron University does not provide opportunities to host professional pages on the University’s website. However, employees and students are not prohibited from creating and maintaining pages on non-University-affiliated websites for their own professional and personal use.
- 4.2 When related to higher education or University topics, it is highly recommended that the employee or student avoid the appearance that their opinions or statements are on behalf of the University or represent it in any way.

Contacts

Policy Questions: Office of Public Affairs, (580) 581-2211

Forms

In support of this policy, the following forms are included:

Web Representative Form ([W3](#))

Policy History

Policy

Issue Date: Sept. 12, 2007
Reviewed, no revision: February 2016
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Revised: February 2024