

Title/Subject: WEB POLICY

Applies to: faculty staff students student employees visitors contractors

Effective Date of This Revision: October 1, 2014

Contact for More Information: Office of Information Technology

Board Policy Administrative Policy Procedure Guideline

PURPOSE:

Central Michigan University (CMU) is a large and comprehensive higher education organization that serves multiple unique populations locally, regionally, nationally, and internationally. Our websites support an increasing amount of academic activity and are our most vital tool for communications and business operations both internal and external to CMU. Our various audiences and constituencies rely heavily on our website to communicate, manage operations, and make decisions that directly impact students, employees, and other constituents of CMU.

The specific goals of the Central Michigan University Web Policy are to:

- Provide guidance for faculty, staff and student web developers who contribute to the university's web presence.
- Ensure that accurate and timely information about CMU is easily accessible to the CMU community and its external constituencies.
- Encourage diverse and innovative use of the web by CMU faculty, students and staff, while maintaining a consistent look and feel across CMU's official web presence.

WEBSITES SUBJECT TO THIS POLICY:

All CMU websites are subject to this policy and will be classified as either Official Sites or Affiliated Sites as described below.

OFFICIAL SITES:

- Official Sites include those that are sponsored, endorsed or created on authority of the university or any of its departments or administrative units. These include the [CMU home page](#); [CentralLink](#); academic department and program pages; research and academic center pages; office, administrative, and support unit pages. Official Sites must be housed in the content management system hosted by OIT for this purpose. All university departments and administrative units are expected to maintain a presence in the university's Official Sites.
- Each unit must use approved templates and must also adhere to the standards described in the [CMU Web Style Guide](#). University Communications and the Office of Information Technology [provide a form](#) through which university offices may request revisions to existing templates.
- Units that publish information on an Official Site are responsible for ensuring the currency, factual accuracy, and editorial quality of all information presented on the site.
- Units hosting Official Sites through which they wish to conduct commercial activity, including receipt of online credit card payments, must receive authorization from the Associate Vice President of Financial Services and Reporting.

AFFILIATED SITES:

- Affiliated Sites are those that are voluntarily created by individual or small groups of university faculty and students to extend and facilitate the university's academic capabilities. This category includes, for example, pages created by students in fulfillment of course requirements, sites created by faculty for academic or research purposes, and conference sites hosted at CMU on a periodic basis. Affiliated Sites need not share the templates provided for or be housed in the same systems as Official Sites.

Authority: George E. Ross, President

History: None

Indexed as: Web Policy; CMU Web Sites; Affiliated Web Sites; Personal Web Sites

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- Affiliated Sites must link to a page within CMU's Official Sites that will include the following information about Affiliated Sites: "Central Michigan University respects the diversity of values and opinions held by members of its community. The views expressed on this page are those of the author and not necessarily those of Central Michigan University or its officers and trustees. The content of this page has not been reviewed or approved by Central Michigan University, and the author is solely responsible for its content."
- Central Michigan University will not undertake to approve or review the content of Affiliated Sites. However, sites discovered in violation of this policy are subject to immediate removal from university web space.
- Except as outlined in CMU's [Solicitations and Fundraising Policy](#), Affiliated Sites may not be used for commercial purposes or for personal financial gain or benefit. Central Michigan University is not responsible for any liability resulting from any such activities prior to their discovery and appropriate remedy.
- An owner of an Affiliated Site is responsible for making arrangements for the removal or maintenance of that site once his/her employment and/or academic relationship with Central Michigan University has ended, such as when an individual leaves university employment or a student graduates or is otherwise no longer enrolled at CMU. In the absence of such arrangements, CMU reserves the right to remove Affiliated Sites authored by an individual and/or group who/that no longer maintains an employment and/or academic relationship with CMU as part of its routine maintenance of university servers and web space.
- Departments, faculty, and staff wishing to establish social media channels in relationship to their activities at Central Michigan University should note that these sites must adhere to CMU's [Social Media Guidelines](#).

PERSONAL SITES:

CMU respects the rights of its students, faculty, and staff to create personal web pages outside CMU web space (ex. www.<studentname>.com). Because such sites are personal, however, they must not suggest that they are part of CMU's web presence and must not be housed on CMU owned or contracted servers. Use of the CMU logo or branding icons, inclusion of CMU intellectual property, and use of URLs that suggest CMU ownership are inappropriate on personal web pages. CMU departments may link to personal web pages at their discretion. In such cases, the links should be identified as being external to CMU web space (ex. "Dr. X's personal page") and should open in a new window.

ACCESSIBILITY:

CMU is federally mandated to maintain websites that meet the requirements of the Americans with Disabilities Act (ADA). Because these requirements are subject to change, Site Owners should consult the [CMU Web Style Guide](#) and the links contained within it if they have questions about the compliance of their websites.

ADVERTISING:

Consistent with all appropriate university policies, university sites may not contain advertising for non-university functions or commercial enterprises without advance approval by University Communications. Links to commercial entities from university websites are allowed provided these entities are related to the university's missions of research, teaching, and service and the presence of the link does not imply endorsement of the entity by the university.

CONTENT AND COPYRIGHT:

University departments, schools, facilities, organizations, and individuals are responsible for the currency, legitimacy, legality, and accuracy of information contained on pages they maintain. Information within CMU's public web space is subject to intellectual property law. Violations of this law should be reported to the Technology Planning Council at TPC_contact@cmich.edu. See the [CMU Copyright Site](#) for more information.

OVERSIGHT:

Maintenance and enforcement of this policy is the responsibility of CMU's Technology Planning Council (TPC), University Communications, and the Office of Information Technology. Violations of the web policy will be made known to the TPC for resolution. Sites found to be noncompliant with this or other university policies will be removed from university web space. The TPC meets as needed and can be contacted at TPC_contact@cmich.edu.

RELATED POLICIES AND RESOURCES:

In addition to compliance with this policy, all CMU Official and Affiliated Sites must be in compliance with applicable federal and state laws (including, but not limited to the law of copyright), and consistent with the policies of CMU.

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- [CMU Advocacy Policy](#)
- [CMU Solicitations and Fundraising Policy](#)
- [CMU Responsible Use of Computing Policy](#)
- [CMU Accepting Credit Card Payments Policy](#)
- [CMU Copyright Site](#)
- [CMU Web Style Guide](#)
- [CMU Social Media Guidelines](#)

Central Michigan University reserves the right to make exceptions to, modify or eliminate this policy and or its content. This document supersedes all previous policies, procedures or guidelines relative to this subject.