

Ithaca College Web Policy

Scope of Policy

This policy applies to websites and applications that are owned and operated by, or operated on behalf of, Ithaca College.

Purpose of Ithaca College Websites

Ithaca College websites are intended to facilitate the dissemination of accurate and timely information about and from Ithaca College to the community; to enhance the efficiency and expand the services of campus administrative, academic, and student support programs; to provide connection between and among campus constituents; and to support the College's enrollment, marketing, and development initiatives.

Oversight

The Web Strategy Group (WSG) is responsible for providing executive oversight for the College's web presence. The group reviews and approves web-related policies and guidelines, and it identifies strategic web-related resource needs.

WSG Membership (under review, Fall 2009)

- Vice President for Finance and Administration*
- Vice President for Enrollment Management*
- Designee for the Vice President for Student Affairs
- Associate Provost
- Associate Vice President for Information Technology Services
- Director of Admission
- Executive Director of Marketing Communications**
- Director Enterprise Application Services**
- Associate Director of Web Marketing
- Manager of Web Development

**liaison to President's Cabinet and Budget*

***co-chair of the Web Strategy Group*

Responsibility for Web Presence

The Offices of Marketing Communications and Information Technology Services (ITS) jointly share day-to-day responsibility for managing the College's web presence. Members of the campus community maintain a significant proportion of the College's web presence via distributed content management tools.

Responsibility for Web Content

A primary content manager (PCM) must be designated for each website, page, or document. This individual is responsible for the creation, maintenance, and/or oversight of that content, and for ensuring that it is accurate, remains current, is appropriate for online use, and complies with the policies established by the WSG. The PCM may, where appropriate, delegate some or all of these responsibilities to others. However, the PCM is ultimately responsible for actions of their delegates and the integrity of their site. A PCM must be a current member of the campus community, a faculty retiree, or an alumnus. Information about creating and maintaining Web content can be found at <http://www.ithaca.edu/its/services/web>.

Responsibility for Web Infrastructure

ITS is responsible for building and maintaining the College's web technical infrastructure, including maintaining the network, server hardware and software, content management services, web applications, and developing software tools to help automate document maintenance processes. Wherever possible websites will be managed via one of the College's web content management systems (e.g., Web Profile Manager, LCMS).

Responsibility for Web Design

With oversight from the Web Strategy Group, the Offices of Marketing Communications and Information Technology Services jointly share responsibility for establishing, maintaining, and implementing the Ithaca College web brand, which is the overall look and feel of the College's websites. The College reserves the right to enforce the use of design and navigation standards (including the use of specific design templates) throughout its web servers to ensure usability, accessibility, and brand consistency.

Policy on Content

Most material on the College's web servers is produced by the Ithaca College community, but, except for designated pages, is neither approved nor verified by Ithaca College. The College reserves the right to remove, without notice, any content that it determines, at its sole discretion, violates College policies, practices, or state or federal laws, or that it determines is otherwise inappropriate. The director of enterprise application services, in consultation with the appropriate vice president, is responsible for facilitating this process.

The PCM is responsible for ensuring that information on the College's web servers complies with the following standards:

1. Must be suitable for distribution to and interaction with both the campus community and the rest of the world.

Some examples of suitable material are

- Calendars or announcements of upcoming events
- Descriptions of services and programs offered
- News of achievements or programmatic changes
- College policies specific to individual units

Some examples of material that would be considered inappropriate are

- Commercial advertisements, endorsements, or logos except when used to recognize sponsorship, further the academic mission of the College, or promote a College business service offering
- Material that is illegal
- Private/compliant and protected information (i.e. confidential information). Examples include Social Security numbers, class lists, birth dates, credit card information.
- Disclosing information about a student who has filed a request with the college to have his or her directory information withheld

2. Materials should be checked for accuracy and should be updated regularly.

3. The use of copyrighted material must comply with the College's Copyright Policy and Guidelines (http://www.ithaca.edu/attorney/policies/vol2/Volume_2-232.htm).

4. Pages should be designed to avoid confusion or duplication with official pages.

5. Every web page must contain the following information:

- The name, organization, and contact information of the individual responsible for maintaining that information or page
- The last revision date
- Any known problems with the information

6. In addition, every department or other officially recognized College organization's home page must contain

- A link to the Ithaca College home page
- The words "Ithaca College" to help identify the page as part of the overall Ithaca College site

Policy on Information Security

Ithaca College web services are accessible via the global Internet. Private/compliant and protected (i.e. confidential) information should not be posted unless appropriate security restrictions are enabled. To ensure the security of our systems and services, ITS may restrict the types of services and tools available to campus web developers. Where possible, the campus community will be required to utilize one of the content management systems to maintain their sites.

Only members of the campus community, faculty retirees, alumni, and third-party web developers approved by ITS will be given access to our systems for the purpose of content creation or management. The College reserves the right to remove, without notice, any programs, code, or sites that, at its sole discretion, may present security or performance risks.

Website Protocol

All College websites are for non-commercial individual use related to the educational mission of the College by the campus community, faculty retirees, and alumni and for approved College business activities. In addition, web content providers must abide by all College policies, including, but not limited to, the Ithaca College All-College Computer and Network Use Policy.

Individual Sites

Examples:

- Faculty – Faculty Profile
- Staff – Staff Profile
- Student – ePortfolio and personal web space
- Alumni – Alumni ePortfolio

Individual sites will be removed as follows:

- Faculty & Staff Profiles – upon last day of employment with the college. Faculty profiles for Ithaca College faculty retirees may remain indefinitely.
- Student ePortfolios – 90 days after a student graduates. Upon graduation a student can choose to have their eportfolio converted to an alumni eportfolio.
- Student Web Space – Upon graduation or departure from the College.
- Alumni ePortfolio – May remain indefinitely, provided the individual renews it annually.
- Note: In cases of involuntary separation, the College reserves the right to terminate accounts immediately.

Departmental / Organizational Sites

These sites are to be used to provide a web presence for an officially recognized Ithaca College department, organization, office, school, division, or program. The creation of these sites and designation of a primary content manager requires the approval of the head of the organization (e.g., director, dean, VP) being represented, and in the case of a student organization, the additional approval of the Center for Student Leadership and Involvement. Accounts for student organizations must be renewed each academic year.

Examples:

- Academic Department Profiles
- Schools and Division Sites and Profiles
- Administrative Office Sites and Profiles
- Special Program Sites and Profiles
- Student Organization Sites

- Course Sites

The College's official learning management system is Blackboard. Any instructor can create a course site in Blackboard by using the Blackboard course activation tool in HomerConnect.

In addition, information providers must abide by all other Ithaca College policies and procedures.

Note: This policy replaces the Campus-Wide Information Systems (CWIS) policy.