

College of Arts and Sciences

Web Site Management Guidelines

A. Mission Statement

The Web Site Management Guidelines will establish a working relationship between the Office of the Dean and the academic departments and programs housed within the College of Arts & Sciences to ensure the creation and maintenance of structurally sound and informative web pages.

B. Web Site Management Guidelines

These guidelines are set forth in order to define terms, clarify responsibilities and roles and explain procedures for creating, maintaining and expanding our web resources within the College of Arts & Sciences.

They shall further ensure: (1) that all top-level web sites within the College of Arts & Sciences maintain a visual identity standard set forth by the University and the College; (2) that structural integrity of all top level pages be maintained so as not to create foundational collapse of the web sites; (3) that all pages within the site are [ADA \(Section 508\)](#) compliant; (4) that federal, state, and local laws, including copyright laws are being upheld; (5) that pages adhere to ECU Guidelines for Web Pages and ECU Computer Code of Ethics; (6) that departments maintain web space in an orderly fashion and creation of pages is done in a manner so as to conserve disk space whenever possible.

1. Definitions

ADA compliancy: refers to rules and regulations set forth by the Americans with Disabilities Act of 1990 and Sections 504 and 508 of the Rehabilitation act of 1973, which require that individuals with disabilities receive equal access to programs, services, and activities unless doing so would fundamentally alter the nature of the program, service or activity or such access would impose an undue burden (<http://www.accessibility.eku.edu/EKUpolicies.php>).

content: the information contained on a web page.

home page: the home page is typically the first page users see when they enter a web site. This page should serve as an index to the web site. At ECU the home page is generally called default.php, default.htm, index.php, or index.htm. The home page must have one of these names.

root directory: the main directory which houses all your content.

top-level web site: refers to the college and/or departmental web site directories and all pages housed within.

web page: any page that can be accessed by the World Wide Web.

web site: a collection of web pages, documents, and files that are usually managed by an individual or organization and have a common theme.

2. ECU provides web space to all areas, departments, employees and students who currently have a direct affiliation with the University. In some instances, web space can also be provided to special societies and programs which provide an educational service to the university and/or community.
3. All guidelines set forth in this document shall work in conjunction with the existing recommended guidelines and procedures followed by ECU Web Communications and ECU Information Technology, which can be found at <http://www.prm.eku.edu/web/guidelines/>.
4. Domain name requests within the College of Arts & Sciences should be made to the CAS Web Site Administrator¹ via the department, area, or program chair/director. If the request is approved and the domain name is accepted, the web administrator will email a request to the Director of Web Communications (Public Relations and Marketing) for final approval. If approved at this level, the domain name is usually established within 24 hours. Domain names will follow the following standards:
 - A. Domain names will be provided in lower-case letters.
 - B. Domain names should include acronyms and words that denote the function of the site.
 - C. Dashes and underscores are allowed, but not encouraged.
 - D. All domain names must end in eku.edu.
 - E. Examples of acceptable domain names may include: www.tic.eku.edu; www.mathtutor.eku.edu; www.wildlife.eku.edu.
5. Types of Web Space (as defined by CAS)
 - A. College or Departmental. Any web space that is linked to a college or department. College and departmental web spaces have web disk space quotas of 200 MB². These pages are managed by the CAS Web Site Administrator and/or department web coordinators.
 - B. Program or Area. Any web space that is linked to particular department but may have its own identity within that department (i.e. - Forensic Science is linked to the Department of Chemistry, but has its own identity within that department). Programs and areas share departmental web space. These pages are managed by the college web administrator and/or department web coordinators.

¹ CAS Web Site Administrator is one of the duties of the CAS Information Technology Coordinator.

² Additional web disk space can be requested through ECU Networking or University Web Administrator via the Departmental Chair, College Web Administrator and the Associate Dean for Student and Academic Affairs when a valid reason for this need is demonstrated.

- C. Professional Societies. Professional societies are not offered their own web space, but may, with the permission of the departmental chair and the Associate Dean of Academic & Student Affairs, be offered web space within their respective departmental web folders. Professional society web pages should provide a significant informational and educational platform which serves to enhance the departmental pages. These pages are managed by the college web administrator, departmental web coordinator, or professional society web coordinator³.
- D. Student Clubs and Societies: Student clubs and societies and are offered web space on studentweb.eku.edu and whenever possible should take advantage of this service, however, individual departments may wish to host these web sites. In these cases, permission must be obtained from the departmental chair and the Associate Dean of Academic & Student Affairs to have space provided to them under the departmental domain. Any student society web pages must have a full-time, tenure track faculty member serve as their sponsor and while this faculty member may or may not be responsible for the design, creation and maintenance of the societies' web pages, they will be responsible for the content, thus ensuring that the web site follows all EKU and college guidelines for web pages and EKU ethical guidelines.
- E. Faculty/Staff. All faculty and staff personal web pages will reside on people.eku.edu and their maintenance is the sole responsibility of the individual faculty/staff member. Departments may wish to "host" an entry page for each faculty/staff that contains pertinent information such as office location, phone numbers, and a link to vita, etc., however, no personal web sites will be housed on departmental web space. Web coordinators are not responsible for faculty and staff web site development and/or maintenance. Faculty and staff web disk space quotas are 50 MB. Only web based material should be stored on this drive.
- F. Other types of web space include (but are not limited to) student web space and student organization web space. This space is managed by EKU Web Administration and EKU Networking and does not fall within the purview of the College of Arts & Sciences.
6. A CAS Web Site Management Work Group will be established, as per the guidelines in section C, parts 1-2.
7. The University has provided customized, accessible, and standards-compliant web page templates to the College for our use. These templates provide a visual identity standard that should be followed throughout all college, departmental, program, and area web pages. Departments choosing not to use college templates shall be required to request exemption from the

³ *If departments wish to host several professional societies on their web sites, they may wish to assign a Professional Society Web Coordinator. This person should be willing to devote time to training in the appropriate web programming languages, and understanding rudimentary ADA compliancy laws. This person will have permission to access ONLY those files within society folders.*

Associate Dean for Academic & Student Affairs and shall be completely responsible for ensuring that their web site follows all guidelines set forth in this document, EKV Web Guidelines, ADA and 508 Compliancy, and Federal, State, and Local Laws.

8. The CAS Web Site Administrator will maintain structural control of the college templates and shall take appropriate steps to ensure structural stability of all those using these templates.
9. All web content is the sole responsibility of the department/program/area and should be maintained in order to provide up-to-date information. This information is subject to inspection by university and college web administrators, and the dean and associate deans of the college. A notice of obsolete materials will be sent to the departmental chair and the departmental web coordinator upon discovery. It is the responsibility of the departmental chair and/or the departmental web coordinator to make any necessary changes to the content within 30 days of receiving this notification.

C. CAS Web Site Management Work Group Configuration

1. The CAS Web Site Management Work Group will consist of one member from each academic department (program) within the college, hereby known as the Department Web Site Coordinator, and the CAS Web Site Administrator, serving as chair. The CAS Associate Dean for Academic & Student Affairs will oversee the work group.
2. A web site coordinator shall be a tenured or tenure-track faculty member or full-time staff member at Eastern Kentucky University who has a sincere interest in web page design and maintenance and is willing to participate in web training opportunities.
3. Departments that do not have a tenured or tenure-track faculty member or full-time staff member with the appropriate skills and/or interest in web site development and maintenance should petition the and Associate Dean of Academic & Student Affairs to maintain their web site until such a time when a web coordinator can be appointed. The department chair will be responsible for all content on the web site and must maintain contact with the CAS Web Site Administrator in order to maintain the validity of all information contained within the site.

D. Procedures

1. The departmental chair (director) for each department (area/society) shall appoint their designated web coordinator who will serve a term of no less than two years.
2. The Associate Dean of Academic & Student Affairs and the CAS Web Site Administrator will serve as chair and vice chair, respectively, of the CAS Web Site Management Work Group.

3. All web site coordinator appointments should be made from the departmental (area) chair (director) to the Associate Dean for Academic & Student Affairs and the college Web Administrator. Proper permissions to the appropriate folders will be given ONLY after this appointment has been approved by the associate dean. Requests for permissions should not be made through any other channels without approval from the associate dean so as to maintain a continuity of information flow.
4. Before web coordinators are granted access to their area folders, they will be required to partake in a workshop that addresses the appropriate web programming languages and ADA compliancy information which will be needed to work with the College of Arts & Sciences web templates. Web coordinators must be prepared to show a minimal working knowledge of the topics taught in this course.
5. Graduate students and students will not be permitted access to departmental, program or area folders⁴ on the college web sites.
6. The CAS Web Site Management Work Group shall meet at least once each academic semester in order to discuss new developments regarding the EKU web.

E. Responsibilities

1. CAS Web Site Administrator

The responsibilities of the web site administrator include, but are not limited to:

- A. Ensuring consistency of the EKU (CAS) Visual Identity Standards within the College of Arts & Sciences.
- B. Providing overall structural integrity of the CAS web site and all subsidiary sites and pages.
- C. Creating and maintain the structural foundation for all departmental and area web sites which are a part of the College of Arts & Sciences.
- D. Ensuring ADA compliancy of all pages within the CAS (college) web site.
- E. Maintaining all links and information on the CAS (college) web site.
- F. Providing instruction and assistance to all web coordinators with regards to web site management and maintenance.
- G. Notifying web coordinators of ADA compliancy, copyright, EKU ethics, or federal, state or local law violations when spotted. Follow up to make sure violation(s) has(have) been addressed.

⁴ *Under some circumstances, students may have access to student society pages, but only when the department appoints a faculty advisor who will act as a responsible party to the content and compliancy of all web content.*

- H. Staying abreast of new information regarding changes made to ECU visual identity standards.
 - I. Attending continuing education opportunities whenever possible to enhance web editing skills.
2. Department Web Site Coordinator
- The responsibilities of the web site coordinator include, but are not limited to:
- A. Compiling and organizing all content displayed on departmental/area web site.
 - B. Ensuring accuracy and validity of all content displayed on departmental/area web site.
 - C. Ensuring adherence to all ADA compliancy, copyright, ECU ethics, or federal, state or local laws within their web sites.
 - D. Assisting faculty within their departments/areas with web page construction/maintenance.
 - E. Attending workshops (when applicable) to enhance web programming skills.

Approved by:

CAS Technology Work Group – March 9, 2007

Dean, College of Arts & Sciences – March 26, 2007