
UNIVERSITY WEB PAGES AND ELECTRONIC PUBLICATIONS

PURPOSE: The purpose of this policy is to:

- A. establish processes by which University web pages and electronic publications are consistent with the University's graphic identity program and can best reflect the University official image and message
- B. establish processes by which University web pages and electronic publications are regularly reviewed for compliance with established policy, standards, guidelines and best practices
- C. identify official resources for all those publishing materials on the University web site that provide clear standards, guidelines and best practices

I. Policy Statement

- A. University web pages and electronic publications are official Boise State University publications and are therefore subject in general to the same policies and standards for University printed publications as found in the University's *Graphic Identity Reference Guide*. In addition, University web pages and electronic publications are subject to the standards and guidelines found in University's *Web Presence Reference Guide* and the University's Information Technology Resource Use policy [BSU 8000](#).
- B. The rights of academic freedom and freedom of expression as provided by the First Amendment apply to University web pages and electronic publications. Individual artists, scholars and authors are free to create web pages and electronic publications related to their role within the University. These works may not necessarily represent Boise State University and as such Boise State University bears no responsibility for the content of personal web pages and electronic publications.
 1. Boise State University, however, reserves the right to remove from any Boise State University server or communications system utilizing university network or name space, any web page or electronic publication that is found to be in violation of the law or University policy.
 2. The University's Webmaster with final authority resting with the University's Director of Communications and Marketing, will remove links to illegal or inappropriate materials from University web pages and electronic publications.
- C. Web pages and electronic publications not officially affiliated with the University and personal web pages and electronic publications of University employees and students shall not exhibit University templates.

- D. Use of the University name, symbols, emblems, logos, seal, colors, or mascots shall comply with Boise State University's *Graphic Identity Reference Guide* and *Web Presence Reference Guide*.

II. Scope

- A. This policy applies to:
1. all members of the University community and governs all web storage and communications systems utilizing University network or name space, regardless of ownership.
 2. all University web pages and electronic publications with communications from Boise State University campuses, centers, colleges, departments, divisions, research facilities, extended programs and other official University organizational units, divisions, programs, senates or associations.
- B. This policy does not apply to the following and the official University web page templates may not be used by:
1. recognized student organizations, e.g., student clubs, the Associated Students of Boise State University (ASBSU), the Volunteer Services Board, the Students Program Board, and The Arbiter.
 2. personal web pages and electronic publications of University employees or students.
 3. the following University affiliated organizations:
 - a) Bronco Athletic Association
 - b) University Alumni Association
 - c) University Foundation
 - d) Taco Bell Arena
 - e) Select-a-Seat Ticketing
 - f) Velma Morrison Center
 - g) "Boise and Beyond" links and sites
- C. This policy does not apply to web pages consisting solely of course content. However, web pages consisting solely of course content may exhibit the University's official template at the discretion of the page creator or author.

III. Definitions

- A. Personal web pages and electronic publications – web pages and electronic documents created by individual artists, authors and scholars which may be related to the individual's role within the University but do not officially represent Boise State University. The Director of Communications and Marketing has final authority in this determination.
- B. Student organizations – Any group of students living or acting together, electing officers and/or assessing dues or fees for their mutual benefit recognized by ASBSU Judiciary. Unrecognized groups of students may not have University web space. The Office of Student Activities maintains a current list of recognized student organizations.
- C. Site Administrators – individuals identified by deans or administrative department heads who upon request from the dean or department head to the University Webmaster are issued account access.
- D. Link – web address, icon, picture or other item found within one web resource that connects the reader/user to web resource. Text links are often web addresses,

highlighted in color and underlined. Screen cursors often change format when directed to web addresses, icons, pictures or other items used as links.

IV. Responsibility

- A. The Director of Communications and Marketing is responsible for:
 1. coordinating all University information and publications and for assuring accuracy and consistency of message and image. The Director shall have authority over all University web pages and electronic publications.
 2. approving Boise State University's *Web Presence Reference Guide*. The University's Webmaster and the Web Advisory Group shall provide development assistance to the Director for this guide.
 3. chartering and appointing members to a Web Advisory Group, which shall include students, faculty, staff and administrators as voting members and the University's Webmaster as an ex officio non-voting member. The Group shall elect its own chair.
 4. assuring due process with regards to reviewing alleged violations and enforcing non-compliance procedures.
- B. The University Webmaster is responsible for monitoring all University web pages and electronic publications for functionality, performance, general compliance with policies and adherence to Boise State University's *Web Presence Reference Guide*. The Webmaster shall provide technical assistance to University departments with web development and support issues and upon request by deans or administrative department heads issue account access to Site Administrators. The Webmaster shall also serve ex officio non-voting on the Web Advisory Group acting as a technical resource.
- C. Site Administrators are responsible for assuring web pages and electronic publications within their purview comply with the University's policies, standards and *Web Presence Reference Guide*.

V. Procedures

- A. Non-compliance
 1. Violations of law shall be removed immediately by the University Webmaster.
 - a) The appropriate Site Administrator shall immediately be notified in writing of any such removal.
 - b) The Site Administrator may request reinstatement in writing. If the issues are not resolved within ten (10) working days the Site Administrator may request review by the Director of Communications and Marketing.
 - c) The Director shall provide review and assure appropriate due process prior to rendering a decision.
 2. Violation of policy, standards or guidelines
 - a) The appropriate Site Administrator shall be notified by the University Webmaster via email along with the Site Administrator's supervisor of an alleged violation with a request to respond or correct the alleged violation within ten (10) working days.
 - b) If no response is received or an alleged violation is not corrected, the Site Administrator and the Administrator's supervisor will be notified

a second time in writing and given five (5) working days to respond or correct the alleged violation.

- c) If still no response is received or the alleged violation is not corrected the pages will be removed and copies forwarded to the Director of Communications and Marketing. The Director, after review and assuring appropriate due process shall to make a decision for correction and reinstatement or permanent removal. In this instance, pages shall be reinstated only at the request of the Director and after appropriate due process.

B. Exemptions

1. Requests for exemptions to this policy may be made in writing to the University Webmaster. Issues of policy not satisfactorily resolved may be forwarded to the Director of Communications and Marketing. The Director has final authority.
2. Requests for exemptions to Boise State University's *Web Presence Reference Guide* may be made to the Director of Communications and Marketing.