Virginia Union University
Website Policy and Procedures

June 30, 2010

Purpose

The Virginia Union University (VUU) web site is accessed by both internal and external markets as well as the general public. The site serves all these constituencies. The VUU home page is designed with the external market as its primary audience but also as a source of vital information for faculty, students and staff. The University web site should be managed to ensure that information is accurate, and pertinent. This policy establishes standards for all University web pages linked to/from the VUU Web site. It is intended to establish and maintain a coherent appearance for the University, promote a positive image and ensure accountability for information presented in the name of the University.

The university appreciates the spirit in which the web was created and currently exists. VUU also recognizes that material created by its component departments, schools, and other official sources represent the university to audiences within the institution and far beyond. A conscious effort has been made by the Office of University Relations to meet regulatory guidelines and compliance, promoting consistency, quality and a cohesive, unifying image for the institution while also assuring individuality.

I. The VUU Home Page

www.vuu.edu is the official Internet site ("home page") for the University. The home page's primary objective is to provide an attractive, distinctive, clear and easily navigable point-of-entry to the wealth of information on VUU's Internet servers, and to set a tone and style for other University pages. The VUU main home page (www.vuu.edu) is managed by the Office of University Relations.

II. Publications Policy

The University is reflected in the appearance and content of its web pages. Therefore, official VUU pages should be prepared with this function in mind. Care should be taken to ensure that information is accurate, up-to-date and consistent with the university mission. The current VUU template is to be used in developing a cohesive look for the university. While the header and footer are to remain consistent throughout, the body of the page allows for individuality of the campus unit.

III. Copyright and Privacy

Information created by a government agency is largely considered to be in the public domain. "Found" graphics or outside information must not be used on Web sites without proper attribution. Copyright laws must be followed.

Specific web-based forms that require personal information from a visitor must post a privacy policy or a link to the policy indicating how the information will be used and under what conditions the information may be shared or released to another party.

Organization Websites

Organization websites are granted for recognizable student or alumni organizations and associations. Should the entity cease to hold recognition by the University through the Office of Student Activities and Leadership, the organization's website will be removed. The student organization is solely responsible for the content on its website and must conform to these policies.

IV. Responsibility

A. The Web Content Coordinator located in the Office of University Relations acts as the campus webmaster to develop University web pages for the main VUU web site. The Web Content Coordinator maintains links to organizational unit web pages in accordance to the VUU policy. University Relations

may refuse to link to web pages which are not being prepared or maintained in accordance with university policy. Web pages that are not hosted by the University, will be refused unless there is written notice from the Office of the President.

B. Requests to have links added from the official VUU home page are to be made through University Relations, by filling out the website request form. Send requests to cdepps@vuu.edu.

C. Every organizational unit head shall designate an individual(s) to serve as department Web Publisher. To ensure continuity, these individuals must be regular (non-student) university employees. **The organizational unit head will keep the Web Content Coordinator (campus Webmaster) appraised of the current designees.**

Web Liaisons for VUU Web pages are responsible for:
   ensuring the accuracy and timeliness of the information presented;
   abiding by VUU's Web publishing and identity standards
   regularly updating and keeping published information current;
   understanding and complying with copyright, privacy, accessibility, intellectual property and libel laws;
   responding in a timely fashion to inquiries and comments directed at one's published material; and
   users must, uniformly, guard against abuses that disrupt the system and threaten its long-term viability, degrade performance, deprive access to a VUU resource, or embarrass the university.
All content will not be posted until approved by the Web Content Coordinator.

V. Submitting a Web page content
The Office of University Relations reviews all proposed official web pages prior to final publication to the Web. Interdepartmental publications also may be subject to approval by University Relations. University Relations will check for consistency, grammar, and graphic file size. If editorial and/or design questions arise or if there is a need for more than minimal copy or design revision, University Relations will consult with the author. On-line forms will be created by the campus Webmaster. If you have a need for a form send the request and the need for the form to the Webmaster by using the website request form.

VI. Web Page Standards
(1) Load Time. Large file sizes require longer time to download. Internet studies show a user will only wait an average of 8-10 seconds for a page to download. With this in mind, all standard practices to minimize each file size loaded with the page should be used. This includes graphic optimization for all images. For assistance or additional information on reducing file sizes, contact the campus Webmaster.

(2) Duplication and Unused Files. To facilitate revisions and prevent contradictory information from appearing on the university web site, **unit Webmasters should link to needed information already on the university web site rather than duplicating the information on their own sites.** To request a VUU image, contact the Office of University Relations.

(3) Identification. Each web site's association with Virginia Union University must be clearly identified. The name of the organizational unit should be on every page it creates. The Unit Webmaster's, Department Head's or Director's e-mail address should be displayed on the unit's main page or "contact us" page. To preserve anonymity, generic e-mail addresses may be used.

(4) Under construction. Under construction messages or image signs should not be used.
(5) Names. Files, folders, and images are not to have spaces in the name. Spaces are often overlooked when users type URLs. Moreover, spaces in links occasionally do not work

(6) Logo. The VUU logo is a marketing symbol meant to convey, at a glance, that the page is a representation of Virginia Union University.

(7) Seal. Use of the VUU seal is not allowed on the web pages.
Violations of policy include but are not limited to: misuse of logo, misinformation, inaccuracy, violations of copyright, Federal or State Laws, and violation of Virginia Union University Website Policy.
Pages deemed in violation of this policy may be subject to removal and or loss of Web privileges.