

## Web Site Policy

All Southeastern Louisiana University web pages must adhere to the principles and guidelines contained in this document as well as any other relevant policies, including the [Responsible Computing at Southeastern Louisiana University: General Policies for All Computer Users](#) and [Copyrights at Southeastern Louisiana University A Guide for Faculty, Staff & Students](#).

### Purpose of Policy

Southeastern Louisiana University first went online in 1996 when the World Wide Web was still yet in its infancy and standards for navigation, design, and interactivity were only beginning to be developed and explored as operating systems, software, search engines and web browsers were continually being upgraded. Since then, technology has continued to improve and the capabilities of the World Wide Web have expanded, allowing Web sites to not only provide information, but also online services seven days a week, twenty-four hours a day.

As a result, the importance of having a dynamic Web presence has taken on an even more meaningful and powerful role as an important marketing tool. How easily users can navigate a Web site to find the information they are looking for, how the information is presented, as well as the type of services the Web site provides makes an immediate impression about the institution and its credibility.

Just as the World Wide Web has further expanded and developed, so has Southeastern's Web site. In 1999 the Web site was redesigned and Southeastern's first Web policy was implemented. Since that time Southeastern has continued to improve its site with services such as the ability to complete an admission application online, register for classes, and even pay tuition and fees online.

However, the University has realized that the Web should be used more effectively, specifically as an important tool in the recruitment, progression, and graduation of students. In response to the University's strategic plan, the University has determined that its Web site must present a stronger presence – a presence that is consistent and coherent across the entire site, is interactive, is appealing, promotes a positive image of Southeastern, and most importantly, meets user needs. The University has determined that Southeastern's Web site must be more than an information repository – it must provide a positive experience for the user, which will build credibility for the University and lead to student loyalty.

The purpose of this policy is to not only ensure that Southeastern's Web site ([www.selu.edu](http://www.selu.edu)) meets these standards and reflects a positive image of Southeastern, but to insure that Southeastern's Web site maintains the following principles:

- Southeastern's Web site supports the mission and strategic plan of the University.
- The Web site as a whole is consistent, coherent, and promotes a positive image of Southeastern.
- The information on Southeastern's Web pages is accurate and current.
- Southeastern's Web site is used effectively as a recruitment and retention tool.
- Southeastern's Web site meets accepted Web standards and protocols, including at least Priority 1 ADA Web accessibility standards.

# Web Site Standards

Southeastern's Web site is an institutional publication and as such, should have active participation by all University academic and administrative units, as well as all University supported organizations, centers, and institutes. In order to meet the goals outlined by this policy, the main emphasis for most unit Web pages on Southeastern's www.selu.edu domain should be placed on the recruitment and retention of students. Thus top-level pages for each unit should focus on the needs of future students and present a positive image of the University and the department. In addition, unit top-level pages should include highly visible links to pages designed to meet the needs of current students, faculty and staff, alumni, and the community.

All Web pages on the Southeastern Web site (www.selu.edu domain), as well as the Web site as a whole, should adhere to and support the following principles:

- ***Southeastern's Web site supports the mission of the University***  
The mission of Southeastern is to lead the educational, economic, and cultural development of southeast Louisiana. Southeastern's Web site, including its intranet supports the University's mission. The University should strive to employ the latest in technology and support for its Web site, including systems that provide support for the continuous operation of the site, provide adequate security for the site, and provide capabilities for adequate memory and disk storage, as well as communication needs such as e-mail. These systems should utilize technology that supports the ability to provide services on the Web site, for example, distance learning and other e-learning activities; online applications and registration for classes; online tuition/fee payments; and the retrieval of pertinent information by identified user audiences.
- ***Southeastern's Web site as a whole is consistent, coherent, and promotes a positive image of Southeastern***  
The first step to creating a positive image of Southeastern on the Web is to develop a Web site that is consistent, coherent, and user-friendly. The Web site should address the needs of its identified audiences and provide the information and services in a format that is easy to navigate. Navigation on the Web site should be consistent in placement and style, and links should be clear and concise. Broken links and dead pages must be avoided. Page content must be easy to understand and not include terminology that people outside of Southeastern's community might not understand.

In order to provide a consistent and coherent Web site that is appealing, content and editorial style guidelines must be implemented. The University Web Site Coordinator, in conjunction with the Web Policy Subcommittee, the Recruitment and Retention Committee, and the Webmaster should develop and implement content and editorial style guidelines. All official policies are reviewed and approved by the Academic Affairs Council and the Provost. All units represented on Southeastern's Web site must adhere to these guidelines. The University Web Site Coordinator will work with units to ensure that their Web pages meet the guidelines.

- ***The information on Southeastern's Web pages is accurate and current***  
All Web pages must be accurate and current, and outdated information should be removed from the Web site immediately. All units must identify a content contributor who is responsible for publishing information to the Web site. The unit head and the unit's content contributor should review the information on the Web site regularly to insure that information published to the Web site is accurate and current. It is recommended that units review and update their Web sites at least once per semester, and more often, if the unit sponsors events and/or provides information that references a specific date. The University Web Site Coordinator will work with units to ensure that content on Web pages is accurate and current.
- ***Southeastern's Web site is used effectively as a recruitment and retention tool***  
Creating a strong marketing presence on the World Wide Web aimed toward the recruitment and retention of students will allow Southeastern to use its Web site more effectively. Providing the information and services that make it convenient for future students to learn about Southeastern and the Southeastern experience will create a better user experience and a positive image of Southeastern. Providing the information and services that current students need and want will add a positive impact to their Southeastern experience and lead to student loyalty. Southeastern's Web site should be regularly assessed to determine if the site is being used effectively for the recruitment and retention of students, especially as

the technology supporting the Internet and the World Wide Web continues to develop and improve. In addition, the design and content of Web pages should regularly be reviewed to ensure that the Web site as a whole is providing a positive experience for future and current students. The Southeastern Web site and all print materials and other marketing efforts should be closely aligned in style and presentation of Southeastern's image.

- ***Southeastern's Web site meets accepted Web standards and protocols, including at least first-level ADA Web accessibility standards***

Since the inception of the World Wide Web, the medium has continued to evolve, as the possibilities of the use of the Web have expanded. As the development continues, standards and protocols have come to be widely accepted by Web developers as well as Web users, including file and Web page naming protocols, and standard practices for linking and Web site navigation. Southeastern's Web site should adhere to these standards, including those outlined by the Web Standards Group (<http://webstandardsgroup.org/>), thereby providing a better user experience and less user confusion and/or frustration.

In addition, Southeastern must adhere to all applicable laws and regulations regarding Web site accessibility. While the Office of Disability Services makes provisions for Southeastern students, faculty, and staff with disabilities to access the University's intranet, Southeastern will also make sure its public Web pages meet at least Priority 1 standards as set by the World Wide Web Consortium Web Accessibility Initiative (located at <http://www.w3.org>). Whenever possible, the Web site should meet Priority 2 and Priority 3 standards supported by the World Wide Web Consortium Web Accessibility Initiative.

Southeastern's templates along with the content and style guidelines contained in this document adhere to the standards outlined by the Web Standards Group. Additionally, using the provided University templates assure that all pages on Southeastern's Web site meet Priority 1 standards outlined by the World Wide Web Consortium Web Accessibility Initiative.

In an effort to ensure the above principles are met, all University academic and administrative units, as well as all University supported organizations, centers, and institutes will be required to be a part of Southeastern's content management system and will be required to utilize University templates. However, while the following Web pages must adhere to the principles outlined above, they are not required to participate in Southeastern's content management system:

- ***University units with a significant community outreach mission***

University units with a significant community outreach mission (for example the Southeastern Channel and the Columbia Theatre) may wish to establish distinctive publication identities, and thus are not required to publish their Web pages through Southeastern's content management system, nor are they required to use University Web page templates. However, they are encouraged to use Southeastern's content management system and to work with the University Web Coordinator to have page templates designed specifically for their use. University units with a significant community outreach mission must have the permission of the Provost to qualify for this exemption. Because these pages are for public consumption and are a part of the University's extranet, they must adhere to the principles and guidelines contained in this document as well as any other relevant policies, including the Responsible Computing at Southeastern Louisiana University policy and Southeastern's Copyright policy.

- ***Student organizations***

Subject to the approval of the Vice President of Student Affairs, student organizations are free to design and publish Web pages on Southeastern's Web site. These pages are not required to be a part of Southeastern's content management system nor are student organizations required to use University templates. Student organizations may, in place of publishing their own Web pages, link to the organization's national Web site. Student organization Web pages published on Southeastern's extranet must adhere to the standards outlined in the Web Content and Style Guidelines section of this document.

- ***Faculty Web pages***

The purpose of Faculty Web pages is to advance the academic, research, and service mission of the University and with this purpose in mind, Southeastern's faculty may publish Web pages on Southeastern's Web site. Faculty Web pages are not required to be a part of Southeastern's content management system nor are faculty required to use University templates when publishing their Web pages. Faculty members, when developing their pages, must adhere to the spirit of the standards outlined above and must adhere to the standards outlined in the Web Content and Style Guidelines section of this document.

- ***Student Web pages***

Southeastern students may publish Web pages on Southeastern's intranet as a part of a course assignment or as a part of the completion of a degree program. Student Web pages are not required to be a part of Southeastern's content management system nor are student Web pages required to use University templates. Student Web pages should adhere to the standards outlined in the Web Content and Style Guidelines section of this document.

Southeastern's Web servers are to be used to support the academic and research mission of the University. Thus, Web pages of a personal nature should not reside on any Southeastern Web server. Faculty, staff, and students desiring to publish Web pages of a personal nature should seek Web space through other means.

### **Departmental Web Servers**

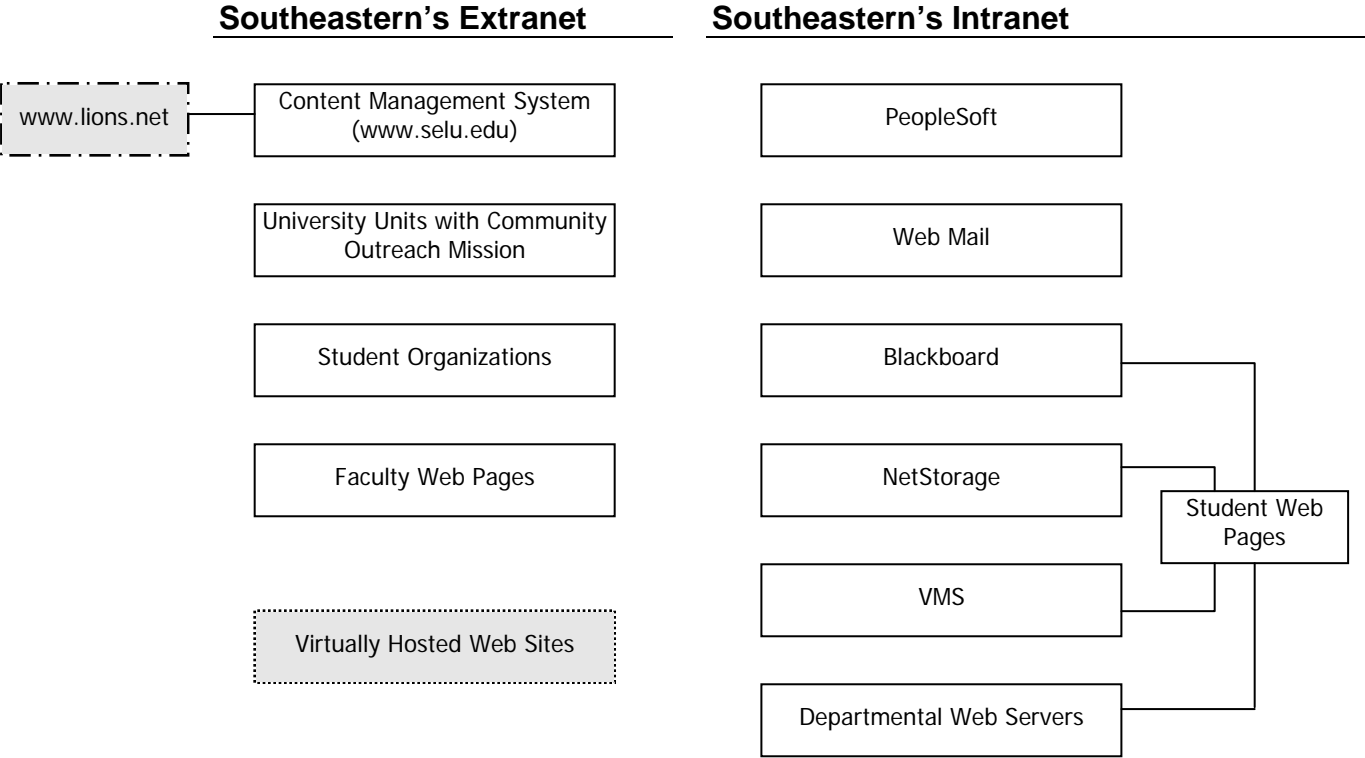
As indicated above, departmental Web servers should be used to enhance and further the University's and the department's academic mission. Departments will be responsible for monitoring the use of and any Web pages published on departmental Web servers as well as other documents. Web pages published on these servers should be in compliance with the policies and guidelines set forth in this document as well as other applicable University policies and guidelines, including the Responsible Computing at Southeastern Louisiana University Policy and Southeastern's Copyright Policy.

### **Virtually Hosted Web Sites**

As a public service, upon the Provost's approval, Southeastern may virtually host Web sites for University affiliated organizations on its Web server. University affiliated organizations are those non-profit organizations that enhance or further the University's mission, and a contractual agreement must have been established between the organization and Southeastern. University affiliated Web sites may not have Web pages that are a part of the www.selu.edu domain.

# Diagram of Southeastern's Web Site

Southeastern's Web site includes its extranet, those files that can be accessed by anyone and are for general public consumption, and its intranet, those files that are restricted and generally require a login and password in order to access them.



# Web Site Administration

Responsibility for developing, implementing, and overseeing Southeastern's Web site includes the following:

## **Web Site Policy Subcommittee**

The Provost appoints members of the Web Site Policy Subcommittee including the Chair. The responsibilities of the Subcommittee include the following:

- Regularly review and make recommendations for changes to Southeastern's Web site policy.
- Provide consultation on major Web site issues.
- Provide consultation on major Web site modifications and redesigns.

## **Administrative Computing Services**

Administrative Computing Services is responsible for the following:

- Ensure there are adequate systems and support in place for continuous development and operation of Southeastern's Web site. This includes security, data storage and retrieval, appropriate communication applications, as well as providing University-wide services such as distance learning, online applications for registration, fee payments; and the retrieval of pertinent information by identified user audiences.
- Coordinate and implement Web page interfaces with the University's administrative systems as well as any other applicable systems according to the Web Site Policy Subcommittee and/or other appropriate committees.

## **Webmaster**

The Webmaster is responsible for providing and maintaining the necessary resources in support of Southeastern's Web site. The obligations of the Webmaster include the following:

- Research, recommend, develop, and implement new technologies as appropriate for improving Web server system support, maintenance, and reporting.
- Coordinate technical aspects of maintenance of the University's Web site.
- Administer, organize, and maintain Web server systems based on the standards and operating guidelines established by Administrative Computing Services.
- Maintain and control all aspects of user access to the system(s) to ensure both logical and physical security.
- Develop and assist in the maintenance of University-approved general information databases and other applications.
- Monitor system performance, and anticipate and evaluate problems.
- Attend to system operational parameters including system memory requirements, disk sub-system storage needs, internal systems communications and networking.
- Supervise, coordinate, manage and assign work for Web programming staff.

## **University Web Site Coordinator**

The University Web Site Coordinator is responsible for ensuring that the Web site meets accepted Web standards and protocols and that that content is cohesive and current. The University Web Site Coordinator will:

- Assist Administrative Computing Services in coordinating and implementing Web page interfaces with the University's administrative systems as well as any other applicable systems according to the Web Site Policy Subcommittee and/or other appropriate committees.
- Seek advice from the Office of Public Information in the design of University Web page templates.
- Research, recommend, develop, and implement new technologies for developing Web sites and multimedia as appropriate.
- Resolve Web site issues in conjunction with the webmaster and/or other appropriate parties that must be addressed on a University-wide level.

- Assess, prioritize and address University-wide Web site content and design needs with the intent of creating a unified and dynamic Web presence for the University.
- Assist in the development of guidelines for graphic design and layout of official University Web pages, particularly as they relate to recruitment and retention.
- Assure that new and updated pages on the University Web site conform to page layout guidelines.
- Ensure that information presented on University Web pages is correct, current, and in compliance with University policies.
- Establish and maintain communication with University content approvers and content contributors with regard to content, design, accessibility and compliance with University policy.
- Maintain a current list of designated content contributors for all academic and administrative units.
- Regularly schedule and notify content approvers and content contributors of Web orientation and training sessions.

### ***Office of Public Information***

The Office of Public Information will assist the University Web Site Coordinator, content approvers, and content contributors in the following ways:

- Assist in providing content, photos and other graphic elements for Web pages, highlight boxes, and news and events boxes.
- Assist units, when needed, in editing content for Web pages that meet the University's Web Content and Style Guidelines.
- Advise the University Web Site Coordinator in the design of University Web page templates.

### ***Content Approvers***

Unit heads, which include academic department heads, deans, and administrative unit heads, are content approvers and have the following responsibilities:

- Designate a content contributor for the unit and notifies the University Web Site Coordinator as to who the content contributor for the unit is, as well as any changes in content contributors.
- Attend Web orientation and training sessions for content approvers.
- Ensure the unit's content contributor(s) attend Web orientation and training sessions.
- Provide direction and/or page content to the content contributor for placement on the unit's Web pages.
- Using the University's content management system, review and approve the unit's Web pages to ensure currency, accuracy, and compliance with Web and other University policies.
- Integrate Web publishing into the unit's publication cycle.

### ***Content Contributors***

The duties of the unit's content contributor include the following:

- Attend Web orientation and training sessions.
- Work closely with the unit's content approver, the Office of Public Information, and the University Web Site Coordinator in obtaining content for the unit's Web pages according to University's Web Content and Style Guidelines.
- Using the University's content management system, input content on the unit's Web pages.