

Utah Tech University Policy

464: University Public Web Presence



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I. Purpose

- 1.1 Utah Tech University (“the University”) maintains various publicly available websites as an official representation of the University. This policy defines University websites and establishes governance for these sites.

II. Scope

- 2.1 This policy applies to all publicly available websites owned or managed by Utah Tech University, including any department, division, or entity controlled by the University. This policy applies to websites whether they are hosted locally on University-owned IT resources, or via third-party service providers.

III. Definitions

- 3.1 ***Department/Divisional Websites:*** Other public websites representing University departments, divisions, or other entities controlled by the University.
- 3.2 ***Director of Web Services:*** An IT management position overseeing the Web Services team in the design, development, and maintenance of University websites and online applications.
- 3.3 ***Locally Hosted Websites:*** Websites hosted locally on University-owned infrastructure.
- 3.4 ***Official University Website:*** The official, public website of the University. This website is the official Internet presence of the University and the

authoritative source for University information and marketing.

- 3.5 ***Third-party Hosted Websites:*** Websites hosted on behalf of the University or its divisions by a third party. Often referred to as hosting in “the cloud.”
- 3.6 ***Web Oversight Committee:*** An oversight committee consisting of the Vice President of Marketing & Communication; the Chief Information Officer; the Dean of the College of Science, Engineering, & Technology; the Director of Web Services; the Director of Distance and Digital Learning; a representative of Student Affairs; a Technical Writer; a rotating representative of University student government; and others as designated.
- 3.7 ***WWW:*** The World Wide Web, an established set of standards and systems for displaying information across the Internet.

IV. Policy

- 4.1 The Web Oversight Committee shall oversee the strategic direction of the University’s public websites, and approve standards and procedures for design and maintenance of University websites.
- 4.2 The Director of Web Services assists and advises the Web Oversight Committee regarding design and maintenance standards. The Director of Web Services directly manages the Official University Website and subsidiary departmental/divisional sites, unless other management arrangements are approved by the Web Oversight Committee. The Director of Web Services enforces design standards and controls the process of publishing content to University websites. The Director of Web Services is responsible for disseminating information on University web standards and trains departmental representatives and other users on University web publishing practices.
- 4.3 Departments, divisions, or other University-controlled entities maintaining websites or pages are responsible to keep content accurate and current. Each department will designate a person(s) with responsibility to maintain content for each page and/or site controlled by that department.
- 4.4 The Official University Website and all websites for departments, divisions or other University-controlled entities shall comply with standards established by the Web Oversight Committee and the Director of Web Services. Standards apply whether the sites are hosted on local resources

or on third-party resources.

4.4.1 Exceptions to established standards must be approved by the Web Oversight Committee.

4.4.2 Websites created by students during direct academic instruction in web design and similar coursework are exempt from University web standards, unless this academic work is created for use on an official University or department website.

V. References – N/A

VI. Procedures – N/A

VII. Addenda – N/A

Policy Owner: Vice President of Administrative Affairs
Policy Steward: Director IT Security, Director Web Services

History:

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