WEB POLICY I.

Purpose

The purpose of this document is to define a unified Web policy that all campus and campus affiliated websites shall follow regarding Web standards, accessibility, maintenance, compliance and enforcement.

II. Scope

The policies in this document apply to the websites of all official campus divisions and other administrative units, all campus affiliates, faculty, staff, students and third-party Web applications.

III. Web Standard

All official university websites shall be managed within the campus Web Content Management System (WCMS) and are required to meet standards of accessibility; required information; information architecture and usability; site content and the handling of photo and video archives as defined in this section. Exceptions to this policy will be made on a case-by-case basis after consultation with University Brand Strategy and Marketing and Technology Services to determine whether exceptions are warranted due to WCMS technical limitations. Campus websites containing, soliciting or collecting protected or personal data shall comply with the CSU Information Security Policy.[1] The campus WCMS provides templates for required information, enables incorporation of university branding, and facilitates site maintenance, while providing for centralized management and support.

1. Accessibility

All university websites are required to be accessible to individuals with disabilities, conforming to Section 508 of the Rehabilitation Act of 1973, California Government Code 11135 as amended in 1998 to State entities, to the California State University (CSU), and to directives from the California State University Accessible Technology Initiative.[2]

2. Required Information

All websites shall contain the following information: current copyright information, webmaster email link, last edit date, title and meta tags for campus search, and a

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[1] Reference CSU Information Security Policy (8070.0)
[2] Reference CSU Executive Order 926

link to the campus accessibility statement and disclaimer. In addition, all sites shall include Google Analytics.

3. **Information Architecture and Usability**

The organization of information within the website shall be clear, current, easily understood and comply with campus information architecture standards. The navigation must be logical and free of broken links.

4. **Site Content**

Site content shall be factually correct and meet university Branding and Graphics Standards as defined at www.fresnostate.edu/brand/. Additionally, all content, including text, images and media, shall abide by all copyright laws and accessibility requirements.[3]

5. **Video**

Videos are encouraged on websites; however, this high bandwidth media shall be hosted on the university's streaming server or on third-party services such as YouTube. Upon request, Technology Services will recommend alternative hosting accommodations and assist in moving such files off the university Web server. Technology Services will consider exceptions to this policy on a case-by-case basis.

6. **Photos and Other Documents**

Photo and document files such as images, PDFs, PowerPoint etc. not actively linked on a website are considered archival and shall not be hosted on the campus Web server.

7. **Page Structure**

The official university page structure, standard branding and navigation are defined in the campus Web Content Management System and shall not be altered.

8. **University Branding**

Official university branding comprises official logos, graphics and links and may not be recreated on any non-official websites.

IV. **Requirements for Adoption of the Web Standard**

All schools, colleges, divisions, administrative units, departments, programs, institutes and centers are required to adopt the University Web Standard, including page

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[3] Policy C-08.1 establishes guidelines for using copyrighted material and intellectual property on information technology platforms

structure, university branding, and required information as defined at www.fresnostate.edu/brand/.

Additional website categories:

1. **Auxiliaries, Foundations, and Athletics**

   Auxiliaries and Foundations are required to adopt the standard page structure and required information. Because of licensing agreements, Athletics sites are exempt from these standards. However, Athletics websites still shall comply with the Brand and Graphics Standards as related to university naming conventions and logo usage as defined at www.fresnostate.edu/brand/. Web accessibility requirements are enforced for all websites.

2. **Faculty Websites**

   Faculty websites used for instructional- or other professionally related purposes shall be hosted on the university Web server, be managed within the WCMS under the www.fresnostate.edu domain, meet Web accessibility requirements, and meet the university standard page structure as defined at www.fresnostate.edu/brand/. University Brand Strategy and Marketing and Technology Services will coordinate and assist in moving sites into the WCMS.

3. **Henry Madden Library**

   The Henry Madden Library develops and integrates information resources and tools that cannot be fully implemented within the content management system and therefore is exempt from inclusion in the content management system. However, the Library will be required to adopt the official University branding and implement it within their Web pages, and meet web accessibility requirements. All Library websites will be developed and supported by Library personnel.

4. **Non-Campus Organizational Websites**

   Non-campus organizational websites, such as community groups, clubs, associations, etc., with no formal affiliation to the university (as defined below as *"formal affiliation" under Professional Organizations) will not be hosted on university Web servers. Non-campus websites currently hosted on university servers will be archived and removed. Notification will be made to the site owner before any action is taken. Archive copies will be made available to the registered site owner if requested.

5. **Personal Websites**

   Personal faculty, staff and student websites will not be hosted on university owned or contracted servers. Personal faculty, staff and student websites currently hosted on university servers will be archived and removed. Notification will be

made to the site owner before any action is taken. Archive copies will be made available to the individual site owner if requested. Personal websites for the purpose of this policy are defined as those websites containing information, photographs, videos, documents etc. not related to official university business or for instructional-related purposes.

6. Professional Organizations

Only the websites of professional organizations formally affiliated with the university shall be hosted on university owned or contracted servers. Faculty or staff membership in these organizations alone does not guarantee hosting services from the university. For the purposes of this Web policy, *"formal affiliation" is defined as an entity or individual having a written or formal agreement specifying the terms, expectations and responsibilities related to affiliation. Requests for formal affiliation shall be approved in writing by the Office of the Vice President for Advancement or designee.

7. Student Websites

Student websites not required as part of instructionally related activity will not be hosted on university owned or contracted servers. Instructionally related student websites shall be hosted in the campus Web environment but are not required to follow university branding requirements or be managed within the Web Content Management System. For the purposes of this policy, student websites are defined as websites primarily for the use of and maintained by individual students, student organizations, clubs, fraternities, sororities etc. Non-instructional student websites currently hosted on university servers will be archived and removed. Notification will be made to the site owner before any action is taken. Archive copies will be made available to the registered site owner if requested.

8. Third-party Web Applications

Third-party Web applications shall meet accessibility standards and include official university branding when used in instruction or other university business. Third-party applications are subject to university branding requirements, whenever possible. Third-party applications include but are not limited to PeopleSoft, Blackboard and Zimbra. Third-party applications not under direct control of university personnel shall be managed in accordance with the CSU Information Security Policy on Managing Third Parties.[4]

V. Hosting and Domains

Official university websites shall be hosted on university Web servers and be managed within the WCMS under the www.fresnostate.edu domain. Schools, colleges, divisions, administrative units, departments, programs, institutes and centers are not permitted to host official campus websites on private Web servers without prior written approval from Technology Services.

Schools, colleges, divisions, administrative units, departments, programs, institutes and centers are not permitted to acquire domains outside the www.fresnostate.edu domain without prior written approval from University Brand Strategy and Marketing.

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[4] Refer to CSU Policy 8040.0

Approved domains shall be registered with Network Engineering in Technical Services.

VI. <u>Advertising</u>

Commercial advertising on the www.fresnostate.edu domain is prohibited. Websites hosted under official university domains may not advertise or promote private individuals, firms, or corporations, or imply in any manner that Fresno State endorses or favors any specific commercial product, commodity or service. Endorsing some commercial products and services, while excluding others, constitutes preferential treatment and is not allowed.

A commercial advertisement for the purposes of this policy is defined as a logo, text, or other identifier incorporating a link to a website external to Fresno State, placed on a Fresno State Web page in exchange for remuneration or gifts in kind, where placement is intended to promote or market a service, facility, or product offered by the entity's website for a commercial purpose. Advertising includes messages containing qualitative or comparative language, price information, or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use any company, service, facility or product.

Displaying the name, logo, product or service of a non-Fresno State entity in exchange for money, reduced product or services costs, services not available to the general public at the same costs, or other special consideration may be viewed as violating this policy.

Exceptions to this section include sites built with grant or external funding that require source branding as a granting condition. These sites are, however, required to follow all other university style, branding and policy standards, and meet Web accessibility requirements.

VII. <u>Linking to Commercial Sites</u>

All schools, colleges, divisions, administrative units, departments, programs, institutes and centers shall follow university approved methods for formatting and displaying links to commercial sites that provide a particular product or service. However, if your school, college, department, program, center or institute has a formal affiliation with the organization or individual, providing information about an organization or individual may not be considered in violation of this policy.

VIII. **Sponsorships**

The Vice President for University Advancement or designee shall approve sponsorship acknowledgements and/or links to outside commercial sites for sponsorship purposes.

Establishing sponsorship acknowledgements or links to outside websites in return for any form of compensation is not permitted without prior approval of the Vice President for University Advancement or designee. Sponsorship logos are permitted as long as the logo is not a live link to a non-California State University, Fresno website. Images, logos, graphics or text used to denote sponsorship affiliations or links to commercial sites shall not in any way imply that the university is endorsing a product, service or company.

For the purposes of this policy, a sponsorship is defined as a logo, text, or other identifier incorporating a link to a website external to Fresno State, placed on a Fresno State webpage to acknowledge a donation of services, products, financial or research support to Fresno State or a school, college, division, administrative unit, department, program, institute or center of Fresno State to support mission-related activities. The IRS defines sponsorship as "a payment for which there is no expectation that the sponsor will receive a 'substantial return benefit.' The income received by the sponsored organization is not subject to tax as unrelated business income."

IX. **Displaying Affiliations/Accreditations**

All schools, colleges, divisions, administrative units, departments, programs, institutes and centers shall follow university approved formatting when displaying logos or text links to affiliations or accreditation. For information on acceptable methods to present this information, please see Web Best Practices at https://advancement.fresnostate.edu/brand/web-and-digital/web.html

X. **Maintenance and Enforcement**

Each school, college, division, administrative unit, department, program, institute and center, Auxiliary and Athletics is responsible for maintaining functional sites with up-to-date content that comply with all university standards and accessibility.

The designated university Accessibility Compliance Officer will monitor sites for compliance, where technically possible. The owners of non-compliant sites will be notified, and the designated university Accessibility Compliance Officer or designee will work with the site owner to develop a plan to bring the site into compliance. If non-compliance persists, sites may be temporarily removed from public access while the site owners work to bring sites back into compliance. The affected sites will be restored to public access upon proof of compliance.

Brand Strategy and Marketing reserves the right to modify sites for maintenance purposes without notification to the site owner/developer. Substantive changes such as changes to navigation or site architecture will only be made in consultation with the site owner/developer.

XI. **Exceptions**

Where compliance with this policy or accessibility standards is not technically possible or may require extraordinary measures due to the nature or intent of the website, or when utilizing emerging technologies, exceptions to university Web standards may be granted.

Requests for exceptions cannot be based on issues of cost or time alone, and shall include a description of an Equally Effective Alternate Access Plan as defined by ATI Coded Memoranda. If the request is approved in conformance to CSU policy, a timeline shall be determined for provision of the alternate form of access.

Websites that are no longer actively linked to campus websites but are subject to records retention plans are considered to be in archive status and do not have to adopt the university Web standard unless specifically requested to do so by Brand Strategy and Marketing. Any exceptions shall be approved in writing by the designated university Accessibility Compliance Officer or designee.

XII. **Auditing, Monitoring and Remediation**

The designated university Accessibility Compliance Officer will perform annual audits for Web and accessibility standards. In addition, ongoing monitoring of site maintenance history and visitor activity will be performed. Site owners will be notified of the outcomes.

Any website that is found to be non-compliant will be required to be brought into compliance. It is up to each school, college, division, administrative unit, department, program, institute or center to coordinate the remediation process with the designated university Accessibility Compliance Officer or designee.

Stagnant sites with poor maintenance histories and low visitor activity may be identified as noncompliant and in need of a remediation plan or removal. The designated university Accessibility Compliance Officer or designee will work with the site owner to establish a plan for renovating such sites.

XIII. **Support and Training**

Support will be provided for the creation and maintenance of websites as well as for website building, software troubleshooting and accessibility compliance. Online training will be available on the Web Content Management System and Web accessibility. Information on training sessions will be announced to campus by email and enrollment will be through My Fresno State under Learning and Development.

Senate Recommended: President Approved:

February 25, 2013   April 5, 2013
October 11, 2023   October 12, 2023