Ball State University Web Site
Policies and Procedures

Introduction

Ball State University's Web presence is a key communications medium to promote and enhance the university's image by providing relevant and up-to-date information about our programs, research, services, and accomplishments.

University Marketing and Communications is responsible for executing and coordinating external communications for Ball State University. As part of these duties, this office is charged with:

- Creating a Web identity that captures the unique brand characteristics of Ball State
- Ensuring that the Web site reinforces and effectively supports the university's marketing messages and university goals outlined in Ball State's Strategic Plan
- Ensuring the Web site addresses audience needs and meets high standards of content and ease of navigation
- Coordinating with Information Technology to provide up-to-date Web site tools for area site administrators to manage and author sites within the bsu.edu domain

Section 1: Types of Web Pages

Ball State Web servers host five general categories of Web pages:

- **Type 1: Institutional and/or Marketing Pages –** These are public Web pages that address the interests and needs of key university audiences such as prospective students, parents, alumni, donors, current students, faculty, staff, and other important constituents. These include Web sites for academic departments and colleges, university offices, centers, institutes, and other official university units. These pages are managed through the university's Web content management system (CMS) and are reviewed by University Marketing and Communications (UMC) prior to or shortly after posting.
- **Type 2: Specialty Web Sites –** These sites, also sometimes referred to as "microsites," provide supplementary highlights to Type 1 pages to demonstrate student or faculty work, or other distinctive aspects of a Ball State program or service. Rather than explain core information about Ball State and its various programs and units, these specialty sites usually showcase some unique aspect of the Ball State experience. Examples of a specialty Web site might be a blog related to an academic project, a field study site, or a virtual gallery of student

work. These pages may or may not reside in the CMS but should comply with university Web identity guidelines and policies.

- **Type 3: Web Application Sites or Pages –** These are pages or sites that require special programming by University Computing Services and/or a third-party vendor. Examples of Web application sites or pages include ballstatesports.com, online admissions applications, Gradebook, Blackboard, and Webmail. These pages may or may not reside in the Ball State CMS but should comply with university Web identity guidelines and policies.
- **Type 4: Privileged Information –** These pages provide mostly confidential information and services such as student records, registration or advising services, and employee data. These require passwords and are not accessible to the general public or to all Ball State students and employees. Examples include the BSU@Work site, FormFinder, or the Employee Self-Service site. These pages may or may not be in the university's CMS.
- **Type 5: Personal or Group Web Pages –** Examples of these kinds of pages are faculty course pages, student organization pages, and students' personal pages. These pages are reviewed only reactively, for example, if someone makes a complaint about them. These pages are not supported within the university's CMS.

Section 2: Standards and Related Policies
All university Web pages must comply with local, state, and federal laws and the Ball State's Computer User Policy. And, to ensure that the university is represented with integrity and consistency, all Type 1-3 pages must also meet the standard Ball State Web criteria outlined or referenced below:

> **Branding Guidelines:** The Ball State Web site is one of the key places audiences can learn about the university and form an impression of the institution. Ball State Web pages must adhere to the Ball State University Graphic Identity Standards Manual.

> **Editorial Style:** Editors preparing text for Web pages must follow the Ball State Editorial Style Guide.

> **Accessibility:** Ball State is required by Title 2 of the Americans with Disabilities Act to be fully accessible to everyone. For a thorough explanation of accessibility design guidelines, visit the W3C Web Accessibility Initiative Web site at www.w3.org/WAI. Web site administrators using the CMS have the advantage of knowing that pages and functionality within the CMS are tested for accessibility. However, special care should still be taken for audio, video, and multimedia content. UMC recommends that text transcripts of all Web videos be posted along with video or audio files.

Privacy and Collection of Personal or Confidential Information: Individuals responsible for Web pages within their area should become familiar with the university's Web Privacy Policy to make sure all pages are in compliance.

Copyright: Content (including graphics, sound, and video) should not be reproduced on the university's Web site from other sources without written permission from the author(s). The Copyright and Intellectual Property Office provides guidance in selecting the appropriate and legal means for reproducing material in accordance with the Digital Millennium Copyright Act. For additional copyright information, contact the Copyright and Intellectual Property Office.

Advertising: Advertising on the Web site within the bsu.edu domain is prohibited. Special consideration can be given to sponsors. For questions, contact Associate Director of Web Development, Julie Tuttle.

URLs: Official Ball State sites should have a URL that is intuitive and reflective of an academic or administrative unit's affiliation with Ball State. UMC recommends that all units adopt a domain name that is brief and marketable.

> **Not preferred:** http://www.bsu.edu/arch
> **Preferred:** http://www.bsu.edu/architecture
> **Preferred:** http://architecture.bsu.edu

Web sites of official Ball State units must reside in the bsu.edu domain, unless approval is granted from University Marketing and Communications. For questions, contact Associate Vice President for Marketing and Communications Tony Proudfoot.

Termination of Link
Ball State reserves the right to refuse to provide a link on an official university Web page and to remove a link without notice. Content and/or links to areas found to be in violation of Ball State policies, or local, state, or federal laws, will be immediately terminated. The following reasons are also grounds for termination:

- Content on official university Web sites does not adhere to the university's mission or policies.
- Content violates United States copyright laws. To use copyrighted material including text, graphics, photographs, sound and video clips, and software on a site within the Ball State domain, the site developer must obtain and retain on file written permission for each use from the originating author.
- Content is obscene, offensive, or threatening.
- Content is designed for private financial gain or compensation not relevant to the mission of the university or in violation of official university policy, the Computers Users Policy, and restrictions for nonprofit organizations.

- Content is used to intimidate or single out an individual or group for degradation or harassment in violation of federal or state law and official university policy.
- Content is used to engage in or solicit any illegal activity in violation of federal or state law or official university policy.

University Marketing and Communications upon correction of the infraction(s) may reactivate a terminated link upon review.

Section 3: Web Content Management System (CMS) Procedures
To assist editors in managing university Web site content, as well as provide consistency in organization and appearance of the Ball State Web site, the university uses a Web content management system (CMS) for official university Web sites.

Pages within the CMS are designed to be compatible with a variety of popular Web browsers and devices, accessible for persons with disabilities, and adherent to industry Web design standards, as well as Ball State-specific standards. Editors using the CMS are then free to concentrate on developing content and features for their audiences, rather than get bogged down with the technical aspects of Web site construction.

University Marketing and Communications (UMC) is responsible for coordinating with departments and units to move sites into and maintain sites within the CMS.

UMC has identified five phases of the Web site development process. After an initial client intake meeting, UMC will provide varying level of support (depending on available resources) to units for the development of sites.

Web Site Development Process
Below are the five key steps for all new sites, those sites being migrated to the university's CMS, and sites within the CMS needing a major overhaul:

Phase 1: Discovery
- Unit leaders will meet with an assigned team from UMC to discuss goals and objectives for the Web site, review existing content, look at competitors, and other important aspects impacting the development and maintenance of the site.

Phase 2: Planning
- UMC will work with the units to develop an information architecture, Web strategy, and production schedule.

Phase 3: Creating
- Content and design will be created for the site.

Phase 4: Building and Launching
- This step involves building the site, training Web site managers, testing, and review.

Phase 5: Maintaining
- While individual units are responsible for keeping their sites up-to-date, UMC will continue to review Web sites and offer ongoing information and advice to assist Web site managers.

CMS Roles and Requirements of CMS Users

Site manager: Each site within the CMS must be assigned a site manager. This person is responsible for overseeing Web maintenance and development of the site and interfacing with the University Marketing and Communications Web team. Site managers need to be full-time employees of the university.

Web assistants: Site managers can assign assistants to help with the maintenance and development. Editors can be students or Ball State employees.

Requirements for Web Site Managers and Assistants
Staff, faculty, or students assigned to creating and/or maintaining Web pages for university units will be required to attend the following training sessions before given access to the CMS:

- Communications and Web policies training by UMC
- CMS training by Technology Training Support Services
- Acknowledgement that web managers and assistants understand and will abide by the policies and procedures in this document

Review of Web Sites
Before a site within the CMS can go live, it must be approved by UMC to make sure it adheres to policies and guidelines outlined in this document.

After the launch of a unit's Web site, UMC's editorial manager will review content posted to the site to ensure its editorial and information accuracy and adherence to university branding guidelines. This review will take place **after** content is live on the Ball State site so as not to slow down the dissemination of timely and accurate information.

Review of Web Forms
To ensure that all Web forms collecting information are compliant with the university's Web Privacy Policies and to make sure information collected is coordinated with university databases when needed (for example if a form is collecting current addresses from current students or alumni), UMC will review the forms created in the Sitecore CMS before editors can place these on their Web sites. This procedure will be handled

via the workflow system in Sitecore. Because this workflow is not available on Vignette pages or other Web pages, UMC reserves the right to request changes to new or existing forms or to remove them from the Ball State Web site.