FERRIS STATE UNIVERSITY
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BUSINESS POLICY

Ferris State University Website Policies and Procedures

Effective Date: October 2, 2014

Policy Number: 2015:02

Supersedes: Ferris Website Policy 2007:06

SCOPE

This policy applies to webpage editors of the Ferris State University websites.

POLICY STATEMENT

This policy is intended to guide the development and maintenance of the official Ferris State University Web site (ferris.edu). Maintaining the quality, identity, appearance, accuracy, legality, and security of the information contained on its pages are of the utmost concern.

University Advancement and Marketing is responsible for executing and coordinating the following standards and procedures. This office is charged with:

- Developing a coherent Web structure that captures the unique brand characteristics of Ferris State University.
- Providing website tools for site administrators and webpage editors to manage and audit sites within the ferris.edu domain.
- Posting up-to-date information and maintaining current materials.
- Meeting audience needs, providing high standards of content and ease of navigation.
- Maintaining appropriate use of the ferris.edu website.
- Enforcing this policy to support the university's goals and messages.

Web Content Management Systems (CMS) Procedure

To assist webpage editors and to provide consistency and accuracy in content and appearance of the Ferris State websites, the university uses a content management system (CMS) and follows Worldwide Web Consortium (W3C) standards.

Pages that are created in the system are designed to be compatible with most popular browsers and mobile devices and also are accessible for people with disabilities. Pages designed in the system follow the University's graphic standards, are consistent in appearance and navigation, and are W3C compliant. It is preferred that files uploaded into the Ferris website environment are web-compatible (i.e., .pdf, .html, jpg, gif, .png).

All websites located within the www.ferris.edu domain must be created using the University's content management system (CMS). The University Advancement and Marketing Web team is best able to assist users if pages are contained in the system. Users looking to create websites outside of the CMS must receive permission from the University Web Content Manager.

To learn more about Ferris State University's website standards and procedures as they apply to the content management system, visit www.ferris.edu/omni/CMS-user-policies.pdf.

Website Development Process in the CMS

University Advancement and Marketing (UA&M) is responsible for coordinating with colleges, departments and units within the ferris.edu domain to create and maintain sites within the CMS. UA&M will assist users of legacy sites with migration of their content into the CMS. The UA&M Web team and its authorized Web administrators within the campus community are responsible for setting up and training users. For more information, reference Ferris State's CMS support site at http://www.ferris.edu/omni/.

Starting a New Website or Migrating and Updating an Existing Site

Campus units seeking support for their websites must meet with assigned UA&M Web team personnel to outline strategy, goals and objectives for their particular website.

Review of Websites

Content must be approved by UA&M Web personnel or a trained departmental designee before it becomes public on ferris.edu to ensure it meets the policies and guidelines of the University and the digital publishing guidelines of the World Wide Web Consortium (w3.org).

Review of Web Forms

Web forms that are designed to collect information must be reviewed by UA&M Web personnel to ensure they adhere to the Family Educational Rights and Privacy Act (FERPA). UA&M has contracted with a secure forms vendor to meet these legal requirements and will assist content contributors with this process if needed. UA&M Web personnel reserve the right to request changes to new or existing forms or to remove them from the ferris.edu website if they present a privacy or security risk. UA&M will work with Information Technology Services for any data integration needs.

Email Links

Email links on the ferris.edu website must use the "mailto" tag to create an email hyperlink. Include the email address in the text of a "mailto" link so that is it visible on the website. Plain text listings of email addresses is also acceptable.

Maintenance

After a site is set up in the CMS, editors can log-in to edit or build the content for their section of the ferris.edu website. Individual units are responsible for keeping their sites up-to-date and may seek assistance from UA&M Web personnel to review their websites and offer ongoing information and resources to assist website editors.

Role of the Web Content Manager

The Web Content Manager has authority over content, format, and technical matters related to the CMS. The Web Content Manager will collaborate with Information Technology Services staff to solve technical matters and integration services related to hardware, server software, and network issues.

Individual sites within the CMS may be managed at the departmental/college level. Web assistants and students assigned by their departments/colleges must be trained by UA&M Web Team personnel and receive a username and password in order to access their unit's webpages. If a department/college requires more than one Web assistant, a staff member must be designated to serve as the first point of contact between the department/college and the UA&M Web team.

STANDARDS AND GUIDELINES

To ensure that the University is represented with integrity and consistency, all pages must meet the standards referenced below:

Branding
Graphic identity standards and guidelines help bring consistency in how Ferris presents itself through a variety of mediums and audiences. To help guide the University community in creating a strong identity for Ferris State University, graphic standards and identity guidelines have been developed and all pages must adhere to these standards. However, for pages that are not following the graphic standards and guidelines, website editors are required to meet with the Web Content Manager to develop a plan to meet the graphic standards of Ferris State University. Exceptions may be created for specific purposes with the approval of University Advancement and Marketing.

Compliance
Ferris State University has developed written website guidelines that describe the appropriate use of the website. To review all components of the Web site guidelines please visit:
http://www.ferris.edu/htmls/administration/buspolletter/webguidelines.pdf

Accessibility
By Title II of the Americans with Disabilities Act, Ferris State University is required to be fully accessible to everyone with disabilities. For more information on W3C Web Accessibility, please visit Web http://www.w3.org/WAI/ . CMS users have the advantage of knowing that pages within the CMS are tested for accessibility. However, pages not managed in the CMS should still be tested for accessibility by website administrators.

URLs
Ferris State University websites should have a URL that is meaningful and reflective of an academic institution. Websites of Ferris State must reside in the ferris.edu domain, unless approved by University Advancement and Marketing. For questions, contact the Web Content Manager.

Termination of Link and Content
University Advancement and Marketing reserves the right to remove a link or content, but will make every attempt to contact the webpage author before doing so, if:
- Content on the ferris.edu website does not adhere to the University's mission or policies.
- Content is out-of-date, incorrect and/or obsolete.
- Content violates copyright laws.
- Content is offensive or threatening.

- Content is designed for personal financial gain.
- Content or link presents a privacy or security risk.

Licensing/Copyrights
- Copyright - Any work created in the United States after March 1, 1989 is automatically protected by copyright, even if there is no copyright notice attached to the work. (17. USC §§ 102, 401, and 405).
- Intellectual property rights - The Ferris State University Board Policy (Part 10, Subpart 10-11) on Intellectual Property Rights applies to all material on the Ferris website.
- Licensed resources - Some information and software resources available through the Ferris State University network are licensed solely for use of the Ferris community. Redistribution of licensed resources to external communities is not permitted, unless specifically authorized in the license agreement.

AUTHORITY

Authority is delegated to the Vice President of Advancement and Marketing and his/her designee(s) to create and maintain Web Site Policies and Procedures for Ferris State University.