UNIVERSITY OF MASSACHUSETTS
WORLD WIDE WEB POLICY

The President of the University shall see to the development and implementation of guidelines governing University participation in the World Wide Web (WWW), which he may amend from time to time as appropriate or as required by law. If any University policy conflicts with federal or state statute, the applicable statute shall apply.

Such guidelines shall make provision for the design, development and maintenance of official University pages or publications on the World Wide Web and for the assignment of responsibility for assuring that such official publications are appropriately adapted to the mission of the University. The guidelines shall also provide specifications and requirements for the posting on University Internet or computing facilities of non-official web pages or publications by faculty, students, staff, organizations or others, provided that the University shall retain the right, subject only to constitutional protections of free speech and press, to remove any such web page or publication found to be in violation of any copyright, law, rule, regulation or University policy or procedure, or the rights of any person or organization, or to contain matter which is fraudulent, threatening or obscene. No person or organization shall be allowed to use University Internet or computing facilities to publish web pages for personal business or financial gain except as expressly permitted by other University policies. The guidelines issued pursuant to this policy shall also provide appropriate safeguards for the protection of private or confidential data.

Compliance with and implementation of the guidelines shall be a responsibility of any University employee using University Internet or computing facilities.

Upon approval of the guidelines or any amendment thereto, the President shall forward the guidelines to the Secretary of the Board of Trustees. The President, together with the Chancellors or their designees, shall also establish specifications and timetables for the development of supplementary World Wide Web procedures on the campuses. Campus procedures must adhere to this policy and the President's guidelines.

UNIVERSITY OF MASSACHUSETTS
WORLD-WIDE WEB POLICY
(Doc. T99-059)
GUIDELINES

The University of Massachusetts (the University) recognizes the value and potential of using the World Wide Web (WWW) as a tool to offer information to our community and world-wide through: web page publishing; developing web based applications/databases; and using web based communication. Such technology allows the University to provide electronic and timely information on topics of interest and value to the University community and external constituencies. The University encourages departments, faculty, staff and students to publish electronic web pages/information and to use the Internet as a method for data access, retrieval, and communication.

I. PURPOSE

These Guidelines are issued pursuant to the Board of Trustees' Policy Statement on the World Wide Web (Doc. T99-059 adopted August 4, 1999) and:

a. Address the development and maintenance of University web pages/publications and applications/databases.

b. Outline responsibilities related to the development, maintenance and monitoring of official web pages/publications.

c. Institute guidelines on the design and content of official University web pages/publications.

d. Institute guidelines for the structure of the University web site(s).

e. Institute guidelines for the development of web based applications/databases which access Confidential, Private or Restricted data.

f. Address the use of the WWW as a communication tool.

g. Provide methods for monitoring and enforcing these guidelines.

II. SCOPE

These Guidelines shall apply to all web pages/publications or applications/databases contained on any University web site/server, and any communications accomplished through the use of the Internet. These Guidelines supersede conflicting guidelines or procedures developed for individual web sites/servers.

III. RESPONSIBILITIES

The President, together with the Chancellors, shall ensure that web site administrators have been assigned for each University web site/server containing official web pages/publications.

The President will:

a. Ensure that a Central Administrative Services unit is assigned the responsibility of reviewing Central Administrative Services official web page/publications to ensure that they comply with the official web page/publication design and content standards.

b. Determine who has the authority to modify or remove from University web sites/servers those Central Administrative Services web pages/publications which do not comply with these guidelines.

c. Determine procedures for denying or limiting computer resource access for any Central Administrative Services employee found violating these guidelines.

d. Ensure that appropriate procedures for appeal regarding web page/publication modification or removal, and computer resource access denial/limiting are in place.

The Chancellors will:

a. Ensure that a campus entity/department is assigned the responsibility of reviewing campus official web page/publications to ensure that they comply with the official web page/publication design and content standards.

b. Determine who has the authority to modify or remove from University web sites/servers those campus web pages/publications which do not comply with these guidelines.

c. Determine procedures for denying or limiting computer resource access for any campus employee or student found violating these guidelines.

d. Ensure that appropriate procedure for appeal regarding web page/publication modification or removal and computer resource access denial/limiting are in place.

Web site/server administrators responsible for sites with official web pages/publications shall develop and maintain web hardware/software requirements of their site, including but not limited to, providing backup of, security for and integrity of the data and system.

Web page/publication developers creating official University web pages/publications will:

a. Comply with the page/publication design guidelines noted within this document and any other University/Campus publishing policies/guidelines/procedures.

b. Comply with the Americans with Disabilities Act by designing web pages/publications that are accessible to screen reading devices that are used by people with visual impairments.

The web page sponsor of an official University web page/publication will appoint a web page/publications administrator to oversee the maintenance of their page/publication.

The web page/publication administrator for an official page/publication is responsible for:

a. Enforcing University policies and guidelines, along with any additional relevant guidelines or Campus procedures pertaining to the web page/publication for which they are responsible.

b. Ensuring that the web page is on-line and available to users.

c. Reviewing official University web pages/publications under their control to ensure that the material presented:

1. is correct and current,
2. complies with the official web page/publication design and content guidelines within this document, and
3. complies with other University or Campus publishing policies, guidelines and procedures.

Web application/database developers will comply with the application/database guidelines noted within this document.

IV. UNIVERSITY WEB SITE STRUCTURE

One web page will be recognized as the homepage of the University.

All campus homepages (e.g., the top-level page at the campus) will contain a link to and will be a destination of a link from the University homepage and the other campus homepages.

All official web pages/publications will be linked to the appropriate campus' homepage (e.g., Amherst Campus related pages/publications should contain a link to the Amherst Campus homepage).

Campus procedures will ensure that the Campus homepage will provide a clear outline of that Campus' web organization and easy links to a campus organization chart.

Each campus homepage and the University homepage will be linked to a search engine that has access to all official web pages/publications.

V. WEB HARDWARE/SOFTWARE REQUIREMENTS

University web pages/publications (i.e., Official or Unofficial web pages/publications) and applications/databases may be located on any University web site/server.

Web page/publications developers with web pages/publications on University web sites/servers must adhere to appropriate Internet Engineering Task Force (IETF) conventions.

VI. WEB PAGE/PUBLICATIONS - GENERAL GUIDELINES

Two types of web pages/publications are on University web servers:

a. Official web pages/publications are those web pages/publications on University web servers that have been created by the University, its campuses, colleges, schools, departments or other administrative offices, for University business. Official web pages/publications DO NOT include, among others, web pages/publications created by individual faculty, staff, students or student organizations. Official web pages/publications shall contain the statement, "This is an Official Page/Publication of the University of Massachusetts _____ (Campus, unit name - e.g., Amherst Campus English Department) and must meet University Guidelines for design and

content." The word "Official" in the statement above will link to a page containing the following disclaimer:

As a service and for informational purposes only, the University may provide listings of and/or links to web pages/publications maintained by University faculty, staff, students, student organizations, non-university organizations and others. The University is not responsible for and does not monitor the content or administration of these pages. These pages and their content, including but not limited to factual statements and opinions, are the sole responsibility of their creators and do not represent, explicitly or implicitly, positions, policies or opinions of the University of Massachusetts.

Additionally, the campus designation in the statement above (e.g., Amherst Campus) will link to the appropriate Campus' primary homepage.

b. Unofficial web pages/publications. All web pages/publications that are not official web pages/publications are Unofficial web pages/publications.

The University reserves the right to remove from University web sites/servers any web page/publication which violates or contains material in violation of University policy, Campus procedures or the laws and regulations of the United States, the Commonwealth of Massachusetts, or any other political division of competent jurisdiction. This includes all applicable federal and state laws which govern the privacy and confidentiality of data, and the use and content of electronic publishing and the Internet, including:

> The Electronic Communications Privacy Act of 1986;
> Family Educational Rights and Privacy Act of 1974 (as amended);
> 20 U.S.C. 1232g, and the regulations promulgated thereunder, 34 C.F.R., Part 99;
> The Massachusetts Fair Information Practices Act, M.G.L. c66A;
> The Massachusetts Public Records Act, M.G.L. c. 66, section 10;
> Federal Copyright Law (Title 17 of the U.S. Code), and
> The University's Intellectual Property Policy (T-96040), Policy on Faculty Consulting and Outside Activities (T-96-047), and
> Policy on conflicts of Interest Relating to Intellectual Property & Commercial Ventures (T96-039).

Additionally, University guidelines (e.g., Electronic Communications Guidelines, Data Security & Classification Guidelines, Computer System Security & Usage Guidelines) may impose certain restrictions that are not specifically covered by state and federal law, or other regulations. The University does not represent by this or any other statement that it shall monitor or assume responsibility for the content of any Unofficial web page/publication.

University Internet resources may not be used to create web pages for personal business or financial gain, except as permitted by other University policies. The University does allow for employees' personal pages that provide information about an individual that is relevant to that individual's role at the University.

Limitations on the size and number of unofficial web pages/publications may be imposed if resources become overburdened.

No private or confidential data will be accessible on the WWW without the permission of the appropriate University data custodian. WWW access to such data shall be secured in a manner

which is commensurate with the classification and confidentiality (see the University Data Security & Classification Guidelines) of the data contained on the page/publication.

Campus web/publications procedures may be developed within these guidelines. These campus procedures should be displayed as part of the campuses' homepage.

VII. OFFICIAL WEB PAGE/PUBLICATION - DESIGN AND CONTENT GUIDELINES

Because the quality and accuracy of information published by the University (and on University Web servers) directly affects its reputation and image it is essential that such information follow minimal guidelines of content and structure. It is also essential that information published electronically is consistent with the same high standards as other forms of published information (e.g., print, audiovisual, etc.). The official web page/publication design and content guidelines have been developed to provide an overall standard design for official pages/publications while also providing for the individualization of campuses, departments, and other University related organizations (e.g., official committees or task forces, major service units, etc.). These guidelines in no way intend to limit these areas ability to produce their own material.

Official web pages/publications shall:

a. Be created for the purpose of carrying out official University business.

b. Be approved by the web page/publication administrator.

c. Contain the statement, "This is an Official Page/Publication of the University of Massachusetts _____ (Campus, unit name - e.g., English Department). Additionally, the word "Official" is the statement above will link to a page containing the following disclaimer:

As a service and for informational purposes only, the University may provide listings of and/or links to web pages/publications maintained by University faculty, staff, students, student organizations, non-university organizations and others. The University is not responsible for and does not monitor the content or administration of these pages. These pages and their content, including but not limited to factual statements and opinions, are the sole responsibility of their creators and do not represent, explicitly or implicitly, positions, policies or opinions of the University of Massachusetts.

Additionally, the campus designation in the statement above (e.g., Campus, unit name) will link to the appropriate Campus' primary homepage.

d. Comply with the Americans with Disabilities Act by being accessible to screen reading devices that are used by people with visual or hearing impairments.

e. Contain the following basic components:

The title of the web page/publication, subtitle (if any) and the name of the organization/department/unit publishing the page.

A contact email address so that questions, corrections, or comments can be appropriately directed.

The last revision date.

Links to the campus or University homepages, as appropriate.

f. Point to resources available at other campuses and within Central Administrative Services as appropriate.

g. Use text-labeled button bars or other navigation aides. Pages should not contain items that look like buttons but do not work like a button.

h. Be designed to address the issues of varying user screen resolution and the slow loading of images. Additionally, all navigational aids which are inline images or image maps should also contain alt tags giving equivalent informational or navigational functions for users of web browsers which can't display images.

i. Not have dead-end or malfunctioning links.

j. Comply any other pertinent University publication policies/standards/guidelines or Campus procedures.

Web pages/publications will comply with HTML standards as defined by the Web Consortium (http://www.w3c.org).

Information contained on official web pages/publications shall contain no statements of a fraudulent, defamatory, harassing, abusive, obscene or threatening nature. Such information will be removed from display. Additionally, the University has special concern for incidents in which individuals are subject to harassment or threat because of membership in a particular racial, religious, gender or sexual orientation group.

Official web pages may contain external advertising if University policy allows such advertising in print media and only if such advertising is specified pursuant to a valid contractual agreement between the University and a third-party.

VIII. WEB COMMUNICATION

Existing University policies/guidelines and Campus procedures related to communication (e.g., Electronic Communications Guidelines) shall also apply to web-based communication and conversation (e.g., "chat", on-line conferencing, class discussions, etc.).

IX.   WEB APPLICATION/DATABASE DEVELOPMENT

Applications/databases developed for use on the WWW which access Confidential, Restricted, or Private Data (as defined in the University's Data Security and Classification Guidelines) shall support and include:

a. User authentication

b. A level of security that ensures only authorized users have access to appropriate data

c. Inter-system communication security

d. Journaling

e. Monitoring

f. Trace facilities

X. COMPLIANCE AND ENFORCEMENT

Web pages/publications that do not comply with these guidelines may be modified or removed from the University web site/server. This may involve removing a pointer to a file, or removing a pointer to a homepage containing or referencing the file.

Additionally, any individual found violating these guidelines may be denied or given limited (i.e., to allow for the performance of required academic or employment related tasks) access to University computing resources and shall be subject to reprimand, suspension, dismissal, or other disciplinary action.

XI. DEFINITIONS

Advertising is offering space on a web page/publication to another party for the purpose of promoting goods and services offered by that party in exchange for money, goods, or services.

Alt tags are HTML codes that describe graphical elements in a web page/publication so that they are viewable by non-graphical browsers.

Browsers or Web Browsers are software programs that display Internet based information as defined by HTML.

Button bars are used to place fixed links between a series of pages to bind them into a document. In complex Web sites button bars may also be used to provide links to submenus, tables of contents, or other organizational pages.

Central Administrative Services refers to the President's Office, Institute for Governmental Services, Treasurer's Office, University Audit, University Controller, and University Information Systems.

Computer Applications are sets of computer programs which when run read or modify data, and which can generate output such as reports, bills, checks, etc.

Computer or Computing System(s) refers to the hardware, software and communications equipment (voice and data networks, servers, routers, modems, etc.) used in the processing and storage of electronic data.

Conference chat is the ability to interactively communicate on-line in a real-time mode.

Confidential Data is University data whose loss, corruption or unauthorized disclosure would be a violation of federal or state laws/regulations or University contracts.

Data refers to electronic information regardless of the media (e.g., tape, cartridge, disk, hard drive, etc.) on which it is maintained or stored.

Database is a collection of data primarily relied upon by computer systems.

Employees are all student, non-student (faculty, professional, classified), temporary, part-time, full-time, contracted and consultants who are paid from University funds.

Homepage refers to primary web page of an entity (e.g., University, department, person, etc.).

HyperText Markup Language (HTML) is code used to create Web pages/publications. These codes tell web browsers how to display the text (e.g., titles, headings, lists, etc.), link to other documents, and control character formatting (e.g., bold, italic, etc.).

IETF conventions refers basic web development and security principles set up by the Internet Engineering Task Force (IETF) which is a large open international community of network designers, operators, vendors, and researchers concerned with the evolution of the Internet architecture and the smooth operation of the Internet.

Image Map is a graphical navigational tool that allows parts of an image or graphic to point to other web pages/publications.

In-Line Image is a graphic that appears inside a Web document.

Internet is a network of computers, which allows its users to send mail or access data worldwide.

Inter-system Communications Security refers to the controls put in place to insure that communications between computer systems at different sites is private, complete and accurate, and that unauthorized access is denied.

Journaling is the process of recording access (read, changes, deletions, etc.) against data so that a previous version of the data can be reconstructed. This is also referred to as logging.

Link refers to a one-way connection from one web page/publication to another web page/publication. A link may be a "link to" or "link from" one web page/publication to another.

Navigation Aides are tools to help you move easily through the WWW.

Official University Web Pages/Publications or Official Web Pages/Publications are those web pages/publications on University web servers which have been created by the University, its campuses, colleges, schools, departments or other administrative offices, for University business. Official web pages/publications DO NOT include, among others, web pages/publications created by individual faculty, staff, students or student organizations. Official web pages/publications shall contain the statement, "This is an Official Page/Publication of the University of Massachusetts _____ (Campus, unit name - e.g., English Department) and must meet University guidelines for design and content." Additionally, the word "Official" in the statement above will link to a page containing the following disclaimer:

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Additionally, the campus designation in the statement above (e.g., Campus, unit) will link to the appropriate Campus' primary homepage.

Private Data is University data whose disclosure would not result in any business, financial or legal loss BUT involves issues of personal credibility, reputation, or other issues of personal privacy.

Protocols are commands that allow communication over transmission media.

Restricted Data is University data whose loss, corruption or unauthorized disclosure would tend to impair the business or research functions of the University, or result in any business, financial, or legal loss.

Staff refers to all non-student (faculty, professional, classified), temporary, part-time, full-time, contracted and consultants who are paid from University funds.

Students are all individuals enrolled at the University of Massachusetts and its programs. This includes individuals attending day, continuing education, graduate and/or undergraduate sessions that may be part-time or full-time students. (NOTE: While performing job functions related to student employment with the University, students are considered employees and must therefore abide by employee related policies)

A Third Party is any individual or group of individuals, which is not part of the University structure.

Trace Facilities refers to methods that provide a historical record of specified events occurring in a computer system(s).

University of Massachusetts World-Wide Web Site or University Web Site consists of all informational pages and web based applications/databases or communications which reside on computers either purchased, leased or administered from University resources or resources managed by the University.

Unofficial web pages/publications - All web pages/publications that are not official web pages/publications are unofficial web pages/publications.

User authentication is the process by which the identity of an individual and their right to access specific categories of data are verified.

Web Application/Database is any computer application or database that is accessible through the Internet.

Web Application/Database Developer is any individual who is creating/developing an application and/or database on the Internet.

Web Based Communication is communication or conversation through the Internet such as "chat groups", on-line conferencing, or class discussions.

Web Browsers or Browsers are software programs that are used to look at various kinds of Web resources.

Web Consortium (W3C) is an international industry consortium whose purpose is to lead the WWW to its full potential by developing common protocols that promote its evolution and ensure its interoperability.

Web Page refers to a "page" of information accessible on the World Wide Web.

Web Page/Publications Administrator is any individual who is responsible for the day to day monitoring and maintenance of web pages or publications. This may be the same person as the Web Page/Publications Developer.

Web Page/Publications Developer is any individual who is creating/developing a page/publication for the WWW. This may be the same person as the Web Page/Publications Administrator.

Web Site/Server Administrator is any individual responsible for the support of a server attached to the Internet.

Web Server refers to a computer(s) that provides World Wide Web (WWW) access to other computers.

Web Page Sponsor is the head of the entity for which the web page/publication is being developed (e.g., President, Chancellor, Dean, Department Head, committee chairperson, etc.).

World Wide Web (the Web or WWW) is a distributed information system that can be accessed to retrieve in text, video or audio format.