ASC Website Publication Standards
Policy #07.A – 07.A.3
Approved: 06/01/02

07.A. Purpose

The Web is the primary resource for students and others seeking information about Adams State College (ASC). Our main site, (www.adams.edu), receives over 500,000 visitors annually. The guidelines and templates provided here have been developed to present the College's identity clearly, consistently, and with distinction. The templates also provide consistency in the user interface to improve visitors' navigation across all college web sites.

It is the intent of this policy to provide a set of easily understood guidelines for ASC web development that mirror those created for print publications. In so doing, ASC's web presence will be enhanced by maintaining consistent standards that reflect our recent branding and marketing initiatives.

Although the templates contain required elements to ensure a consistent identity and user interface, they also allow each unit the ability to establish a unique visual signature through the use of various graphic elements and color schemes.

Authority

This policy was reviewed and approved by the ASC Web Committee on June 6, 2002 and by Cabinet on March 01, 2004.

07.A.1. Web Templates

Sets include the following:

- Top Level Templates for schools, academic departments, and general college sites in both PC and Macintosh formats.

- Second Level Templates to accommodate a variety of content.

- Graphic files in the PNG format to customize and replace the graphic placeholders in the templates.

- Font files for creating graphic text.

- Official Logos and wordmarks, optimized for the web.

07.A.2. Macromedia Dreamweaver Standard
The ASC Web page templates are provided in two formats; Dreamweaver-specific template files and HTML files. College web-page developers are encouraged to standardize on Dreamweaver and take advantage of its template files and strong site management capabilities.

07.A.3. Who should use the ASC Templates?

The guidelines governing use of the college templates vary depending upon the source of the Web site and the nature of the content. In many cases, it is always appropriate to use the college templates. In other cases, the use of the templates is not appropriate.

07.A.3.a. Required

All external and internal web pages with communications from the following: ASC schools, departments, libraries, administrative and service divisions, Extension and extended education units, and other official units and programs of the college. The offices permitted to use brand extensions with this template include Extended Studies, the Alumni Association and the Foundation.

07.A.3.b. Optional

- **Internal Organizations** - Web pages of internal employee organizations.
- **Professional web pages** - Professional web pages created for faculty members, administrators, and staff and hosted on college servers. The templates and official graphics must not be used on web pages of college employees hosted on non-college owned servers.
- **Adjunct Consortia** - Web pages of educational and adjunct consortia headquartered at ASC but not solely college entities, to indicate their ASC affiliation and as a service to their visitors. Examples would include Upward Bound, Educational Talent Search, and Title Five.
- **Class Content** - Web pages consisting solely of class content for current college students.
- **Misc.** - College departments that have placed on the Web a number of materials that in and of themselves are not official web pages. These include large collections of photographs, diagrams and charts, database results, PowerPoint presentations, and archives of news releases. In these cases, the templates must be used on the home page for these collections and archives, but use is optional for the pages that display the individual elements of this specialty content.

07.A.3.c. May Not Be Used

- **Not Affiliated** - any Web page not affiliated officially with the college.
- **Personal Web** - pages of college employees or students.
- Student Organizations - Web pages of registered ASC student organizations, since they are independent entities. Additionally, student groups are not permitted to use the college logo on their materials, except with special permission from the Director of External Affairs.
Domain Name Services
Policy #07.B – 07.B.4.d
Approved: 03/01/04

07.B. Policy

As ASC moves to direct Internet connectivity for each computer on campus, several issues related to DNS (Domain Name Servers) have come up. DNS refers to the naming conventions given to Internet websites and email addresses. This policy refers ASC’s conventions for giving/assigning names to an ASC website (e.g. exstudies.adams.edu, asf.adams.edu, adams.edu/admissions, adams.edu/alumni, etc.). This document attempts to address these issues. Since this document represents a "snapshot in time", one can expect that this document will change to fit the changing needs of ASC.

Among the issues at hand are:

- Naming conventions must be taken seriously.
- Naming conventions work best when applied from the start.
- Naming conventions must be maintained with conscientious effort to work.
- Changing naming conventions is a very costly undertaking.

Authority

This policy was reviewed and approved by Cabinet on March 01, 2004.

07.B.1. DNS Entries – Computing Services (CS) maintains the DNS entries for the ADAMS.EDU domain. All requests for DNS entries have to be approved by CS before they will be implemented. Other campus units will set up no other DNS servers. Email at Adams State is a centrally administered function. Additional mail servers will not be set up outside of CS. If there is a specific need for a department to administer their own mail server, arrangements will be made in a case-by-case manner. Domain Name Service will not be provided for personal machines, such as personal web servers.

07.B.2. Exceptions - Existing exceptions to this policy may not be used to justify requests for additional exceptions to this policy. Existing virtual domains/servers will be made to conform to this policy when being rebuilt, have other DNS modifications, or at any other point that it is feasible to make the requisite changes.

07.B.3. Background

07.B.3.a. Distributed Database - DNS is a distributed database that associates an individual computer's IP number with its Fully Qualified Domain Name (FQDN). The FQDN is composed of a host name and a domain name. For instance, at ASC, FQDN's are of the form: `host-name.department-name.ADAMS.EDU`
07.B.3.b. **Unique names** - Server names have to be unique across the Internet. You should give significant thought to the naming of your virtual domain/server. The name should reflect the purpose for the virtual domain/server while allowing for future uses. However, departments may choose to define their own naming convention. Some departments may want to maintain a theme in their naming conventions, for instance, cartoon characters, mountain ranges, constellations, etc. CS reserves the right to refuse a name if it is deemed inappropriate.

07.B.4. **DNS Naming Convention**

07.B.4.a. **ADAMS.EDU domain** - Adams State will not host DNS names other than those within the ADAMS.EDU domain. Domain names obtained directly from the InterNIC will not be served. Additionally, CS should be notified if a server with a DNS entry is decommissioned or its purpose significantly changes, so the database is kept up to date.

07.B.4.b. **Subdomain Name** - Departments may choose their exact subdomain name provided that the subdomain name reflects the actual department that is requesting it and there is not an existing department using that name. The head of the department requesting a subdomain (or their designee) is responsible for all requests for addresses within the subdomain. Additionally, this person is responsible for choosing the naming convention used in the department's subdomain. Within each subdomain, the choice of the host name must conform to the naming policy within the subdomain.

07.B.4.c. **Student organizations** - will be registered under the "asf.adams.edu" domain. The AS&F website currently under the "asf.adams.edu" hostname will be moved to "www.asf.adams.edu."

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<thead>
<tr>
<th>www.</th>
<th>asf.</th>
<th>adams.</th>
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<td>pbl.</td>
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07.B.4.d. **Modifications** - Requests for DNS modifications will only be implemented on the first Monday of every month. CS reserves the right to deny any request for DNS service that is deemed inappropriate or outside the scope of ASC’s mission.
Each request must be accompanied with the following information:

- **Name** - The name of the department or organization requesting the modification(s)
- **Contact** - Name, office location, email address, and telephone number of the person responsible for the server(s)
- **Server** - For a new server, the location, operating system, and purpose for the server (including the services provided)
- **Description** - A detailed description of the modification to be made, including the hostnames and corresponding IP addresses that will be affected
- **Alias** - If necessary, any special DNS entries such as alias (CNAME) or Mail eXchange (MX) records.
- **Date** - A target activation date
- **Misc** - Any additional information necessary

Requests should only be made after the virtual domain/server is properly set up for its intended use, or a significant portion of the content to be used has been designed and produced. No DNS entry will be given to a virtual domain/server to be set up "soon".
Faculty/Staff Web Pages
Policy #07.C – 07.C.5
Approved: 03/01/04

07.C. Purpose
ASC recognizes the use of the World Wide Web (www) and the Internet for communicating with its constituencies. Faculty/staff may obtain a web site directory and password on a college web server. This policy is a living document and will be revised as a pilot group of faculty creates web pages linked to the college’s central pages.

Authority
This policy was reviewed and approved by Cabinet on March 01, 2004.

07.C.1. Adherence
Faculty/staff are responsible for reviewing and adhering to:

- Faculty/Staff Web Page Policy, (Policy #07.C, pg 59)
- Web Publishing Standards Policy (Policy #07.A; pg. 53)
- “Copyright Issues” in the Appendix (Appendix # H - Digital Millennium Copyright Act – pg #80)
- The State Colleges Electronic Communications Policy

07.C.2. Review
Faculty/staff are encouraged to review the “Design and Implementation” tips on the web at - http://computing.adams.edu/webspace/webspace.htm

07.C.3. Responsibility
Faculty/staff are responsible for “Creating, Uploading, and Maintaining” their web sites.

07.C.3.a. Faculty/Staff are responsible for their own web pages. This includes responsibility for avoiding copyright violations; complying with local, state and federal laws; complying with State Colleges and ASC College policies; and keeping the web page information up to date.

07.C.3.b. Copyright laws apply to electronic publishing as well as to print publishing. Be sure you have permission to publish the information, graphics, or photographs on
your pages if you are not the author or creator. See copyright issues
(http://computing.adams.edu/www/copyright.htm) for more information.

07.C.3.c. Faculty are responsible for insuring that their pages contain required elements as
listed in Creating, Uploading, and Maintaining their website,
(http://computing.adams.edu/webspace/webspace.htm).

07.C.4. Process

In order to receive access to a web directory, faculty and staff must:

- Familiarize themselves with the web policies available on this page and associated links
- Submit a form affirming that they have read, understood, and will adhere to ASC’s web
  policies (http://computing.adams.edu/request/affirm.htm)
- Each individual account will have FTP access.

07.C.5. Elements That Must Appear on Faculty/Staff Web Sites

The following information must appear at the bottom of the front page of a faculty/staff site:

- Name and e-mail address of the page owner
- Date of the last update
- Disclaimer: The views and opinions expressed in this page are strictly those of the page
  author. The contents of this page have not been reviewed or approved the ASC
- A link back to the ASC home page using ASC logo or text link.
- Except for the ASC link logo, personal home pages may not contain College mastheads,
  logos, the Grizzly mascot, or other symbols of the College.

Definitions

- **Home Page** - the first or front page of a web site
- **Link** - A one-way hypermedia connection from one site to another on the World Wide Web.
  Expressed as a "link to" or "link from" a web site or page of information.
- **Maintainer/Publisher/Information Provider** - Person responsible for publishing and
  updating the information contained in World Wide Web pages.
- **Personal Page** - A web page for an individual faculty member, staff member, or student.
- **Publication Page** - The electronic equivalent of a printed publication.
Student Web Pages
Policy #07.D – 07.D.3
Approved: 03/01/04

07.D. Policy

ASC recognizes the use of the World Wide Web (WWW) and the Internet for communicating with its constituencies. Students may obtain a web site directory and password on a college web server. This policy is a living document and will be revised as a pilot group of students create web pages linked to the college’s central pages.

Authority

This policy was reviewed and approved by Cabinet on March 01, 2004.

07.D.1. Responsibility

07.D.1.a. Electronic Communications - Students are responsible for reviewing and adhering to the Electronic Communications Policy (Policy, 01.C, pg 8).

07.D.1.b. Compliance - Students are responsible for their own web pages. This includes responsibility for avoiding copyright violations; complying with local, state and federal laws; complying with State Colleges and ASC College policies; and keeping the web page information up-to-date.

07.D.1.c. Copyright Laws - laws apply to electronic publishing as well as to print publishing. Be sure you have permission to publish the information, graphics, or photographs on your pages if you are not the author or creator. See Digital Millennium Copyright Act (Appendix – H – Pg 80) for more information.


07.D.1.e. Maintenance - Students are responsible for “Creating, Uploading, and Maintaining” their web sites and may use available templates for creating pages (when designed and linked).

07.D.2. Process

07.D.2.a. GETIT - Campus labs are set up with a program called "getit", which enables registered students initial access to their email accounts and web space. By accepting the terms presented in the "getit" program, students acknowledge that they will abide by the official policies outlined in the program.

07.D.2.b. Familiarize - Students are responsible for familiarizing themselves with the web policies available in this policy and associated policies.
07.D.3. Adding/Removing Accounts

07.D.3.a. New Accounts - A new set of student web accounts will be established at the beginning of each fall semester, with new accounts added throughout the school year as needed. Each new account will have FTP access. These accounts will remain in place until the end of the last summer session.

07.D.3.b. Deletion of Sites - All student accounts will be deleted at the end of the last summer session. This means that the student is responsible for maintaining a set of backup files for their site. ASC will not accept responsibility for files that are lost when we re-set the server. Please refer to the Account Use Policy (policy #01.B; pg 5) for more complete information.

Definitions

- **Home Page** - the first or front page of a web site

- **Link** - A one-way hypermedia connection from one site to another on the World Wide Web. Expressed as a "link to" or "link from" a web site or page of information.

- **Maintainer/Publisher/Information Provider** - Person responsible for publishing and updating the information contained in World Wide Web pages.

- **Personal Page** - A web page for an individual faculty member, staff member, or student.

- **Publication Page** - The electronic equivalent of a printed publication.
Virtual Domain
Policy #07.E – 07.E.11
Approved: 03/01/04

07.E. Policy

Virtual domains are a method for hosting multiple websites on a single machine. For instance, www.adams.edu, student.adams.edu, and athletics.adams.edu are all hosted on a single machine (a server located in the CS building). ASC will provide qualified campus organizations with a website under the name “yourorg.dept.adams.edu” with up to 20 MB of server space. Please refer to the policy document relating to “Domain Name Service” for more specific information on naming conventions. Additionally, you may request an email address for your organization. This policy addresses the website domain names.

Authority

This policy was reviewed and approved by Cabinet on March 01, 2004.

07.E.1. Provided

07.E.1.a. CGI – ASC will provide CGI processes on a site-wide basis. Currently, these services are limited to a CGI form processor and a page counter. If we receive enough requests for a particular type of service, we will consider adding it.

07.E.1.b. Maintenance - ASC will maintain the hardware and server software necessary, including nightly backups of the entire file system. Restores will be performed on a system-wide basis only. If a particular organization's website is generating an undue amount of traffic, measures will be taken to limit the resources (bandwidth) used.

07.E.2. Not Provided

- Site development
- Technical support not directly related to the operating system, server software, or hardware
- Multiple accounts
- Website recovery for individual domains: i.e., we will not restore (from backup) the website of an individual organization due to losses related to defacing or lost or deleted files.
07.E.3. Student Organization Web Pages

To have web pages on www.adams.edu, a student organization must be recognized by the Student Affairs office. Student organizations seeking web space should contact AS&F and fill out the appropriate form. Sites for student organizations will reside on the student server and will have an address that appears like this: yourorg.asf.adams.edu

07.E.4. Other Qualified Groups and Organizations

Other groups and organizations that may obtain a virtual domain include any department, administrative unit, or organization with the resources and desire to develop and maintain their own unique web identity. Requests for virtual domains should be made to CS.

07.E.5. Group Web Pages

Each group (department, administrative unit, student organization) must have a person designated as the Web Coordinator.

07.E.6. Web Coordinators

This person is responsible for the content of the website, ensuring that information on the group's pages is timely and accurate, as well as the group's image conveyed by the website. The Web Coordinator must demonstrate the necessary knowledge and skill to perform the required duties, or have direct supervision of the person(s) charged with those duties. If unsure of their skill sets, they will be required to attend training sessions offered by the www master. All passwords and site security will be the responsibility of the Web Coordinator. Additionally, this person is responsible for maintaining an offline backup of all pages within the website.

07.E.7. Design

First, you might want to explore other World Wide Web pages to see the strengths and weaknesses of other organizations. Then work with others in your group to outline what you'd like your pages to look like. Below are some tips and guidelines for what should be included in your Web pages.

07.E.7.a. Description - The group page must contain a description of the group with address and full telephone number (including area code). It is recommended that the name of the group's leader (for example, the department chair) also be included.

07.E.7.b. Mailer - Each group must include a mailer on its home page and establish procedures for processing email in a timely fashion.

07.E.7.c. ASC - Refer to the College as Adams State College.
07.E.7.d. **Home Page** - It is recommended that you include a link to your group's home page at the bottom of each of your pages.

07.E.7.e. **Outside Links** - Pay careful attention to the site's design and content and carefully consider links that you make to Web pages outside your group's directory. Check outside links and sublinks frequently to make sure they still work and they contribute to the goals of your group's pages. Your group web page describes your department or organization to the world.

07.E.7.f. **Standards** - Please refer to the *Web Publishing Standard Policy* (policy # 07.A; pg 53) to see if your group is eligible to use college design templates.

07.E.8. **Content**

Use of the ASC WWW system is a privilege, not a right. The content of your domain must still adhere to the following policies:

- *Electronic Communication Policy* (Policy #01.C – pg#8)
- *Website General Guidelines Policy* (Policy #07.F; pg. 67)

07.E.9. **Reviewing the Site**

It is recommended that, at a minimum, the head of the group review the group's pages at least twice a year in order to be sure the pages continue to meet the group's goals. In addition, you might want to designate somebody to review the pages more often to check for smaller changes and inaccuracies or gaps in information.

07.E.10. "**Chain of Command**"

Determine who in the group needs to give the final OK to your Web pages, and who will fill in for the Web Coordinator.

07.E.11. **Backup and Documentation**

07.E.11.a. Choose a backup person(s) who can fill in when others are not available. Make sure they know how to maintain the pages. Also, it is important that the group documents their work (including directory structure, site design policy, etc.) for the backup person(s) or for when the original writers leave the group and/or university.

**NOTE:** The System Administrators for the campus web server are not responsible for fixing web pages; make sure members of your group can change pages should a crisis arise.
Website General Guidelines
Policy #07.F – 07.F.3
Approved: 03/01/04

07.F. Policy

This policy is predicated on the State Colleges Electronic Communications Policy of 7/1/97, which generally covers permissible and inappropriate uses of electronic communication, and outlines sanctions for policy violations.

Authority

This policy was reviewed and approved by Cabinet on March 01, 2004.

07.F.1. General Guidelines

07.F.1.a. Personal Pages – ASC recognizes the value and potential of publishing on the Internet, and so allows and encourages students, staff, and faculty to experiment with their own World Wide Web pages. The content of personal pages is the responsibility of the author, not of ASC. This is a living document; as such, it is subject to revision as circumstances warrant.

07.F.1.b. Minimal Standards - The quality of information published by the college plays an important role in maintaining the strong reputation and image of the college. This policy sets minimal standards that are meant to ensure that information published electronically is visually appealing and well written and follows the same high standards as other forms of published information (print, audiovisual, etc.).

07.F.1.c. Consistency - Contents of all electronic pages must be consistent with ASC policies and local, state, and federal laws. Please refer to the Web Publications Standards, (Policy #07.A; pg 53) for additional information.

07.F.1.d. Copyright Laws - Copyright laws apply to electronic publishing as well as to print publishing. Permission must be obtained to publish the information, graphics, or photographs, if the person publishing the page has not authored or created them. Permission must be obtained to publish photographs or personal information about an individual.

07.F.1.e. Federal laws - The College complies with applicable local, state, and federal laws.

07.F.2. Web Manager Responsibilities

- Advise ASC units about policy, style, and content.
- Evaluate and revise this policy to keep it up to date.
• Evaluate and revise ASC web publishing procedures to keep them up to date

• Establish visual design for and maintain the official/core portions of the ASC campus home page.

• Take questions regarding the policy and forward complaints of policy violations to the appropriate college offices.

07.F.3. Responsibilities of Vice President, Provost, Department Head, or Organization Head

07.F.3.a. Web Liaison - Appointment of a web liaison who is responsible for maintaining the departmental page and adhering to pertinent College policies. Unit heads (for student organizations, the faculty sponsor) are ultimately responsible for their unit’s page content, and for deciding whether or not to link to personal home pages from official department pages. Unit head must reassign responsibility for the unit's web pages if the page coordinator leaves the college or is relieved of this responsibility, in full communication with CS.

07.F.3.b. Approval - Oversight and approval of content (including links to other information) of a unit's published electronic pages and must sign off on content of the unit's home page and other pages before links from the ASC home page will be set up.

07.F.3.c. Removal - Remove links from department pages to pages containing material that violates local, state, or federal laws, or other ASC policies.

07.F.3.d. Official business - Academic and administrative units may create electronic home pages, personal pages, publications pages, or other pages (see Definitions listing below) that carry out official college business in support of the college's mission.

07.F.3.e. Personal gain - ASC resources may not be used to create web pages primarily for personal business or personal gain, except as permitted by other college policies; this applies both to individuals and to groups, such as clubs and other recognized organizations. The college does allow for personal pages that provide information about an individual that is relevant to that individual's role at the College. Faculty, staff, and students may create personal home pages that communicate who they are, their interests, and information consistent with their role at ASC. Faculty is encouraged to create course home pages to enhance and supplement their academic offerings.

07.F.3.f. Official vs Personal - The official or core components of the ASC home page will not link directly to personal pages. Unit or department pages, however, may, if desired, link to faculty, staff, or student personal pages. Student pages (e.g., fulfillment of course requirements) may be linked under the authorization of the appropriate faculty member, who is responsible for content to the unit head. In doing so, academic and administrative units assume responsibility for the page
author's compliance with college policy. When requested, academic and administrative units must deactivate links to material that violates this policy. The authors of personal pages must follow the applicable guidelines in this policy, as well as state and federal civil and criminal laws (e.g., copyright, pornography, defamation, etc.).

07.F.3.g. **Resources** - Personal home pages should be constructed so that they are not wasteful of college resources for frivolous purposes.

07.F.3.h. **Content responsibility** - The content of each web page is the sole responsibility of the individual web publisher. ASC can accept no responsibility for the content of personal pages. Each individual web publisher is expected to be aware of and to comply with all relevant federal and state laws.

07.F.3.i. **Complaints** - Although web pages are not monitored for content, whenever violations or complaints come to the attention of staff, they will be forwarded to the appropriate college office.

07.F.3.j. **Disciplinary** - Disciplinary action may include loss of the web author's privilege to publish a personal page on ASC's web site.

07.F.3.k. **Backing up info** - ASC will not be held responsible for pages left on college servers when faculty and staff members are no longer employed with the college. It will be the responsibility of the staff or faculty member to make sure they have a backup of their site.

**Definitions**

- **Maintainer/Publisher/Information Provider** - Person responsible for publishing and updating the information contained in World Wide Web pages.

- **Publication Page** - The electronic equivalent of a printed publication.

- **Link** - An electronic connection from one site to another on the World Wide Web. Expressed as a "link to" or "link from" a web site or page of information.

- **Core/Official pages** - All pages which link directly from the primary and secondary menus of the official college home page, and which will share the prefix [www.adams.edu](http://www.adams.edu) in their URL (web address). These pages will have a consistent visual design. Their content will be updated and maintained by the college Web Manager and those persons under his/her direct supervision.

- **Departmental pages** - All pages, which link directly from the secondary menu of the home page or from menus appearing after the first click off the home page. These pages may, but are not required to, share a consistent visual design with the official pages, and will share a prefix such as [department.adams.edu](http://department.adams.edu). Their content will be responsibility of the department head or those persons under his/her direct supervision.
• **Personal Page** - A web page for an individual faculty member, staff member, or student. These pages may not share the official page design style.