Website Hosting Policy & Procedures

Web Policy & Architecture Sub-committee

Table of Contents

Policy 1
The NJCU Website Committee 2
World Wide Web (WWW) 2
NJCU Website 2
Authorization 4
Electronic Application Procedure 4
Uniform Resource Locator (URL's) 5
NJCU Disclaimer 5
Instructional Websites 5
Personal Websites 6
Student Websites 6
Sponsored Websites 6
Copyright Issues 7
Review of Policy 7
Other Documents to Consult for Responsible Use 7

Policy

The Department of Information Technology recognizes and supports the University's role as an information provider by supporting electronic methods of distributing information inside NJCU and to the electronic community outside.

NJCU administrators, staff, faculty and University students will not knowingly provide information or services contrary to policies or procedures established by Federal or State law, by the Board of Trustees, or by New Jersey City University. The Academic Computing and IT Departments are responsible solely for the content or services they specifically provide. Services or information available, directly visible, or loadable from providers who are members of the University community, such as administrators, staff, faculty and students, are the responsibility of those individual members.

Because of the rapid evolution and expansion of the WWW and information networks into new technologies and capabilities, the University in the form of the NJCU Website Committee reserves the right to modify the policy and procedures. It is the user's responsibility to remain aware of current regulations, posted to this page.

Any comments regarding the policy should be directed to the Webmaster via mail to Publications Office, Hepburn Hall, Rm. 315, or via e-mail to webmaster@njcu.edu.

The NJCU Website Committee

The responsibility of the NJCU Website Committee is to be the conduit through which flows material to be published on the University's Website. The Committee is presently constituted of a Webmaster and a Division Steward for each of the University's main divisions - Academic Affairs, Administration and Finance, University Advancement, and Student Affairs.

The Webmaster is charged with ensuring that all information and graphic images published on the University's official website reflect a correct, clear, consistent and unified image of the University. The Webmaster works closely with the Division Stewards in collecting information and authorizing links. The Webmaster further works closely with IT, whose responsibilities include departmental web development & support (including web-based forms, i.e. registration, survey's, etc.) and the maintenance of the various Internet servers providing the information.

Any comments regarding the policy, or notices of non-compliance of policy, should be directed to the Webmaster via mail to Publications Office, Hepburn Hall, Room 315, or via e-mail to webmaster@njcu.edu, or phone: 201-200-3425.

World Wide Web (WWW)

IT will operate the main World Wide Web (WWW) server that provides a single point of Internet presence (called the NJCU website). The URL for this site is http://www.njcu.edu. This server functions as a hyperlink reference point, operating continuously (24 hours/7 days a week), with the exception of times required for server or network maintenance or repair.

IT will register this server in appropriate Internet locations commonly used to inform Internet users of server presence and availability. IT will notify registration locations of server address changes or other operational changes necessary to maintain NJCU as a known Internet presence.

Users may request that either their websites be linked to or placed on the main NJCU Internet server.

It is desirable that all general interest graphics, sounds, images, and/or movies be stored on the NJCU WWW server, and made available for direct reference or download via FTP services. This should allow for a reduction in redundant scanning of photographs or graphics, as well as giving everybody access to a library of web-specific graphics/sound/images/movie files. Web page templates, icons and buttons, as well as how-to manuals will also be made accessible here.

In all cases*, users are responsible for the content of their personal or departmental website*.

The Publications Offices will maintain the official NJCU Website, including hypertext links to other sites belonging to University departments, units, and schools. When appropriate, user information may be referenced with hyperlinks in more than one location on the NJCU Website.

NJCU Website

In its efforts to promote the campus as a free marketplace of ideas and to affirm First Amendment protections for its members, the University must balance individual rights for free expression against the institutional need to reserve the right to limit access to

its networks when applicable University policies or codes, contractual obligations, or state or federal laws are violated, without monitoring or restricting content generally.

The **NJCU Website** is defined as a collection of web pages that represents the University as a whole, and that display with approval the University's logo. Material presented here includes, but is not limited to, such items as the catalog, view books and other recruitment material, course listings, University policies and procedures, links to University-sanctioned websites, etc.

The standard design and accompanying guidelines, which must be followed by all NJCU units, are described elsewhere in this document.

• **Departmental Websites** are linked to the University's official website. The NJCU Website Committee assumes responsibility for content of these pages. Only pre-approved, authorized individuals may create pages and place information there under the New Jersey City University name. The NJCU Website is public and potentially accessible to anyone with Internet access. Therefore, all menu items and documents for official NJCU business should be carefully reviewed for public dissemination.

• **Instructional Websites** are those developed by individual faculty in support of courses being taught by those individuals. Faculty members who create such pages are solely responsible for the content of such pages.

• **Personal and Student Websites** are those developed by individuals within the University community for personal use. A personal website is removed when the person ceases to be a member of the University. The owner of the website is solely responsible for the content of such pages.

• **Organization Websites** are granded for recognized student organizations and associations. Should the entity cease to hold recognition by the University through the Student Support Services Office, the organization's website will be removed. The student organization is solely responsible for the content of it's website and must conform with .

• **Sponsored Websites** are those hosted by the University in cooperation with organizations for which the University is represented. Sponsored websites help promote the University's web visibility.The sponsored organization is solely responsible for the content of such pages.

Those placing information in the NJCU WWW system agree to accept responsibility to consider the standing of New Jersey City University in the community at large; to accept sole responsibility for the accuracy, validity, and timeliness of its content, and for keeping information up-to-date.

Information that may be viewed as a violation of policy are: misuse of logo; misinformation; inaccuracy; violations of copyright; violations of Federal or State laws; violations of University policies and procedures.

Pages deemed in violation of policy may be subject to removal and/or loss of Web privileges.

Advertising or commercial activity for personal financial gain is not permitted.

Notices of non-compliance of policy should be directed to the Webmaster via mail to Publications Office, Hepburn Hall, Room 315, or via e-mail to webmaster@njcu.edu, or phone: 201-200-3425.

Authorization

Completing one of the following request forms begins the authorization process:

- Administrative, Staff, and Sponsored Website Request Form
  http://www.njcu.edu/policy/AdminForm.html
  Printed format: http://web.njcu.edu/policy/AdminForm.pdf
- Academic, Faculty, Student or Organization Website Request Form
  http://www.njcu.edu/policy/AcadForm.html
  Printed format: http://web.njcu.edu/policy/AcadForm.pdf

As all members of the University community are allowed web space by policy, activation is granted upon agreement to follow the terms and conditions for website content during the request process. Deans, Directors, Chairs, or other administrators with budget signatory authority may request to have their website linked to the official NJCU web directories.

In the case of student organizations, the form requires approval by the faculty or staff advisor, and the Dean of Students. It is the responsibility of the advisor, supervisor or sponsor to verify the status of the student, staff or organization and to review compliance with the Guidelines.

If the content or design of a hosted website changes significantly, the owner of the site must notify the appropriate supervisor by Email.

Electronic Application Procedure

1. The applicant fills out the electronic form , which is Emailed to the appropriate web steward and the designated supervisor/advisor.
2. The supervisor/advisor sends an Email to Steward, verifying the status of the applicant and approving the draft website.
3. The web steward obtains a provisional website directory from IT and acknowledges the applicant's request with this information.
4. The applicant uploads the website using FTP to the temporary location assigned by the web steward.
5. The applicant notifies the web steward and supervisor/advisor that the site is loaded & available for review.
6. The web steward notifies Webmaster to review sample web page(s).
7. The Webmaster reviews the sample page(s) and sends an Email to the web steward approving, recommending changes, or denying hosting.
8. The web steward notifies the applicant of website status.
9. The process of review/recommend (steps 3-7) repeats until the site is approved or denied hosting.
10. A final decision email should be sent from the Webmaster to the appropriate supervisor or advisor, the applicant, and steward which will serve to sign off the application.

Uniform Resource Locator (URL's)

All websites will be served from a bank of public Internet web servers on the University's secure perimeter network. The specific location of the website is governed by the Website Architecture Policy. URLs may redirected to point to different servers for performance reasons, but the following general format will apply:

http://servername.njcu.edu/directory (e.g. http://students.njcu.edu/sgo.)

NJCU Disclaimer

The following disclaimer must be displayed in italics on the home page of all departmental and organizational websites; or linked to a pop-up browser window:

"Although New Jersey City University has made every effort to ensure the accuracy, validity, and timeliness of the official New Jersey City University Website, New Jersey City University will not be held responsible for typographical or unintentional misinformation. New Jersey City University is not responsible for any individual's personal website, or for the content linked through this server address to sites located on the greater WWW. Each individual owner of a personal website is responsible for the maintenance and content of those personal web pages."

Instructional, sponsored or personal websites should use the following disclaimer:

"*This web site is the personal responsibility of the author(s). The views and opinions expressed herein do not necessarily state or reflect those of New Jersey City University. Further, NJCU does not warrant or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information presented in this web site.*"

Instructional Websites

Development of web-based instructional material is encouraged. Department/unit heads are responsible for authorizing links of instructional websites from their Departmental pages.

Instructional websites may not contain commercial endorsements or advertisements.

All instructional websites must contain the following information:

- Author's name and affiliation
- Author's email and postal address, and telephone number
- Date of last revision
- Links to the next page, previous page and department and/or NJCU home page
- A link to the NJCU disclaimer with following wording: "Web users should read the NJCU disclaimer"
- Copyright notice (Example: (c) 1999 Art Department, New Jersey City University). The use of the Creative Commons License is a permissible alternate.

Personal Websites

Department and unit heads will authorize personal websites for individual faculty and staff, and whether these websites should be linked from their department website or from their instructional web pages. Personal websites may not contain the University's logo or University's Seal.

Personal websites may not contain commercial endorsements or advertisements. In addition, all personal web pages must contain the following:

- Author's name and contact information (i.e. email address and/or postal address and or telephone number).
- The date of the last revision of the page
- The personal website disclaimer, as detailed above.

Student Websites

The Dean of Students will authorize personal websites for student organizations or individual students. These student web pages may not contain the University's logo or the University's Seal. Student web pages may not contain commercial endorsements or advertisements. However, all student web pages must contain the following:

- Author's name and contact information (i.e. email address and or postal address and or telephone number).
- The date of the last revision of the page
- The personal website disclaimer, as detailed above.

Sponsored Websites

Sponsored websites must be affiliated with the University through staff or faculty representation. The organization requesting host services must be a non-profit entity that conforms to the University's Mission. The form is to be approved by the department Chair or Director, and authorized by the appropriate Steward. Final approval is given by the University Webmaster.

Sponsored web pages may not contain the University's Seal.

Sponsored web pages may not contain commercial endorsements or advertisements. However, all sponsored web pages must contain the following:

- A small copy of the University Logo, linked to the University Website, with the following text:

  "This site is sponsored by <department>"

- Author's name and contact information (i.e. email address and or postal address and or telephone number).

- The date of the last revision of the page
- The personal website disclaimer, as detailed above.

Copyright Issues

Materials accessed from the NJCU Website and its submenus are, in effect, "published" on the Internet and can be read from thousands of terminals. Please ensure compliance with all copyright rules and regulations, and before posting any information consider the following:

If you intend to hold the copyright of something that you put up on the network, then display the "Copyright" or (c), the year, and your name on the document.

Make sure you have permission to display text or graphics that are owned by someone else. Beware of images that are scanned from some source unknown to you. If you don't own it, or have the permission of the owner, don't use it. Further, you can not provide links to pages promoting copyright protection circumvention devices or software.

Scanned handwritten texts, photographs of texts, or a particular typesetting might also be considered intellectual property, even when the text is public domain. If you don't own the manuscript, use a word-processed text or ASCII (HTML) version when publishing on the network. For example, although the text for the Edgar Allen Poe poem “The Bells” is in the public domain, all handcrafted typesetting and digital manipulations applied to this text on a webpage may be copyrighted. Therefore it cannot be presented on another website without permission from the author of that *page*.

Review of Policy

This policy will be subject to periodic review. Any comments regarding the policy should be directed to the Webmaster via mail to Publications Office, Hepburn Hall, Room 315, or via e-mail to webmaster@njcu.edu.

Other Documents to Consult for Responsible Use

Federal

- Electronic Communication Privacy Act of 1986
- Family Educational Rights and Privacy Act of 1974
- Telecommunications Act of 1996

University

- Academic & Student Guidelines
- Graphic Identity Standards Manual (Publications Office)