

Minnesota State University, Mankato Web Publication Policy

POLICY BACKGROUND

This document contains the proposed policy for publishing on the Minnesota State University, Mankato (MSU) website. Included are MSU's mission for web development, definitions of web page tier categories for application of standards, principles of web development and responsibility, and commercial advertising criteria. The goal of this policy is to provide clear guidance to those seeking the benefits of publishing on MSU's websites and those tasked with web development, and understanding of the limitations, rights and responsibilities that accrue to those who use MSU's web servers for web publishing.

POLICY STATEMENT

MSU's mission statement reflects an institutional commitment to promote learning through effective undergraduate and graduate teaching, scholarship, and research in service to the state, the region, and the global community. In support of this mission, the University makes Internet and Web resources available to all segments of the MSU community to create an efficient and effective environment for the University's administrative, faculty, student, business, and alumni communications.

MSU encourages the use of the Internet and World Wide Web to create an efficient and effective environment for the University's administrative, faculty, student, business, and alumni communications. Information published on MSU's website accessible through search engines or site navigation is inherently free and public speech.

Recognizing the value of diversity and free speech, MSU does not review, edit, or endorse all items on or linked to these pages. Therefore, MSU is not responsible for the content of every page linked to its website. Opinions expressed in personal pages should be construed as those of the author.

University departments are to make every effort to ensure the accuracy of material they publish on the Web; nevertheless, discrepancies may sometimes exist between printed and electronic information. It is the responsibility of the website user to determine from the page content (or by contacting the MSU college, department, office, or program) whether the printed or electronic version is considered official.

POLICY IMPLEMENTATION

1. Web Page Definitions

In order to reside on MSU computers connected to the Internet, web pages, described below, with a web address (URL) that includes mnsu.edu domain name, must comply with all applicable State of Minnesota, MnSCU, and University policies.

- 1.1. Tier I – the MSU home page (<http://www.mnsu.edu/>)
- 1.2. Tier II – navigational pages directly linked to the MSU home page (e.g., Current Students or Faculty/Staff)
- 1.3. Tier III – college, department, office, or program home pages
- 1.4. Tier IV – college, department, office, or program content pages
- 1.5. Tier V – Instructional pages
- 1.6. Tier VI – MSU faculty, staff, and student pages on MSU computers.

2. Principles for Web Development

- 2.1. Information added to the MSU website (Tiers I-IV) must be related to the functions of MSU.
- 2.2. All materials included in the MSU website must comply with the established policies, rules, and regulations of MSU.
- 2.3. Official MSU pages are those publicly accessible electronic documents that represent the University, colleges, department offices, services, or other units. Official MSU pages (Tiers I-IV) must conform to the

standards established in the MSU Web Development Standards published at <http://www.mnsu.edu/its/web/general.html> and following

- 2.4. Pages in Tiers I-V must be Americans with Disabilities Act, Section 508 compliant. The requirements are published at <http://www.its.mnsu.edu/webmaster/access/508standards.html>. Pages in Tier VI are recommended, but not required, to comply with these regulations.
- 2.5. Tier VI pages are stored on university computers or using an address that is a part of the University's Internet domain (mnsu.edu). These pages must not appear to be official pages, but must follow applicable laws and University policies. Authors assume personal responsibility for their accuracy, quality, and currency. Information providers will be held responsible for compliance with appropriate state and federal laws and University policies.
- 2.6. All pages on the University's domain (mnsu.edu) must be appropriately titled and clearly labeled with ownership information so that responses to those documents can be directed to the appropriate individuals.
- 2.7. No one may make material available on MSU Web servers in violation of copyright, trademark, or terms of any licensing agreement.
- 2.8. The University safeguards confidential information concerning students, research, Student Health Center patients, employee university business, and other matters. Much of this information is protected by various statutes (e.g., the Family Educational Right of Privacy Act of 1974 requires the University to maintain confidentiality of student records), and unauthorized disclosure of confidential information is prohibited by the University and may result in disciplinary action and legal sanctions. Confidential information includes, but is not limited to, information concerning prospective, current, and former students, current and former employees, Student Health Center patients, and University business and finances.
- 2.9. All Tier I-IV Web developers are responsible for ensuring that the information in their Web files, including URLs, is valid, current, and appropriate to the goals and purposes of MSU. Developers or designated staff are required to maintain files, and update, remove, or correct document content. Files that are not properly maintained will be removed from the MSU website.

3. Commercial Advertising

University entities (colleges, departments, offices, or programs) may use their websites on the MSU web domain to advertise available MSU services. Use of such pages by non-profit or for-profit enterprises on University-managed data transmission lines must comply with the following criteria:

3.1. Fiscal requirements

- 3.1.1. The funds raised from the sale of Web page sponsorships are used for scholarship support or to reduce reliance on student activity fee subsidies.
- 3.1.2. Funds raised through advertising is deposited in the MSU cost center or MSU Foundation account associated with or identified on the web page.

3.2. Content requirements

The display ad copy for a sponsored MSU department Web page simply provides the sponsor's company logo, its store location(s), store hours, contact numbers and/or e-mail addresses. Pricing information on specific products and sales is not allowed.

3.3. Graphical requirements

MSU entities placing ads on their websites adhere to these graphic requirements:

- 3.3.1. All graphic standards from the MSU Graphic Standards (published at <http://www.mnsu.edu/standards/>) are followed with the following exception: the MSU logo quarantine zone is doubled if placed adjacent to the logo of a sponsor.
- 3.3.2. On Tier II and III pages, the sponsor's logo is not larger than 10,000 pixels (for example: 100 x 100, or 200 x 50).
- 3.3.3. On Tier IV pages, the sponsor's logo is not larger than 16,000 pixels (for example: 160 x 100, or 250 x 64).

3.4. Enforcement

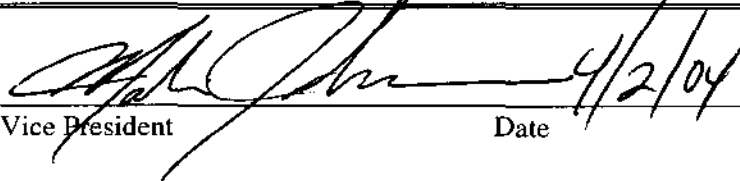
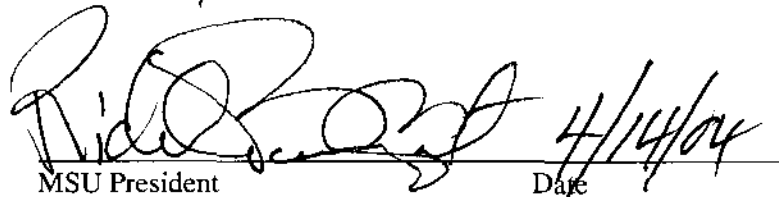
The ITS Webteam will assist the Business Office in conducting an annual audit of all website advertising to verify compliance with the requirements of this policy.

MINNESOTA STATE UNIVERSITY, MANKATO

UNIVERSITY POLICIES AND PROCEDURES

Policy Name: Web Publication Policy	Supersedes: No Previous Policy
Classification: Information and Technology Services	Last Review: New Policy
Author: Web Developer	Effective Date: July 1, 2004
Authority: MnSCU Policies 1A.1, Part 6G	Distribution (Identify publications): University Web Site; Information and Technology Services Publications
Application: <input type="checkbox"/> Undergraduate only <input type="checkbox"/> Graduate only <input checked="" type="checkbox"/> All University	Custodian of Policy: Vice President for Technology and Chief Information Officer

Routing/Signatures:

<p>Vice President</p> <p><input checked="" type="checkbox"/> Recommended <input type="checkbox"/> Not Recommended</p> <p>Comments:</p>	 <hr/> <p>Vice President</p>	<p>4/2/04</p> <hr/> <p>Date</p>
<p>President</p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Comments:</p>	 <hr/> <p>MSU President</p>	<p>4/14/04</p> <hr/> <p>Date</p>