University of Wisconsin-Stout Policy
Web Information Policy

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1.0 INTRODUCTION

The Internet plays a pivotal role in conveying information about the University of Wisconsin-Stout and provides a common point of access to networked resources for prospective students, parents, alumni, donors, current students, faculty, staff, and other important constituents.

Special attention needs to be given to UW-Stout's presence on the Internet. This policy ensures that current, accurate, and consistent information is presented on the Internet under the authority of the university.

Questions regarding this policy should be directed to the university web coordinator.

References to other policies:

- **BOR RPD 25-3**, Policy on Use of University Information Technology Resources
- Copyright Law U.S. Code Title 17
- Digital Millennium Copyright Act (DMCA)
- Family and Educational Rights and Privacy Act 34 CFR 99
- UW-System Policy on Use of University Information Technology Resources,
- Board of Regents, 6/6/97
- UW-Stout Policy 90-61, Non-Discrimination
- UW-Stout Policy 91-53, Sexual Harassment
- W3C Web Content Accessibility Guidelines 1.0, 5/5/99
- Wisconsin Administrative Code: Chapter UWS 8 and Chapter ER-Pers 24
- Wisconsin Administrative Code: Chapters UWS 14 and UWS 17
- Wisconsin Administrative Code: Chapters UWS 18 and UWS 21
- Wisconsin Statutes, section 943.70
- Wisconsin Statutes, Chapter 11
- UW-Stout Web Publishing Standards
- UW-Stout Policy 90-52, Identity and Publications Standards
- Advertising, Sponsorship and Links on the Internet (1025)
- Americans with Disabilities Act (ADA)

2.0 SCOPE OF POLICY

This policy applies to all university web content presented on a university web content management system or that includes the university domain uwstout.edu and related sub-domains.

All university web content must conform to this policy, policies referenced in section 1.0, and applicable rules or regulations of the university regardless of funding sources.
3.0 DEFINITIONS

3.1 Web Content Management System (CMS):

Software application used to store, edit and publish university web content, including html, text, photos, video, and other media via a series of managed templates.

3.2 Domain:

A domain locates an organization or entity on the Internet and represents the labeling used to identify multiple computer and devices on a network.

3.3 University Web Content:

Any content or data created by students, faculty, or staff and published on a university CMS or domain to represent the work of the university, college, school, department, or unit.

Such content is managed and guided by university policy.

3.4 Types of Web Content Pages

Type 1: These are public pages that address the interests and needs of key university audiences such as prospective students, parents, alumni, donors, current students, faculty, staff, and other important constituents.

These include sites for academic departments and colleges, schools, centers, institutes, and other official university units. These pages are managed and supported by the Web Management Team through the university’s CMS and are published through the designated content workflow. (See Appendix B.)

Type 2: These web application sites and/or pages provide information and services for current students, faculty, and staff.

These are permission-based pages that require a UW-Stout user name and password and that are not accessible to the general public (e.g., Learn@UWStout [D2L], TouchNet, Access Stout, StoutCloud, OrgSync) and are supported by the university and/or contracted third-party vendor partners.

Type 3: These are publicly accessible non-Type 1 web application sites and/or pages by faculty, students, and staff hosted on a university domain.

These include Athletics, faculty, staff, and student pages.

For any other type of web application site not covered here, see 4.6.

4.0 STATEMENT OF POLICY

4.1 University web content must be current, accurate, and targeted toward the type of audience identified in section 3.4. Only recognized units, projects, or programs may publish information on a university CMS or under a university domain or related sub-domain.

Site types 1-3 with university web content are subject to review and revision as described in section 5.0 Implementation of Policy.
4.2 Non-university web sites for the purpose of learning, teaching, research, public service, exploration, and experimentation are protected as basic elements of the academic environment. Free expression of ideas and pursuit of knowledge is considered central to the academic process of the campus. Therefore, on web sites outside of types 1-3 that are not supported within a university CMS or under a university domain and related sub-domains, faculty, staff, and students may publish without curation within the constraints of state and federal law.

The university will not edit information on these web sites, nor accept responsibility for their content.

4.3 Use of university web resources implies acceptance of all laws and policies related to web publishing, use of computing resources, and academic misconduct. Engaging in activities in violation of federal or state laws, this or other policies of UW-Stout or UW System may result in the immediate loss of web access privileges, disciplinary proceedings, and/or employment action, up to and including termination of employment. The enforcement depends on the violation and other relevant university policies. Violations will be referred to the policy owner or relevant supervisor/administrator.

4.4 Use of university web resources by faculty, staff, or students for personal gain, profit, commercial purposes, or unauthorized political activity is prohibited. (See BOR RPD 25-3.)

4.5 Commercial advertising on a university web site is permitted only with specific approval, and on a case-by-case basis. Requests should be submitted to the director of University Marketing; decisions will be made by the Web Oversight Committee. (See UW System Admin policy 1025.)

4.6 Links included within the university's web sites may point to non-university websites, but they are limited to those that meet the purposes of the university as determined by designated web publishers. Inclusion of a link does not imply endorsement by UW-Stout or affiliation with the external organization.

5.0 IMPLEMENTATION OF POLICY

The Web Oversight Committee and the Web Management Team and affiliated web publishing groups are responsible for implementation of this policy. See Appendix A for responsibilities.
Appendix A: Responsibilities of the Web Oversight Committee and Web Management Team

1. The Web Oversight Committee is appointed by the chancellor. This committee will approve permanent additions or changes to the university website or mobile app, approve changes to the Web Publishing Standards, and interpret the Web Policy and Web Publishing Standards when questions or issues arise that are not included in those documents. For more information on the committees, including membership, please see the Committee Establishment Forms, which are available on the Information Portal.

2. The Web Management Team will conduct research and recommend best practices to the Web Oversight Committee for web development and maintenance approval.

The university web coordinator, in consultation with the Web Management Team, will assure compliance with this policy and the UW-Stout Web Publishing Standards.

Appendix B: Type I Designated Content Workflow

The Type I content management system (CMS) controls access to its features through the use of roles.

- A role describes a type of user by defining what they can see and do.
- A role can be granted a set of permissions.

Permissions can be set at the core feature and contributed module levels.

Roles:
The following roles will provide a workflow for content on the www.uwstout.edu web site.

Administrator:
Administrator has access to all areas of www.uwstout.edu web sites. An administrator will be able to make global settings, changes, and updates, as well as issue permission to do any actions listed in the roles below.

Site Managers
Site managers have full permissions (read, create, update, and delete) for all www.uwstout.edu site content. UW-Stout's site managers are the webmaster and web coordinator.

Webmaster
Webmaster administers technical (back-end) management site-wide. This includes new features, modules, and site search.

Web Coordinator
Web coordinator administers content (front-end) management site-wide. This includes design, web group coordination, and external site requests.

Publishers:
There are three publishing groups within the content management system (CMS):

University Marketing
University Marketing has permission to publish content on the sub-sites that belong to their publishing group. Site manager assigns ownership to University Marketing, which is responsible
for publishing the work of editors and authors.

**Student Life Services**
Student Life Services has permission to publish content on the sub-sites that belong to their publishing group. Site manager assigns ownership to Student Life Services, which is responsible for publishing the work of editors and authors.

**University Library**
University Library has permission to publish content on the sub-sites that belong to their publishing group. Site manager assigns ownership to University Library, which is responsible for publishing the work of editors and authors.

**Editors and Authors:**
Within each publishing group are editors and authors:

**Editor**
Editors are allowed to create content and edit content created by editors and authors in their publishing group. They do not have permission to publish content.

**Author**
Authors are allowed to create content and make edits to the content they have authored. They do not have permission to publish content.

If you have questions or comments, email parq@uwstout.edu.