OP 52.07:  Website Operations

DATE:  May 16, 2011

PURPOSE:  The purpose of this Operating Policy/Procedure (OP) is to establish an enterprise-wide web publication policy for Texas Tech University websites.

REVIEW:  This OP will be reviewed in November of even-numbered years by the Information Technology (IT) Policy and Planning Officer, the assistant vice president for IT, and managing director of Communications and Marketing who will recommend revisions to the TTU chief information officer (CIO).

POLICY/PROCEDURE

1. Definitions

   a. Home page—The primary page or entry point of a website

   b. Primary public entry point—A Web page designed specifically for the public to access official information. Texas Tech University (TTU) has designated www.ttu.edu as the key public entry point for the university.

   c. Secondary public entry point—Any supplementary Web page designed for the public to access official information. Secondary public entry points may be designated by the CIO and the managing director of Communications and Marketing.

   d. Web content owner—Any college, school, department, or other area that publishes and/or maintains TTU information online. Each entity must designate an individual as the primary Web contact point.

   e. Web page—An Internet document that is identified by a unique Uniform Resource Locator (URL)

   f. Website—Several inter-related and cross-linked Web resources designed to function as a collective unit.

   g. Web resource—Any data, information, application, or tool published on the Internet. This includes, but is not limited to, Web pages, websites, and Web applications.

      (1)  Official Web resource—Any data, information, application, or tool published on the Internet by the colleges, schools, departments, or other areas of TTU to support its mission/business operations.
2. General Policy

a. Web Publishing

(1) TTU encourages the colleges, schools, departments, and other areas to utilize the Web, as they deem appropriate, to accomplish their goals and support the mission of the university.

(2) Published Web content for both official and unofficial Web resources must not conflict with TTU institutional mission, vision, goals, objectives, or policies.

(3) All official TTU Web resources must comply with the Texas Administrative Code (TAC) §206, State Web Sites, TAC §213, Electronic and Information Resources, and applicable university policies.

(4) The quality of the information published online has a direct effect on the reputation and image of TTU. Web content owners are responsible for the information, links, images, and all other content delivered to the site. Department heads/designees shall approve all official Web resources prior to publication.

(5) Appropriate area or unit employees must regularly review website content for accuracy and currency. Web resources containing outdated and/or inaccurate information are subject to removal. In the event that outdated and/or inaccurate content is published, the registered Web content owner will be notified for resolution. Web resources may be removed immediately for violation of any university policies, including security or other concerns.

(6) When publishing information online, Web content owners shall comply with all copyright laws.¹

b. Authority

(1) All final decisions regarding visual identity and branding will be resolved by the TTU Office of Communications and Marketing.

(2) All navigation decisions will be resolved by the TTU Office of the CIO and the TTU Office of Communications and Marketing.

(3) All other issues will be resolved by the TTU Office of the CIO.

c. Web Visual Elements

(1) Texas Tech University logos are legally protected trademarks and unauthorized use of these trademarks is prohibited. Any Web resource that displays the TTU logos must comply with the university’s Web guidelines (http://www.ttu.edu/webguidelines).

¹ Mandated by TAC §206.74; see also OP 52.02, Infringement Of Copyrights In Information Technology (IT), and OP 74.04, Intellectual Property Rights.
(2) All official TTU Web resource shall utilize the appropriate tiered templates developed by the TTU IT Division and Communications and Marketing. Approved templates can be found at http://www.ttu.edu/webguidelines.

d. Web Resource Components

(1) Each official Web resource must link to the university-provided footer. The official footer contains, but is not limited to:

- Links required by TAC §206, State Web Sites
- Links required by university policies, and
- Declaration that the page is part of the Texas Tech University System

(2) The footer components must also include, but are not limited to:

- Current contact information for Web content owner/manager:
  - email
  - physical address, and
  - telephone number
- Date published or last updated.

(3) Search function in the top right corner of the page.

(4) The word “Home” on each official Web resource is reserved for navigating back to the TTU home page at www.ttu.edu.

(5) Each college, school, department, and other area home page must provide a link to the TTU home page (www.ttu.edu) through the university-provided Home button or link.

(6) Each official site must contain the appropriate identifying official visual element (see section 2.c above).

e. Advertising and Endorsement

(1) University policy and state law prohibits the use of university resources for unauthorized, political,\(^2\) or commercial purposes\(^3\), or for personal gain.

(2) Official TTU Web resources must not feature any advertisement for third party merchants, products,\(^4\) or services. Limited exceptions may be granted by the CIO for special arrangements/promotions made between TTU and others that benefit the TTU community.

\(^2\) Mandated by Texas Election Code § 255.003 and Texas Government Code § 556.004

\(^3\) Mandated by TAC § 202.70(3), Texas Government Code § 2203.004, TTU OP 61.01(2), and TTU OP 10.11(3)(c)

\(^4\) Mandated by TAC § 202.70(3), Texas Government Code § 2203.004, TTU OP 61.01(2), and TTU OP 10.11(3)(c)
(3) Links from any TTU Web resource to any third party must not imply university endorsement of the third party’s products or services. The following disclaimer is recommended when linking to any external commercial link: “These links are merely provided as a convenience or informational resource. They do not imply nor represent an endorsement by Texas Tech University or its affiliates.”

f. Unofficial Web Resources

(1) TTU recognizes the value of publishing on the Internet and encourages and supports students, faculty, staff, or organizations in establishing their presence online. While these Web pages are considered unofficial, the quality of the information and the content could still have an effect on the reputation and image of TTU.

(2) To avoid any negative effects to TTU, unofficial Web pages must comply with all applicable TTU, federal, state, and local policies. Unofficial Web pages may be removed immediately for violation of any university policies or for security or other concerns.

(3) Use of TTU logos or any other official insignia are restricted to official TTU Web resources only. Unofficial Web pages may display official TTU logos, but all use must comply with the university’s Web guidelines (www.ttu.edu/webguidelines).

(4) Unofficial Web pages must not imply nor infer official representation or approval of or endorsement by the university.

g. Web Publishing Guidelines

The Web publishing guidelines may be found at www.ttu.edu/webguidelines. Topics addressed include, but are not limited to, the following:

(1) Sponsored Links

Sponsored links and prioritization of sponsored links are determined by Communications and Marketing.

(2) Web Content Owner Database

All Web content owners must register their website/pages with the TTU IT Division.

(3) Image Gallery

Images in the gallery are property of TTU and may not be used by individuals or non-TTU entities without permission.