1. PURPOSE

1.1 In support of its mission to focus on higher education needs of Texas, the nation and international students, Texas A&M University-Corpus Christi utilizes its internet presence in the following ways:

- As an information resource for many communities including prospective and current students, faculty and staff, alumni, governing bodies and agencies, prospective and current donors, the general public and scholarly research.

- As a marketing device to prospective students, prospective employees, prospective donors and the interested public.

- As a medium to support the delivery of courses and instruction for education (distance education, online courses and/or degrees).

- As a method of online commerce for registration, University Services, the Alumni Office, Intercollegiate Athletics and other campus operations.

- As a medium to provide other services as the technology develops.

2. STRUCTURE

2.1 Texas A&M University-Corpus Christi's internet presence is considered a public University communication. The Division of Institutional Advancement oversees the structure and development of the University Web site, including the main home page (http://www.tamucc.edu/) and determines the guidelines for consistent graphic design, writing style, and accuracy of information for this page and the operational pages linked from it.

2.2 Information Technology Services provides and maintains the network and computing infrastructure and assigns accounts on the University's main Web servers in support of operational and academic Web pages. (See sections 3 – 6)

2.3 Other University offices and organizations may maintain Web servers using University equipment and staffing. These procedures apply to any University Web server, Web server administrator, Web server account owner, or Web page publisher.
2.4 Marketing and Communications, a part of the Division of Institutional Advancement, provides oversight and guidance, but individual departments are responsible for maintaining the integrity of information published through their Web pages.

3. GUIDELINES APPLICABLE TO ALL WEB PAGES

3.1 The University Web site consists of Operational and Academic Web pages. Operational pages are those of University offices or departments sanctioned by the C.E.O. of the University or his/her designee that support the Divisions of Institutional Advancement, Finance and Administration, and Student Affairs. Academic pages are those under the direct oversight of the Division of Academic Affairs. These include personal pages of University faculty that are created in direct support of course delivery or instruction.

3.2 The Web Services Manager will oversee and consult in the development and maintenance of Operational and Academic pages on the University Web site. Each office or department of the University wishing to link Operational and/or Academic pages from the main University Web page shall designate a Departmental Web Coordinator to oversee the development and maintenance of those pages. Departments maintaining a Web server should designate the Web server administrator as their Departmental Web Coordinator. All Web coordinators must be full time faculty or staff of the University.

3.3.1 Duties of the Web Services Manager

1. Design and maintain the University Web site's home page, along with the navigation methods.

2. Develop and make available to Departmental Web Coordinators and departmental Web page authors templates consistent with the main page design.

3. Oversee and coordinate training for those responsible for Web page development and maintenance.


5. Maintain an updated list of all campus Web coordinators.

6. Develop, test and institute an orderly plan to roll out periodic revisions of the University's Web site.

7. Serve as chair of the University Web Council.
8. Make timely responses to e-mail requests generated by the contact information on the main University page.

9. Monitor and ensure compliance with federal and state laws and regulations, System policies and University rules, regulations and guidelines applicable to the Web.

3.3.2 Duties of the Departmental Web Coordinators

1. Oversee the development and maintenance of departmental Web sites, including adherence to design criteria developed by the Web Services Manager.

2. Monitor all departmental Web pages for accuracy of information, regular updating of information and compliance with federal and state laws and regulations, System policies and University rules, regulations and guidelines applicable to the Web.

3. Ensure timely responses to e-mail requests generated by contact information on any and all departmental Web pages.

4. Serve as a member of the University Web Council.

5. Provide the Web Services Manager suggestions for improvement and feedback on design tests for periodic revisions of the University's Web site.

6. For those who are also server administrators, provide the Web Services Manager server logs to be used for gathering usage statistics.

3.4 Authors and publishers of content hosted on University servers are subject to all federal and state laws, codes, TAMU System policies, University rules and standards pertaining to publications and computing ethics. These include, but are not limited to:

- System Policy 07.01 - Ethics
- System Policy 09.02 - Use of System Names and Indicia
- System Regulation 61.01.01 - Publications
- System Regulation 21.99.10 - Use of Licensed Commercial Software
- University Rule 33.04.99.C1 - Use of University Facilities
- University Rule 61.01.01.C2 - Compliance with Texas State Publications Depository Program

In addition, the University, Academic and Departmental Web Coordinators may have additional requirements beyond the requirements listed here. Web page authors are responsible for determining any rules that apply to the pages they create.
3.5 The names, initials, seals, marks, and mascots associated with Texas A&M University-Corpus Christi are owned by the University. Any representation of University marks (artwork or graphics) must adhere to the Guide for Designers (http://designguide.tamucc.edu/) and be approved by the Division of Institutional Advancement.

3.6 Without specific authorization from the President or his/her designated agent, University Web servers may not be used for the following:

1. Advertising or server space for non-university persons or organizations.
   a. A Web advertisement consists of any text or graphics placed on a Web page in exchange for payment, goods, or services from a non-University organization.
   b. The following examples do not constitute advertisements:
      i. General interest links to commercial Web sites that may be of interest to Web viewers and that are available free of charge;
      ii. Information that relates to or supports the teaching, research, or service mission of the University, such as academic departmental conferences; or
      iii. Listings of sponsors for a performance or special event.

2. Activities that would provide non-University-related personal monetary gain; or

3. Activities that would provide direct financial benefit to any non-University organization.

3.7 Texas A&M University-Corpus Christi does not grant unique domain names that are not a part of the tamucc.edu domain.

3.8 The University reserves the right to remove from any University Web server any page or asset that is in violation of the law, is in conflict with University rules or interests, is detrimental to the performance of University computing or network services, or is deemed by the Web Services Manager to be detrimental to the University’s Web presence or otherwise in opposition to the mission of the University.

4. GUIDELINES FOR OPERATIONAL PAGES
4.1 Operational pages are those of University offices or departments sanctioned by the C.E.O. of the University or his/her designee that support the Divisions of Institutional Advancement, Finance and Administration and Student Affairs.

4.2 All operational pages shall use a consistent graphic design and navigation method as developed by the Web Services Manager in consultation with members of the University Web Council (hereafter referred to as “template” or “templates”).

4.3 Departmental Web Coordinators are responsible for ensuring that all Operational Web page authors use the University templates, present accurate data and regularly update any material they publish on the University's Web servers. Authors who have received accounts to aid in the development and maintenance of Operational University Web pages must adhere to University publishing guidelines, including:

- Guide for Designers at http://designguide.tamucc.edu/
- The Texas A&M University System Style Guidelines
- Other publishing guidelines developed by the Web Services Manager.

4.4 The University reserves the right to remove from any University Web server any Operational page or asset that is in violation of the law, is in conflict with University rules or interests, is detrimental to the performance of University computing or network services, or is deemed by the Web Services Manager or appropriate vice president to be detrimental to the University’s Web presence or otherwise in opposition to the mission of the University.

5. GUIDELINES FOR ACADEMIC PAGES

5.1 Academic pages are those under the direct oversight of the Division of Academic Affairs. These include faculty personal pages that are created in direct support of course delivery or instruction, which are subject to additional guidelines (See section 7).

5.2 Academic pages at the College level shall use a consistent graphic design and navigation method as developed by the Web Services Manager in consultation with members of the University Web Council (hereafter referred to as “template” or “templates”).

5.3 Academic pages at the department or discipline level are encouraged to use the templates developed by the Web Services Manager in consultation with members of the University Web Council. The Dean of each College is responsible for deciding whether or not to enforce compliance with the templates made available by the Web Services Manager.
5.4 College departments or disciplines that choose not to adhere to the University templates are solely responsible for the development, deployment, content, accuracy of information and maintenance of their Web presence.

5.5 Should it be determined by the College Dean that some or all of the College departments and disciplines will adhere to the University templates, Departmental Web Coordinators shall be responsible for ensuring that all departmental Web page authors use the University templates.

5.6 Departmental Web Coordinators are responsible for ensuring academic Web pages present accurate data and will regularly update any material they publish on the University's Web servers. Authors who have received accounts to aid in the development and maintenance of Academic Web pages must adhere to University publishing guidelines, including:

- Guide for Designers at http://designguide.tamucc.edu/
- The Texas A&M University System Style Guidelines
- Other publishing guidelines developed by the Web Services Manager.

5.7 The University reserves the right to remove from any University Web server any academic page or asset that is in violation of the law, is in conflict with University rules or interests, is detrimental to the performance of University computing or network services, or is deemed by the appropriate college dean or the Provost to be detrimental to the University’s Web presence or otherwise in opposition to the mission of the University.

6. GUIDELINES FOR PERSONAL WEBPAGES

6.1 Personal Web pages are those that are developed by students, faculty, staff and other persons or organizations affiliated with the University and hosted on University servers. These may include but are not limited to: staff, faculty, and student personal Web pages; student organization Web pages; and other pages that may be hosted on University Web servers but are not operational or academic Web pages. Faculty personal pages that are created for and/or in direct support of academic course delivery or instruction are considered Academic pages at the department or discipline level (see 6.4.2).

6.2 Texas A&M University-Corpus Christi is not responsible for the content of personal pages.

The University reserves the right to remove from any University Web server any page or asset that is in violation of the law, is in conflict with University rules or interests, is
detrimental to the performance of University computing or network services, or is
deemed by the Web Services Manager to be detrimental to the University’s Web
presence or otherwise in opposition to the mission of the University.

6.3 A disclaimer statement (or a link to such) must appear on all personal pages. The
disclaimer must read: "The views and opinions expressed herein are strictly those of the
page authors. The content of these pages has not been reviewed or approved by Texas
A&M University-Corpus Christi."

6.4 Server space for personal pages may be made available to the persons or groups listed
below under the conditions described below. Note that this item does not constitute a
guarantee of (or entitlement to) Web server facilities at Texas A&M University-Corpus
Christi.

6.4.1 Staff, faculty, and students may use University Web servers to develop
"personal" Web pages consistent with the University mission. Such pages are
hosted under the following conditions.

- Faculty pages are subject to review by the Faculty Senate, other faculty
  review committees, and the appropriate college deans. These pages are
  hosted at http://faculty.tamucc.edu/username where ‘username’ is the
  login ID used by the account to which the server space is assigned.

- Faculty personal pages that are created for and/or in direct support of
  academic course delivery or instruction are considered Academic pages
  at the department or discipline level. These pages are subject to review by
  the appropriate college deans and the Provost or his/her designee.

- Staff pages are subject to review by the Staff Advisory Council,
  department heads/directors, and the appropriate vice president. These
  pages are hosted at http://staff.tamucc.edu/username where ‘username’ is
  the login ID used by the account to which the server space is assigned.

- Student pages are subject to review by the Office of the Vice President for
  Student Affairs. These pages are hosted at
  http://students.tamucc.edu/username where ‘username’ is the login ID
  used by the account to which the server space is assigned.

6.4.2 Faculty personal pages that are created for and/or in direct support of academic
course delivery or instruction are considered Academic pages at the department
or discipline level and are required to adhere to the guidelines in section 5.
These pages are also subject to additional guidelines (see section 7).
6.4.3 Student organizations may receive space as approved by the Office of Student Activities.

6.4.4 Individuals or non-profit organizations which have letters of agreement with Texas A&M University-Corpus Christi may receive space.

6.4.5 Professional, non-profit organizations sponsored by a University faculty or staff member and whose mission is directly tied to the University’s mission may receive space on University Web servers; the sponsoring faculty or staff member assumes responsibility for the development and maintenance of the Web pages.

6.5 Pages hosted on the University domain, including faculty, staff and student personal pages, should be related to the mission of the University. Information such as scholastic activities and history, research, community engagement and other mission-related content is encouraged. Any other relevant material that is not mission-related should be included in the form of links to content beyond the University domain.

6.6 Support for personal pages is not guaranteed and is provided on an “as available” basis.

7. SUPPLEMENTAL GUIDE

7.1 Faculty personal pages that are created for and/or in direct support of academic course delivery (hereafter referred to as “academic pages”) must include the course number, semester, and instructor name(s).

7.2 The course instructor is responsible for the content and maintenance of academic pages used during the course, including those pages created by students for the course. At the completion of a course, responsibility for a course's academic pages transfers to the pages' owners.

7.3 Training and support for development and maintenance of academic pages is the responsibility of the instructor using such pages. Various campus organizations/units (e.g., the Center for Teaching Excellence) periodically provide training for Web page development and maintenance.

7.4 Additional academic page guidelines may be developed by the Provost or his/her designee.
8. Implementation

Following a new design roll out, developers of Operational and Academic pages will have a period of 120 days to update their existing pages. Any entity not complying after 120 days is considered to be in non-compliance with University Web Procedures and, at the sole discretion of the Web Services Manager, may have all links to non-compliant Web pages removed from the main University site and all connecting pages until the pages are brought into compliance.

Contact for Interpretation: Vice President for Institutional Advancement