

61.99.99.C0.02 Web Presence



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Procedure Statement

This procedure outlines standards for developing and maintaining a web presence at Texas A&M University-Corpus Christi. It applies to all web content and web servers on the campus and those using the tamucc.edu domain.

Reason for Procedure

The University's reputation and brand are reflected in the University's web presence. The content of the University's web presence must be up-to-date, correct, and properly present the mission of the University. The visual style of University web pages must be consistent and recognizable as part of the larger University web presence.

Definitions

Audience: The University web presence is both an electronic information resource and a marketing tool. The purpose is to facilitate communication, support the delivery of courses and instruction for education (distance education, online courses and degrees), and present dynamic and meaningful content to engage the following audiences in descending order of priority:

- Prospective students and parents
- Current students
- Alumni and donors
- Media, visiting researchers and professors, and the general public
- University faculty and staff

Content Management System: A Content Management System (CMS) is a third-party application that is utilized by University departments to create, deploy, and maintain web content.

New design: Occasionally, Institutional Advancement will make updates to the visual style of the mail University web presence. This new design will consist of new template for visual and

navigational elements. These new templates will be adopted by the University community in order to maintain the University's visual identity.

Orphan page: A web page that is not linked to by another page on the site (i.e. that cannot be reached from anywhere on the site). They often occur accidentally when moving or renaming pages.

Redesign: A redesign is any change to a portion of the University's sanctioned templates, including, but not limited to, the University-wide navigational menu, the global footer, and stylesheet changes that alter the background imagery, container layout, and/or color scheme of the site.

Web presence: The University's web presence is comprised of all public electronic information resources accessible via the internet. This includes, but is not limited to, content created and deployed in the University's CMS and all electronic information resources hosted on University servers.

Web Services Manager: The Web Services Manager will oversee and consult in the development and maintenance of the University web presence. The services available, at no cost, via consultation with the Web Services Manager include, but are not limited to:

- Design and implementation of the approved University templates used to create, deploy, and maintain web content. These templates include all navigational elements and stylesheets.
- Provide training for the University's supported CMS, including one-on-one training and web-based tutorials.
- Provide guidance for ensuring your web presence complies with federal and state laws and regulations, System policies and regulations, and University rules, procedures and guidelines applicable to the web.
- Redesign of web content using a University template for your department, in order to create a distinct visual identity for your web presence (see Redesign definition). This service is provided on an "as available" basis.
- Application of University templates to web content that is generated by web applications or other services running on servers independently maintained by other University offices and organizations. This service is provided on as "as available" basis.

Procedures and Responsibilities

1. STRUCTURE

- 1.1. Texas A&M University-Corpus Christi's web presence is considered a public University communication. The Division of Institutional Advancement oversees the structure and development of the University website, including the main home

page (<http://www.tamucc.edu/>) and determines the guidelines for consistent graphic design, writing style, and accuracy of information for all web content.

- 1.2. Information Technology (IT) provides and maintains the network and computing infrastructure and assigns accounts on the University's main web servers in support of the University's web presence.
- 1.3. Other University offices and organizations may maintain web servers. These procedures apply to any University web server, web server administrator, web server account owner, or web content publisher. These offices are encouraged to apply the University's template to their web content where possible. For assistance in this regard, contact the Web Services Manager at 361-825-2420 for more information.
- 1.4. While the Division of Institutional Advancement provides oversight and guidance, individual departments are responsible for maintaining the integrity of information published through their web presence.

2. GUIDELINES APPLICABLE TO ACADEMIC AND DEPARTMENTAL PAGES

- 2.1. All University departments are encouraged to use the University's supported Content Management System (CMS) for the creation, deployment, and maintenance of all web content. All web content must conform to the established University style (see Appendix section of this procedure) whether the supported CMS is used or not. All web content not created using the supported CMS must be reviewed by Institutional Advancement.
- 2.2. Training and support for the University's supported CMS is available through Institutional Advancement.
- 2.3. Authors and publishers of content hosted on University servers are subject to all federal and state laws, codes, System policies and regulations, and University rules and procedures pertaining to publications and computing ethics included but not limited to those listed in the Related Statutes, Policies or Requirements section.

In addition, University departments may have additional requirements beyond the requirements listed in the Related Statutes, Policies or Requirements section. University departments are responsible for determining any rules that apply to the pages they create.

- 2.4. 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.

- 2.5. Without specific authorization from the President or his/her designated agent, University web servers may not be used for the following:
- a) Advertising or server space for non-university persons or organizations.
 - a. A web advertisement consists of any text or graphics placed on a webpage 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 websites 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;
 - iii. Listings of sponsors for a performance or special event; or
 - iv. Listings for university-approved contracted services.
 - b) Activities that would provide non-university-related personal monetary gain; or
 - c) Activities that would provide direct financial benefit to any non-university organization.
- 2.6. Any requests to use unique domain names outside of the tamucc.edu domain must be sent to Web Services for approval who will maintain records of them.
- 2.7. 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.
- 2.8. All University web content 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").
- 2.9. University departments are responsible for ensuring that all content creators 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 University web content must adhere to University publishing guidelines, including:
- Guide for Designers at <http://designguide.tamucc.edu/>
 - The Texas A&M University System Brand Guide at <http://www.tamus.edu/marcomm/brandguide/>

Contact Institutional Advancement at 361-825-2420 for information on other publishing guidelines.

- 2.10. University departments and content creators are responsible for insuring that pages published through the CMS are moved and deleted correctly in order to assure that there are no incorrect or outdated copies of webpages that are still live and searchable, but no longer linked to the departmental pages (orphaned pages).

3. PERSONAL PAGES

- 3.1. Faculty, staff, and students at the University can request space on the University's web servers to create personalized content for university-related items. Server space and CMS eligibility for faculty, staff, and student pages are outlined below. The creation, deployment, and maintenance of personal content are the sole responsibility of the account owner.
- 3.2. IT does not offer support for the creation and deployment of the content for personal pages. Institutional Advancement offers limited support for University CMS-hosted personal pages; this support is provided on an "as available" basis.
- 3.3. Faculty and staff can request to utilize the University's CMS for their personal pages. Personal pages that are created, deployed, and maintained inside of the University's CMS, or are otherwise utilizing University template resources, are subject to the requirements established in this procedure for such content.
- 3.4. Faculty personal pages that are created for and/or in direct support of academic course delivery (hereafter referred to as "academic personal pages") must include the course number, semester, and instructor name(s). The course instructor is responsible for the content and maintenance of academic personal pages used during the course.
- 3.5. Additional academic page guidelines may be developed by the Provost or his/her/their designee.
- 3.6. Individual students will not be granted access to the University's CMS for their personal pages.
- 3.7. University-recognized student organizations may receive space on the University's web server as approved by the Office of Student Activities and are eligible to use the University's CMS; the organization's faculty/staff advisor must make this request, and all content is the sole responsibility of this advisor.
- 3.8. 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.”

4. REDESIGN PROCEDURE AND NEW DESIGNS

Occasionally a college or department may desire to redesign their web presence to create a distinct visual entity. Before beginning any redesign process, the college or department shall contact the University’s Marketing Director at 361-825-2420 who will guide the process. Institutional Advancement, in consultation with the department requesting a redesign, will assist in determining the scope (and cost, if applicable) of any redesign.

5. IMPLEMENTATION

Following a new design roll out (see Definitions section above), Institutional Advancement will notify the campus community of any new web presence. All University departments will have a period of 120 days to update their existing pages. Institutional Advancement will provide guidance in this regard via web resources and consultation at no cost. Any entity not complying after 120 days is considered to be in noncompliance with this procedure.

6. ENFORCEMENT

Any department found to be responsible for web content that is in noncompliance with this procedure will be contacted by the Web Services Manager to discuss a resolution. This resolution as outlined by the Web Services Manager and agreed to by the responsible department shall be implemented within 30 calendar days. If within 30 calendar days the resolution is not implemented, Institutional Advancement will contact the Division Vice President or Dean overseeing the noncompliant department to discuss a resolution. After another 30 calendar days, if the resolution is not implemented, the matter will be escalated to the President’s Cabinet.

Related Statutes, Policies or Requirements

System Policy [07.01, Ethics](#)

System Policy [09.02, Use of System Names and Indicia](#)

System Regulation [61.01.02, Public Information](#)

University Rule [41.01.99.C1, Use of University Facilities](#)

University Procedure [09.02.99.C0.01, University Name and Indicia Usage](#)

University Procedure [09.02.99.C0.02, Branded Items](#)

University Procedure [29.01.99.C1.01, IT Acceptable Use and Privacy](#)

University Procedure [61.01.01.C0.01, Compliance with Texas State Publications Depository Program](#)

This procedure supersedes:

- *61.99.99.C2.01, Web Procedure*
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Appendix

System [Brand Guide](#)

University [Guide for Designers](#)

Contact Office

Contact for interpretation and clarification: Director of Marketing,
Marketing and Communications
361-825-2420