

# Dixie State University Policy

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## 464 University Public Web Presence



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### I. Purpose

- 1.1 Dixie State University maintains various publicly available Web sites as an official representation of the institution. This policy defines institutional Web sites and establishes governance for these sites.

### II. Scope

- 2.1 This policy applies to all publicly available Web sites owned or managed by Dixie State University, including any department, division, or entity controlled by the University. This policy applies to Web sites whether they are hosted locally on University-owned IT resources or via third-party service providers.

### III. Definitions

- 3.1 **WWW:** The World Wide Web, an established set of standards and systems for displaying information across the Internet.
- 3.2 **Official University Web Site:** The official, public Web site of the University. This site is the official Internet presence of the University and the authoritative source for institutional information and marketing.
- 3.3 **Department/Divisional Web Sites:** Other public Web sites representing University departments, divisions, or other entities controlled by the University.
- 3.4 **Locally Hosted Web Sites:** Web sites hosted locally on University-owned infrastructure.
- 3.5 **Third-party Hosted Web Sites:** Web sites hosted on behalf of the University or its divisions by a third party. Often referred to as hosting in “the cloud.”

- 3.6 *Webmaster*: A technical IT administrator position managing University Web sites.
- 3.7 *Web Oversight Committee*: An oversight committee consisting of the Chief Marketing and Communication Officer, the Chief Information Officer, the Dean of the College of Science and Technology, the Director of IT Instructional Services, the Director of Distance and Digital Learning, a rotating representative of DSU student government, and others as designated.

#### IV. Policy

- 4.1 The Web Oversight Committee shall oversee the strategic direction of public University Web sites and approve standards and procedures for design and maintenance of University Web sites.
- 4.2 The Webmaster assists and advises the Web Oversight Committee regarding design and maintenance standards. The Webmaster directly manages the Official University Web site and subsidiary departmental/divisional sites, unless other management arrangements are approved by the Web Oversight Committee. The Webmaster enforces design standards and controls the process of publishing content to University Web sites.
- 4.3 Departments, divisions, or other University-controlled entities maintaining Web sites or pages are responsible to keep content accurate and current. Each department will designate a person(s) with responsibility to maintain content for each page and/or site controlled by that department.
- 4.4 The Official University Web site and all Web sites for departments, divisions or other University-controlled entities shall comply with standards established by the Web Oversight Committee and the Webmaster. Standards apply whether the sites are hosted on local resources or on third-party resources.
- 4.4.1 Exceptions to established standards must be approved by the Web Oversight Committee.
- 4.4.2 Web sites created by students during direct academic instruction in Web design and similar coursework are exempt from institutional Web standards, unless this academic work is created for use on an official University or department Web site.

- V. References – N/A**
- VI. Procedures – N/A**
- VII. Addenda – N/A**

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Policy Owner: Administrative Services, VP  
Policy Steward: Director, IT Security

History:

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