

AUSTIN PEAY STATE UNIVERSITY POLICIES AND PROCEDURES MANUAL

Policy Number: 99:025	Supersedes Policy Number: 99:025
Date: <i>June 10, 2002</i>	Dated: July 26, 1996
Subject: <i>Austin Peay State University World Wide Web Policy</i>	
Initiating Authority: Vice President for Finance and Administration	TBR Policy/Guideline Reference:
Approved: <i>Shay [Signature]</i> <div style="text-align: right;">President:</div>	

Purpose of Policy

APSU's WWW Site will be used by faculty, students and staff to facilitate the teaching, learning, research and administrative functions that take place both on campus and off. It will be used as a channel for the distribution of information about the University, its programs and activities to the world at large. Finally, it will be used to enhance a campus environment in which our students, faculty and staff are able to participate in a free and open exchange of ideas and views in creative and responsible ways. It is the University's policy not only to respect individual freedom of expression and to encourage creativity, individuality and innovation in the use of the Web, but also to establish basic technical, design, content and legal standards (including respect for copyright and accessibility requirements) for "official" University sites.

Structure

- A. Austin Peay State University's World Wide Web pages are considered university publications as well as campus-wide information sources. The Web manager, Web coordinator, Computer Services and the Office of Public Relations and Marketing oversee the structure and development of the Austin Peay State University main home page and determine guidelines for consistent graphic design, writing style and accuracy of official information for the home page (located at <http://www.apsu.edu>) and the pages linked directly to it.
- B. Computer Services provides the computer hardware and access to Austin Peay's main Web server, in addition to providing various Web-based services.
- C. Various areas of the University also maintain Web servers, using University equipment and staffing. This policy applies to any Austin Peay State University Web server, Web server administrator, Web server page owner or Web page publisher.
- D. Web Server Information
 1. General principle: Austin Peay State University does not grant unique domain names that are not a variation of the apsu.edu domain.
 2. Registering domain names outside the apsu.edu domain that point to Austin Peay State University IP addresses without express written permission from the University Web administrator is prohibited.

3. General principle: Any individual or organization receiving Austin Peay State University server space must abide by all University guidelines, including the University's Web policy.
4. Any individual or nonprofit organization that receives funds through the University (i.e., anyone who has a letter of agreement with Austin Peay State University) may get server space. If support is requested, the individual or organization will be notified that such service is not guaranteed and, if provided, will be treated as a low priority for the Web server staff.
5. Professional, nonprofit organizations sponsored by a member of the Austin Peay State University community, whose mission is directly tied to the University's mission, may qualify for server resources. Resources may be provided only if these resources do not have a negative impact on server efficiency. The faculty or staff member affiliated with the organization will be responsible for developing and maintaining the page. If support is requested, the individual or organization will be notified that such service is not guaranteed and, if provided, will be treated as a low priority for the Web server staff.
6. Acquiring server space does not guarantee a link from an official APSU Web page, nor does it imply that the server space holder will receive a requested uniform resource locator (URL).

Official and Unofficial Web Pages

The Austin Peay State University Web site includes both official and unofficial pages. Official pages are those sponsored by a recognized entity of the University, such as an administrative office, an academic college or department, registered student organization, or other University organizations sanctioned by the president of APSU or his/her designee. Unofficial pages are the pages that do not fall under the definition of "official page." Unofficial pages are those not sanctioned by APSU, including but not limited to faculty, staff and student personal (professional) pages and student or employee organization pages. Unofficial pages are those created or sponsored by individuals or student groups.

- A. The Austin Peay State University web server shall not host official or unofficial (personal or professional) pages which provide personal gain or profit. Official or unofficial pages may have links to personal professional pages that do not reside on the Austin Peay State University server, providing the above disclaimer (Official and Unofficial Web Page, Section C) is noted.
- B. Austin Peay State University is not responsible for unofficial pages. However, the University reserves the right to remove (without notice) from any Austin Peay State Web server any page or link to any page that it deems offensive or inappropriate, is found to be in violation of the law or University policies or interests or that is detrimental to performance of the Web server or the network.
- C. The following disclaimer must appear on any Austin Peay State University Web page that provides links to faculty, staff or student personal pages, student organization pages; or, other unofficial pages: "The views and opinions expressed on unofficial and personal pages of Austin Peay State University faculty, staff or students are strictly those of the page authors. The content of these pages has not been reviewed or approved by Austin Peay State University." The disclaimer statement must be placed immediately preceding links to faculty, staff or student personal pages or other unofficial pages.

Guidelines for Official Pages

The Public Relations and Marketing Office will approve official pages before they are made available through the Web.

Web page owners are responsible for presenting accurate data and for updating any University material they publish on the University's Web. Page owners and publishers who maintain official APSU Web pages must adhere to the following publishing guidelines:

- A. Official Web pages should follow the university's APSU Style Guide located at <http://www.apsu.edu/webdesign/>
- B. Web page owners and publishers must adhere to the Accessibility Guidelines linked from the university's [Web Accessibility Information](http://www.apsu.edu/webdesign/access/) Web site located at <http://www.apsu.edu/webdesign/access/>
- C. The words "Austin Peay State University" must appear at the top of the page as text or a graphic image (be sure to include a text alternative -- see the [Accessibility Guidelines](#)). In addition, academic area Web sites must identify clearly the college with which they are associated. Spell out the college name rather than using the acronym.
- D. Every Web page must include a descriptive title. This is the title that will appear in the <TITLE></TITLE> tag and is used for indexing/search purposes. The title appears in the bar across the top of your browser -- it **doesn't** appear on the Web page itself when viewed within a browser.

The HTML coding looks like this:

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<HEAD>  
<TITLE>Austin Peay State University Undergraduate Admissions</TITLE>  
</HEAD>
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Within FrontPage, in the "Normal" view, right-click on your Web page; choose "Page Properties." Click on the "General" tab. Type the title into the "Title:" window.

- D. Include the name and E-mail link of a faculty or staff contact person or departmental e-mail address at the bottom of each page (an e-mail link must not be a student e-mail address).
- E. Link each page to one or more previous pages; include a link to the Austin Peay State University home page at <http://www.apsu.edu> on the top navigation bar.
- E. Respect the copyrights of text, sound and graphic material, remembering that the appearance of material in print does not indicate that the University holds permission for use beyond that appearance.
- G. Commercial Links
 - 1. Austin Peay State University Web pages may provide a text link to a commercial site if the University has an exclusive contractual relationship with the business. Logo links are not permitted on University pages. Austin Peay State University pages can provide a text link to a commercial site if the site provides a service to the University's primary community (faculty, staff or

- students), as long as the University is not receiving any goods or services for creating the link. (e.g. <http://www.adobe.com/>)
2. Austin Peay State University pages must not link to the site for any commercial Web developers who have created the site or the pages contained therein. This principle applies to situations in which the University paid for the service and in which the service was provided free of charge. Attribution can and should be listed, but no links can be provided and no commercial logos displayed.

Additional Information

- A. Review the document, "The Web at Austin Peay State University" (<http://www.apsu.edu/webdesign/index.htm>), which contains links to the Web Style Guide, design and content suggestions, and Internet resources. Check pages on a regular basis for dead links and to keep information current.
- B. All requests to host a University Web site on a non-University Web server must be reviewed by a TBR attorney and then approved by the Office of Public Relations and Marketing and Computer Services. All University sites hosted on non-University servers must adhere to the Austin Peay State University Web Policy, including accessibility guidelines. Any exceptions must be approved by the Office of Public Relations and Marketing and Computer Services.

Additional Information Regarding Student Organizations

Server space is available to any student organization registered with the university.

- A. The content of a registered student organization's Web page must relate specifically to the activities of that organization. Organization pages must include the campus address and phone number of the organization or the name of a responsible officer.
- B. Space allocated to an organization may not be used for personal pages of members or officers of the organization. However, an organization page may provide links to member personal pages. If links are provided to student personal pages, the standard disclaimer ("The views and opinions expressed on unofficial and personal pages of Austin Peay State University faculty, staff or students are strictly those of the page authors. The content of these pages has not been reviewed or approved by Austin Peay State University.") must be placed immediately preceding links to those personal pages.
- C. Registered student organization Web pages must comply with the University's "Guidelines for Official Pages," noted above. This section governs copyright, content accuracy, accessibility and other issues. The design of registered student organization Web pages will not be held to design criteria outlined in the "APSU Style Guide." Organizations may develop their own unique style and image for their Web pages.

Users Responsibilities

- A. The names, initials, seals, mascots and logos associated with Austin Peay State are trademarks owned by the University. Any representation of these University marks (art work or graphics) must adhere to the guidelines in the *Guide to Printing and Publishing* and must be approved as to design and usage through the Public Relations and Marketing Office.
- B. Austin Peay State University Web page owners and publishers are responsible for the content of their pages and are subject to all University policies and standards

pertaining to print publications and computing ethics, including but not limited to:

1. Copyrighted Materials and Employee Use of Computing Services
 2. *APSU Guide to Printing and Publishing*
 3. APSU Student Handbook, including "Policy for Responsible Use of Information Technology (APSU Students)"
 4. Applicable federal, state and local laws
- C. Without specific authorization from the Office of Public Relations and Marketing and Computer Services or its designated agent, Austin Peay State 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:
 1. Text or graphics placed on a Web page that have been paid for by a non-Austin Peay State University organization; or,
 2. Text or graphics placed on a Web page in exchange for goods or services.
 - b. The following examples do not constitute an advertisement:
 1. General interest links to commercial Web sites that may be of interest to Web viewers and that are available free of charge (e.g., links to Alta Vista search service, City of Clarksville home page, area weather links);
 2. Subscription services or site licenses for which the university pays, in order to gain access to a commercial service (e.g., Netscape Navigator);
 3. Information that relates to or supports the teaching, research, or service mission of the university, such as academic departmental conferences; or,
 4. Listings of sponsors for a performance or special event (the listings must not be hyperlinks to a commercial sponsor's Web page).
 5. Listings of businesses that provide discounts to Austin Peay State University employees or students.
 2. Activities that would provide non-University related persons or organizations monetary gain; or,
 3. Ties that would provide direct financial benefit to any non-Austin Peay State University organization.