

# Tennessee Tech University

## Web Publishing Policy

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NOTE: Supplemental Document – Web Standards Guide

# 1. Introduction

## a. Official Version

The official version of this document will be made available online through the Office of Public Affairs. Printed versions may be out-of-date and cannot be used to clarify certain policies, procedures, or guidelines related to Web standards for the University. Information in this policy may change at any time, and an update log will also be made available online.

## b. Purpose

The Tennessee Tech Web site exists as the University's most important communication and recruitment tool for students, faculty, staff, alumni, and prospective students. It is critical for communication, learning, and scholarship. Tennessee Tech has worked hard to attain the highest level of excellence in education, research, and experience. To maintain and build upon that reputation, we must concern ourselves with the image we project. The Web Publishing Policy exists to facilitate usability and consistency and to promote a standardized University brand with Web sites University-wide that correlate directly with University publications. Each unit, department, club, office, and organization (hereafter 'unit'), while having its own agenda, is also part of the whole and, therefore, needs to be clearly identified with the University brand. Accessibility is also an issue related to branding, image, and legal requirements. A uniform and professional communication standard helps us achieve this end. This policy is supplemented by the Web Standards Guide, which contains up-to-date style guidelines, accessibility guidelines, and other information that may change on a periodic basis.

## c. Scope

Any Web document that represents Tennessee Tech University and/or its units is expected to follow this policy and the Web Standards supplement and should be in compliance within a reasonable amount of time after any change.

## d. Controller

- i. The Web and Digital Media Director in the Office of Public Affairs writes and maintains this policy. This office is responsible for not only developing and managing the top tiers of the University Web site, but also approving departmental requests for space on the University's Web server and conducting site reviews and approvals for units. In general, both official and unofficial information available on University servers is governed by the TTU Code of Computing Practice, which sets forth moral, ethical and legal standards for University computing activity.
- ii. The Office of Public Affairs also houses the Associate Vice President for Communications and Marketing, Marketing Director, Publications Director, graphic artists, and writers for the University. Through these positions, University trademarks, licenses, and style guidelines for University logos,

word marks, and colors have been established and coordinate with this policy and its supplements.

- iii. The Web and Digital Media Director for the University is:  
Matthew Gann  
Box 5056  
Cookeville, TN 38505  
Phone: 931-372-3916 Fax: 931-372-6138

## **2. Guidelines**

### **a. Access**

- i. Web publishers must be classified as permanent faculty or staff or an approved third-party vendor who works under the direct supervision of the Web and Digital Media Director and with the Office of Public Affairs. Students are not allowed access to any official University Web server without written permission from the Web and Digital Media Director.
- ii. Departments requesting to have student access to any University Web server must submit a request for written approval, including who is directly responsible for all information posted by that student. Students cannot have direct publishing rights. An approval system by the department must be in place and will be subject to audit.
- iii. Request for access must be submitted for each unit. Access can be granted on a section, category, or individual page level. The Web and Digital Media Director and the unit's leader must approve each access request.

### **b. Written Approvals**

Written approvals are required from the Web and Digital Media Director for any exceptions to certain restrictions set forth within this policy or its supplements. Written approval must also be granted before any Web site can be published that represents any unit, including any faculty organizations or student organizations and clubs. A time period of up to 15 business days is required to review and analyze written proposals depending on size and scope. Written proposals must include the following information:

- i. Memo outlining the project, members involved, any outside vendors being utilized, and a general statement of why the University would benefit
- ii. Proposal, including general project plan, scope, target audiences, marketing research, commercial gains, etc.
- iii. Any other pertinent information, including design drafts, site maps, contracts, etc.

### **c. Appeal Process for Denial or Withdrawal of Exception**

If the Web and Digital Media Director denies or withdraws an exception approval, the unit may appeal for reconsideration. The appeal must be made in writing to the Web and Digital Media Director within 10 business days from the date the denial or withdrawal was delivered. The request should include any desire by the unit to appear personally before an ad-hoc Web Policy Committee comprised of a pool of representatives from ITS, Public Affairs, and Faculty. The committee will

meet and vote on, based upon the original request, the reconsideration within 15 business days of the unit submitting the written request.

**d. Accessibility**

Tennessee Tech web sites must strive to adhere to Section 508 of the Rehabilitation Act of 1973 ([www.section508.gov](http://www.section508.gov)) and the Americans with Disabilities Act, as well as adhere to the Web Content Accessibility Guidelines of the World Wide Web Consortium. These guidelines are required of all University Web sites, regardless of any written exception approvals of other restrictions in the Web Standards and Guidelines. Example Basic Section 508 rules are:

- i. Use clear and concise language
- ii. Provide text equivalents to all non-text content
- iii. Do not use frames in any context
- iv. Use tables for only tabular data and not for layout
- v. Use descriptive links
- vi. Use headers and links to organize all your data
- vii. Test your Web pages in multiple browsers

**e. Redundancy**

Do not repeat static information maintained elsewhere by the University. Instead, use data feeds, if available, such as RSS/XML, or simply link to that specific University information. Redundant information, especially different published versions, is confusing to our audience and may result in severe consequences if incorrect information is posted. Example: Job listings are maintained by Human Resources and should be linked from department Web sites. The job posting itself should not be recreated on the department Web site.

**f. Content Validity**

- i. Individual units at Tennessee Tech are responsible for the content on all of their Web pages.
- ii. Content must be up-to-date and follow all sections of this policy and its supplements, as well as federal, state, and local laws and codes.
- iii. The verbiage surrounding links to Web pages outside of the University structure cannot be written in such a form that implies endorsement, sponsorship, or other corporate gain.
- iv. The Web and Digital Media Director has the right to remove the link from all University Web pages to any units that do not follow this policy or its supplements (exceptions are those units that have specific, written permission not to follow certain restrictions).
- v. No official unit may go outside the University Web structure and represent itself on another Web server or domain without written approval from the Web and Digital Media Director.
- vi. Third-party software may not be installed on the University's Web server without approval from the Web and Digital Media Director and the ITS Web Administrator. Approval will require submitting a security and maintenance plan, as well as the standard approval documents.

- vii. Visible credits such as “Site powered by...” or “Site created by...” are prohibited.
- viii. According to University and Tennessee Board of Regents policies, University Advancement must process all gifts. University Advancement maintains the sole “Online Giving” site for all gifts to the University or Foundation. Departments may link to this site, but cannot establish their own online giving application/site or use a third-party vendor.

**g. Copyright**

- i. All University Web pages should follow copyright laws.
- ii. Publishers must have permission from any copyright holder to use text, photos, graphics, sounds, or movies to which the University does not hold copyrights.
- iii. Under the terms of the Digital Millennium Copyright Act, the University is obligated to take appropriate action if it receives a complaint that copyrighted material is being published over the network without permission from the copyright holder.
- iv. The DMCA Agent for the University is:  
Danny Reese  
Associate Vice President for Information Technology  
Box 5071  
Cookeville, TN 38505  
Phone: 931-372-3387 Fax: 931-372-6172

**h. Style**

- i. Official University style guidelines must be followed on all Web sites. These guidelines are outlined and detailed in the University Style Guide, which is maintained by the Publications Director in the Office of Public Affairs.
- ii. Web-specific styles, including, but not limited to, templates, headers, footers, navigation elements, specific required tags, and other required information are outlined in the Web Standards Guide, a supplement document to this Policy, and must be followed at all times.