

Memo To: All UH-Downtown/PS Holders

UH-Downtown/PS 08.A.06

From: William Flores, President

Issue No. 2

Effective date: 05/20/2015

Subject: University Website Policy

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1. PURPOSE

This PS assigns responsibility for the maintenance of the official University of Houston-Downtown website and for the supervision of all other university-affiliated websites. It establishes guidelines to ensure that all websites which are created by the university administrative and academic units, organizations, or personnel and which are maintained on university servers reflect appropriate standards of editorial style, content accuracy and design.

2. DEFINITIONS

2.1 Website: A collection of linked documents and content associated with a single organization, person, group, or topic and usually sharing a server and a domain name.

2.2 Web page: A single page of content on a website.

3. POLICY

- 3.1 The university maintains an official website to disseminate information to the external public, to facilitate the flow of communication within the university, to support certain application, admission and registration activities, and to further its overall educational mission. Individual units, campus organizations, and faculty, staff, and students may also create and maintain web pages on university servers for purposes consistent with UHD's educational mission. The university provides unrestricted access to its official website, but permits groups and individuals affiliated with the university to limit access to their web pages. All publications, including electronic publications, which present information on behalf of the university are subject to publication guidelines and review procedures established by the University Relations office and must adhere to the [UHD Graphic Guidelines](#), establishing brand and graphics standards for the university. A copy of the Graphic Guidelines document is available through University Relations, and is also available on the UHD website. Those who maintain web pages on university servers are expected to adhere to the provisions of [PS 08.A.04](#) which establishes the legal use of all Information System resources. They are also expected to adhere to all applicable state and federal laws, including those pertaining to copyrights and trademarks.

A website standards guide has been developed which outlines branding guidelines to be followed when creating web pages for the university. A UHD website compliance committee composed of university relations staff, faculty and representatives of other campus departments will be responsible for overseeing the website and determining

whether pages are in compliance with guidelines. Web page owners whose pages are out of compliance with branding guidelines will be requested to make corrections in order to insure that web pages are compliant with published brand standards.

3.2 Pages which Present Information on Behalf of the University as a Whole

The basic design and content of UHD's main or home web page and those additional pages which compose its core structure are the responsibility of the University Relations office. The ongoing management of the university's official home web page is the responsibility of the University Relations office. The content of any webpage presenting information on behalf of the university as a whole is subject to the review and approval of the University Relations Office.

3.3 Webpages of University Groups and Administrative and Academic Units

Recognized groups and units in the university may develop their own web pages under the general guidelines established. . Units and organizations which develop their own webpages are responsible for their content, maintenance and conformance to standards

3.4 Other Webpages

The web pages of individuals or non-university affiliated groups may be linked to a unit's web page at the unit's discretion. The university assumes no responsibility for the content of such pages.

4. PROCEDURES

Procedures for implementing this policy are the responsibility of the University Relations office.

4.1 The University Relations office will prepare and distribute written and electronic guidelines describing the process to be followed by those requesting to publish announcements or other information on the university's home web page.

4.2 The University Relations office has published brand guidelines under which other subdivisions of the university develop their own web pages. The University Relations office, along with members of the web site compliance committee, will review the webpages to ensure compliance with web branding standards for the university. The web pages of student groups will not be linked until they have been reviewed and approved by the Office of Student Affairs.

4.3 University Administrative and Academic Units and Organizations

Procedures for publishing information on the webpages of other university units are the responsibility of those units.

4.4 Web Page Manager

Each university unit which has a web page must designate a webpage manager who will be responsible for seeing that the university's general guidelines are adhered to as well as any guidelines/procedures which have been established by that unit or the administrative area in which it is housed.

4.5 Required Stamp

Each webpage must carry a stamp indicating when it was last updated and an identifier indicating the manager of that page.

5. EXHIBITS

There are no exhibits associated with this policy.

6. REVIEW PROCESS

Responsible Party (Reviewer): Executive Director of University Relations

Review: Every three years on or before May 1st.

Signed original on file in Employment Services and Operations.

7. POLICY HISTORY

Issue #1: 8/4/97

8. REFERENCES

[PS 08.A.04](#)

[UHD Graphic Guidelines](#)