

**POLICY** No. 1 18.00  
**STATEMENT:**  
**COORDINATED BY:** Offices of Business Affairs  
And Development  
**EFFECTIVE:** June 14, 2007  
**SUBJECT:** WORLD WIDE WEB PUBLICATION

**I. POLICY PURPOSE** LSUS recognizes the value and potential of publishing on the World Wide Web, and encourages staff and faculty to publish information electronically. The quality of information published by the LSUS community plays an important role in maintaining the excellent reputation and image of the University. This policy sets standards that are meant to ensure that information published electronically follows the same high standards as other forms of published information.

**II. PURPOSE OF WWW INFORMATION** Electronically published information serves many purposes but may primarily be broken down into two main categories: outreach and internal campus operations. Outreach can extend to: faculty/staff/student recruitment, publicizing LSUS's mission and accomplishments, publicizing campus events, development information and alumni services. Internal operations include services for current students, faculty and staff and computerization of existing paper-based services such as memos, forms, reports, handbooks, and catalogs.

### **III. DEFINITIONS**

- a. Maintainer/Publisher/Information Provider: People responsible for publishing and updating the information contained in their Pages.
- b. Link: A one-way hyper-media connection from one page to another on the Web, expressed as a "link to" or "link from" a web site or page of information.
- c. Organizational Unit Page: A Web Page linked directly from the LSUS Home Page or a sub-page. This Web Page is used by a Unit to "link to" additional web pages and must contain the Logo or state that it is an Official Publication of LSUS.
- d. Publication Page: The electronic equivalent of an official

- LSUS printed publication and must contain the Logo or statement that it is an official publication of LSUS.
- e. Information Page: A web page that contains general information but is not the equivalent of an official LSUS Publication. This page may contain the LSUS name but not the Logo.
  - f. Faculty/Staff Page: A web page for an individual faculty or staff member, hosted on the official LSUS webserver, that provides information about the individual that is relevant to his or her role at the University. This page may contain the LSUS name and the Logo.
  - g. Personal Page: A web page for an individual faculty members, staff member, or student hosted on a non-LSUS server. (ex. MySpace, Facebook, or a Blog) These pages should not contain any official LSUS Logos. While we encourage you to support your University and publicize your affiliation with LSUS, we ask that you consider placing a disclaimer stating that none of the opinions are my employers.

**IV. WEB PAGE APPLICATION PROCESS** Departments, faculty, and/or staff who wish to set up a Web Page should apply in writing to Media and Public Relations (<http://www.lsus.edu/pr>). All initial pages as well as modifications to existing pages must be approved for style consistency with the image of the University by Media and Public Relations. Upon approval from MPR, Computing Services will provide an FTP User ID and password. See Addendum A.

**V. POLICY** Organizational units (academic and administrative) may create electronic home pages, publication pages, information pages and personal pages that carry out official LSUS business in support of the University's mission. Contents of all electronic pages must be consistent with this LSUS policy, the Graphics and Standards Manual, current design esthetics and local, state and federal laws.

Electronic publications are subject to the same University policies and standards as are print publications. (Please see the Graphics and Standards Manual) This includes all links to other pages or computers. A page may be considered in violation if it contains

links to a page that violates the policy.

Copyright laws apply to electronic publishing as well as to print publishing. Publishers must have permission to publish information, graphics or photographs on their pages if the publisher is not the author, creator or copyright owner. Publishers must also secure permission before publishing photos or personal information about an individual.

LSUS resources may not be used to create web pages for personal business or personal gain. The University does allow for Faculty/Staff pages that provide information about an individual that is relevant to that individual's role at the University. Organizational units may choose to link to faculty/staff pages. When requested, units must deactivate links to material that violates the LSUS World Wide Web Publishing Policy. (The official LSUS Website will not directly link to personal pages.)

Units should remember that LSUS owns the network, computers, software, and hardware, including the E-mail system and Web services. Therefore, the University will exercise its responsibilities to ensure the integrity of the information published electronically.

**The following information is required on all organizational unit and publication pages:**

- The Official Logo or the name "LSUS" or "Louisiana State University in Shreveport"
- The LSUS's EEO statement "LSUS is an equal opportunity educator and employer."
- The name of the organizational unit publishing the page
- The name and/or E-mail address of the maintainer who is responsible for the page
- The disclaimer: "*The statements found on this page are for informational purposes only. While every effort is made to ensure that this information is up-to-date and accurate, for official information please consult a printed University publication.*"

**The following information is required for all information pages:**

- The name of the unit publishing the page
- The name and/or E-mail address of the maintainer who is responsible for the page
- The disclaimer: "*While every effort is made to ensure that this information is up-to-date and accurate, the statements found on this page are for informational purposes only.*"

**The following information is required on all faculty/staff pages:**

- Name and E-mail address of the page owner
- The following statement will appear on all personal pages :  
*The views and opinions expressed in this page are strictly those of the page authors. The contents of this page are not reviewed or approved by LSUS.*

**VI. SCOPE OF POLICY** The LSUS WWW Publications Policy applies to all official LSUS servers, those containing the URL extension "lsus.edu" or those residing on university IP Addresses.

**VII. RESPONSIBILITIES** The organizational unit head (Dean, Department Head, Director, etc.) is responsible for the content (including links to other information) of a unit's published electronic pages and must formally approve the content of the unit's home page and other pages before links from the LSUS home page will be set up. The unit head may decide whether it is of benefit to the unit for individual department members (faculty or staff) to have Web pages. The unit head is responsible for removing links to pages containing material that violates local, state, or federal laws and other University policy. The unit head is responsible for requesting the cancellation of access and the removal of the web pages of those persons terminating employment or graduating. The unit head should designate a web coordinator, or appoint himself/herself, who has day-to-day responsibility for maintaining the unit's Web Pages.

All Web material that is out of date or in conflict with this policy should be reported to both the individual author and the Office of Computing Services' Webmaster. It is the responsibility of each individual unit to assure that all information is up-to-date and timely; an Organizational Unit Page, which contains out-dated

material, is subject to removal from the Web site.

## **VIII. BEST PRACTICES**

- Check the appearance of all web pages in other browsers. Some browsers are more forgiving of invalid HTML. While pages may look just fine in one browser, other browsers may not interpret the invalid HTML commands as might be expected. Common browsers include Microsoft Internet Explorer, Firefox, Mozilla, Opera, and Safari. Each browser offers advantages and disadvantages and can change the appearance and functionality of how information is presented. To ensure maximum cross-browser compatibility, the use of XHTML 1.0 Transitional with CSS (Cascading Style Sheets) in accordance with web standards (<http://www.w3c.org>) is recommended.
- Design Web pages that appear in a reasonable amount of time on slower connections. Do not ignore connection speed to the Internet. Connections at LSUS will typically be via direct Ethernet connection. These connections can be faster than some off-site connections. If the primary audience for information is on-campus, one can expect faster download time and therefore larger pages and images may be acceptable.

## **IX. Accessibility**

### U.S. Section 508

In 1998, Congress amended the Rehabilitation Act to require Federal agencies to make their electronic and information technology accessible to people with disabilities. Inaccessible technology interferes with an individual's ability to obtain and use information quickly and easily. Section 508 was enacted to eliminate barriers in information technology, to make available new opportunities for people with disabilities, and to encourage development of technologies that will help achieve these goals. The law applies to all Federal agencies when they develop, procure, maintain, or use electronic and information technology. Under Section 508 (29 U.S.C. ' 794d), agencies must give disabled

employees and members of the public access to information that is comparable to the access available to others. It is recommended that you review the laws and regulations listed below to further your understanding about Section 508 and how you can support implementation. (<http://www.section508.gov>)

## **Web-based Intranet and Internet Information and Applications (1194.22)**

The criteria for web-based technology and information are based on access guidelines developed by the Web Accessibility Initiative of the World Wide Web Consortium. Many of these provisions ensure access for people with vision impairments who rely on various assistive products to access computer-based information, such as screen readers, which translate what's on a computer screen into automated audible output, and refreshable Braille displays. Certain conventions, such as verbal tags or identification of graphics and format devices, like frames, are necessary so that these devices can "read" them for the user in a sensible way. The standards do not prohibit the use of web site graphics or animation. Instead, the standards aim to ensure that such information is also available in an accessible format. Generally, this means use of text labels or descriptors for graphics and certain format elements. (HTML code already provides an "Alt Text" tag for graphics, which can serve as a verbal descriptor for graphics). This section also addresses the usability of multimedia presentations, image maps, style sheets, scripting languages, applets and plug-ins, and electronic forms.

The standards apply to Federal web sites but not to private sector web sites (unless a site is provided under contract to a Federal agency, in which case only that web site or portion covered by the contract would have to comply). Accessible sites offer significant advantages that go beyond access. For example, those with "text-only" options provide a faster downloading alternative and can facilitate transmission of web-based data to cell phones and personal digital assistants. (<http://www.section508.gov>)

### **ACCESSIBILITY BEST PRACTICES**

- Use Web standards (<http://www.w3c.org>) such as XHTML 1.0 Transitional and external cascading style

sheets

- Separate Content from Layout by avoiding table-based designs
- Use Alt Tags on all photos and images
- Minimal Use of Images in Layout; Layout images should be div backgrounds
- Order tabs on links for keyboard control
- Pages can be checked at <http://www.contentquality.com/>

If you have comments or questions, please contact the Directors of Media and Public Relations or Computing Services.