

POLICY STATEMENT

No. 1 18.00

COORDINATED BY:

**Offices of Business Affairs
And Development**

EFFECTIVE:

May 6, 1998

SUBJECT: LSUS WORLD WIDE WEB PUBLICATION POLICY

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 WWW Pages.
- b. Link: A one-way hyper-media connection from one site to another on the WWW, expressed as a "link to" or "link from" a web site or page of information.
- c. Unit Home Page: A Web Page linked directly from LSUS Home Page. This Web Page is used by a Unit to "link to" additional web pages and must contain the official Seal 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 official Seal or state 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 official Seal.
- f. Personal Page: A web page for an individual faculty member, staff member or student that provides information about the individual that is relevant to his or her role at the University. This page may contain the LSUS name but not the official Seal.

IV. WEB PAGE APPLICATION PROCESS

Departments, faculty, and/or staff who wish to set up a Home Page should apply in writing to Media and Public Relations (MPR). All initial pages as well as modifications to existing pages must be approved for style consistency with the image of the University by MPR. Upon approval from MPR, Computing Services will provide an FTP User ID and password. Please limit your space, keeping in mind that many other units need access to our server.

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 LSUS policies and local, state and federal laws. Electronic publications are subject to the same University policies and standards as are print publications. 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.

Units requiring access to CGI, Java, or Perl programs which are executable on the Web Server must consult Computing Services due to the impact these programs have on the Web Server.

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

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 that information published electronically follows high standards.

The following information is required for all unit home pages and pages that are the electronic equivalent of a publication:

- *The LSUS Seal or name "LSU in Shreveport"
- *The LSUS's EEO statement "*LSUS is an equal opportunity educator and employer.*"
- * The date of the last revision
- * 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: "*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 date of the last revision
- * 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 must be present on all faculty, staff and student personal home pages:

- * Name and E-mail address of the page owner
- * Date of the last update
- * The following statement will appear on all personal pages and all student organization 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" and beginning with any university IP Prefix.

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 head of a unit may decide whether it is of benefit to the unit for individual department members (faculty, staff or students) to have personal pages. The unit head is responsible for removing links from department pages 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 may designate a web coordinator 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; a Unit Home Page which contains out-dated material is subject to removal from the Web site.

VIII. STYLE GUIDELINES

Two kinds of audiences will see information on the Internet. The primary audience will see the information because they intentionally looked for it. The secondary audiences are others who will just be browsing or by chance stumble on the page. Always keep in mind who will be viewing information on any page. Check pages with as many browsers and connection speeds as possible for a flavor of what various audiences will see.

Major Considerations When Designing a Web Page:

* Check the appearance of all web pages in other browsers. Some browsers are more forgiving of improper HTML. While pages may look just fine in one browser, other browsers may not interpret the unbalanced HTML commands as might be expected. Common browsers include Microsoft Internet Explorer, Netscape, Mosaic, MacWeb/WinWeb and Lynx. Some popular dial-up services (such as Prodigy) offer custom browsers. Each browser offers advantages and disadvantages and can change the look of how information is presented. Usually there is no way to know which browser the audience will be using. While use of Netscape extensions is tempting, one must be aware how the information will appear in other browsers that do not support these extensions.

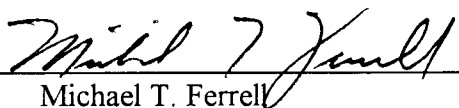
* Pages should not depend on the use of graphics to provide necessary information. Many users may choose by default not to display images (graphics) because of the additional delay in downloading times. Use images only to enhance pages. Many people have monitors with 16 or fewer colors. Graphics with primary colors may work better than graphics with subtle colors. Complicated background patterns and dark background colors can be difficult to read. Some combinations of text and background colors can be completely unreadable by people with color blindness.

* Design Web pages that appear in a reasonable amount of time with slower connections. Do not ignore connection speed to the Internet. At LSUS connections will typically be via direct connect Token Ring. These connections are faster than any 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.

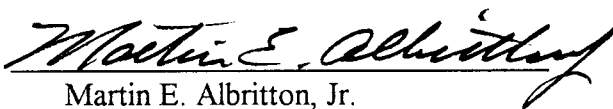
* Present valuable information on the first screen; people do not like to scroll down
Most of the audiences for LSUS WWW information will be using screens in the 13"
to 14" size. This means that they display 640 x 480 pixels.

* Avoid pages that present very large images that require a user to make their window
larger (if possible) or scroll left to right to see the entire graphic. Screen width is an
important consideration. The desired effect may be lost if the audience cannot see
the entire image at one glance.

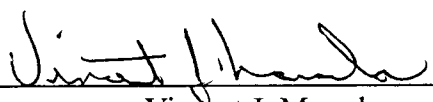
If you have comments or questions, please contact the Directors of Media and Public
Relations or Computing Services.

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