I. Purpose

Establishes policy and procedures regarding Web resources managed by the Information Technology Systems Division (ITSD) that support official university Web sites.

II. Policy

A. General Statement

1. ITSD manages campus Web servers that serve as the main entry point into the campus Web system. These systems serve Web pages along with links to other systems on campus.

2. The Webmaster, appointed by the Vice-Chancellor of ITSD, and the Marketing and Communications Web Coordinator oversee issues concerning UNCW’s Web presence. System and services planning is done in the ITSD Department of Operations and Systems Administration in consultation with the Webmaster. Graphic design and content are facilitated by Marketing and Communications in consultation with campus clients and ITSD.

3. All Web pages, including direct links to other pages or computers, must be in compliance with university policies and local, state, and federal laws and the UNCW Web Style Guide. The university does allow for personal pages that provide information about an individual that is relevant to that individual’s role at the university.

4. Primary emphasis is given to assuring and maintaining reliability and speedy delivery of Web pages.

5. Comments and feedback are welcomed and may be sent to both webmaster@uncw.edu and Marketing and Communications.
B. Access to Web Resources

1. For Departmental/Organizational sites on the main Web server, users must be faculty or staff. Student workers should submit information to the person responsible for the information for inclusion on the Web site. The person(s) who have been given access to the resource is responsible for the content.

2. Space for student organization and personal student sites will be provided on a server separate from the main Web server.

3. Multiple faculty, staff, or students may have access to the same resource. For "personal" pages, the owner may request others have access. For department/organization pages, the request should come from the faculty or staff ultimately responsible for the department/organization.

4. Security on these resources will be administered via the UNCW Windows Domain.

C. Content

1. Content of all electronic pages, including direct links to other pages or computers, must be consistent with university policies and local, state, and federal laws.

2. Web page design must comply with *UNCW Web Style Guide* guidelines established by the Webmaster and Marketing and Communications.

3. The university does allow for personal pages that provide information about an individual that is relevant to that individual’s role at the university.

4. Links from the official UNCW home page and supporting upper level pages require approval from the Webmaster and the Marketing and Communication Web Coordinator. Users may, if they choose, link to other faculty, staff, or student personal pages.

5. New Web sites must be approved by the Webmaster and the Marketing and Communications Web Coordinator.

6. Annual usages reports are available by request from the Webmaster.

7. No UNCW content can be hosted on external sites without prior approval.

D. Servers

1. The Webmaster will review requests for increased space on an individual basis. All files on the Web servers must be files available via the Web for that site. All other files (backups, programs, non Web data, etc) are prohibited and subject to deletion.

2. Streaming video is supported via the Flash Media video-streaming server.
3. The campus primary Web server will not run any other services. Pending approval of the Campus Webmaster, other services will be installed on secondary Web servers.

4. For security reasons, no access is allowed to the secure CGI server. Connection to the servers for page updates is currently limited to computers on the UNCW network.

5. Systems using encryption use industry standard SSL encryption.

6. Hardware and software for supporting UNCW’s central Web systems are the responsibility of the Departments of Operations and Systems Administration and Technology Research and Development.

7. The Departments of Operations and Systems Administration and Technology Research and Development will maintain the systems and software at the most current levels reasonable given support, security, and cost issues.

E. Projects

1. Requests for custom functionality or features, database connections, and general Web page work can be directed to the Campus Webmaster or the Department of Technology Research and Development.

2. Users should consult the campus Webmaster before committing to new Web-based technology. This is to ensure that new systems will be compatible with current systems.

3. The campus Webmaster and Marketing and Communications must be consulted before the use of consultants or contract work is committed to or contracted for Web design, developing, etc. The primary reason for this is to ensure that the work to be done adheres to the Campus Web Style Guide, university policies, and/or other requirements.