



Official MWSU Internet Web Policies & Guidelines

Policies and Procedures for establishing and maintaining official MWSU Internet Websites

The Official Internet Web Policies & Guidelines have been created to further the university's teaching, research and service mission by ensuring that professional-quality web pages are produced for official use at MWSU.

Any materials published under the Internet domain <http://www.missouriwestern.edu> are developed and are subject to review by the Web Developer¹. Any materials published under the Internet domain <http://academic.missouriwestern.edu> are developed and are subject to review by the Instructional Design Services Manager².

Official MWSU Web Pages

- Official MWSU web pages are any pages that represent a department, office, organization, course, or activity; provides information of regular university business (instructional as well as non-instructional); resides on official MWSU web servers; and links directly from an official MWSU web page.
- Official MWSU web pages will be published to official web servers under the MWSU Internet domain (missouriwestern.edu). Informational sites (departments, offices and organizations) will be published to the www.missouriwestern.edu server, and instructional course-related sites (relating to online and/or traditional face-to-face courses, taught by an MWSU faculty or staff member) will be published to the academic.missouriwestern.edu server.
- Official MWSU web pages are those related to the mission and purpose of the university.
- Official MWSU web pages will be under the direction of an MWSU department, unit, organization or individual, and identified as MWSU information.

NOTE: Some departments/offices have mounted informational/instructional websites (on official MWSU web servers) prior to the publication of the Official Internet Web Policies & Guidelines. These policies were published with the understanding that when such web page policies and guidelines were published, the sites would be modified, as necessary, to comply.

Unofficial (Personal) MWSU Web Pages

- Unofficial (Personal) web pages are those created by faculty, staff and/or students that do not pertain to official MWSU business (personal information, hobbies, family history/photos, audio and/or video files, etc.). These sites are recognizable by the following addresses: www.students.missouriwestern.edu/~userID or www.staff.missouriwestern.edu/~userID.
- Unofficial web pages should not contain the official MWSU header and footer. However, they should contain the name and email address of the page owner and the disclaimer, "The views and opinions expressed in this page are strictly those of the author. The contents of this page have not been reviewed or approved by Missouri Western State University."
- Each individual user is solely responsible for the content of his or her pages. Official MWSU web servers provide web services for educational use only, and commercial use is not permitted.
- Departments may, if they choose, link to faculty, staff or student personal pages.

Obtaining a Web Folder/Website

- Staff and faculty (including organization sponsors) wanting a web folder/website that will contain informational material relating to departments, offices, organizations and activities should contact the Web Developer¹. Faculty members wanting a web folder/website that contains instructional material relating to a course should contact the Instructional Design Services Manager².
- The Web Developer¹ or Instructional Design Services Manager² will work with the faculty or staff member, in conjunction with Information Technology Services, to setup the web folder on the appropriate server and to assist the Department/Course Web Contributor in gaining access to the folder.

Department/Course Web Contributors

- In an effort to ensure that all official MWSU web pages have a consistent design and that no copyright infringement exists, the MWSU Web Team limits access to the web servers. Therefore, an MWSU full-time Faculty or Staff member from every MWSU department/office/organization will be designated as a Department/Course Web Contributor. This person will have access to a department/office/organization/course web folder and will be responsible for ensuring that the content within the site is accurate, updated and complies with the Official Internet Web Policies & Guidelines.
- Department/Course Web Contributors may create new and/or redesign web pages and may post the pages to their respective web folder. These web pages will be subject to review by the Web Developer¹ or Instructional Design Services Manager².
- Department/Course Web Contributors will be responsible for all materials (text, articles, files, images, audio and/or video files, etc.) posted within their designated folders on the MWSU web servers. The Web Developer¹ or Instructional Design Services Manager² is responsible to hold Web Contributors accountable to meet policy.

Web Page Design Standards for Official MWSU Web Pages

- Official department/office/organization/course home pages hosted on the MWSU server must include the following:
 - Official header. *NOTE: Organizations are not required to use the official header.* Official department/office/organization headers may be obtained from the Web Developer¹. Official course headers may be obtained from the Instructional Design Services Manager².
 - Official footer. *NOTE: Courses and organizations are not required to use the official footer.*
 - Campus location and phone number.
 - Graphic link and/or clear text back to the MWSU Home Page (<http://www.missouriwestern.edu/>) or back to the course's home page.
 - Meta Tags should be used on the home page of every Website. The HTML code is: `<meta name="keywords" content="mwsu, missouri, missouri western, higher education">`
For additional information on meta tags and how to insert them, contact the Web Developer¹ or Instructional Design Services Manager².
- Pages should be grammatically correct with no spelling errors.
- Pages should be checked regularly to ensure that links and graphics are functioning properly.
- Color Scheme
One of the most critical aspects of any graphic or multimedia design is color scheme. Therefore, color standards are critical in maintaining consistency throughout a website. A site that jumps from one background color to another when moving from one web page to another appears to be fragmented and may confuse viewers.

Page Background Color:

- A white or neutral background color provides the greatest contrast with most colors, and it also contributes to readability, supports a variety of color text and icons, bears greater similarity to traditional print pages, and is readable to those with color blindness.

A background image may also be used but should be unobtrusive and contrast well with web page content. If you are unsure if a background image is appropriate, contact the Web Developer¹ or Instructional Design Services Manager².

Graphical Element Colors:

- The official university colors are black and gold. When a neutral color is used for the background, then the dominant graphical elements should incorporate the official university colors. When logos are used, only official MWSU logos should be used.

The "Missouri Western Gold" color used in official headers and footers is a web-safe color. The RGB breakdown is: R=255, G=204, B=0. The web (HTML) equivalent of this is: FFCC00. For more information on how to use these colors in web pages, contact the Web Developer¹ or Instructional Design Services Manager².

Web-safe colors:

- There are 256 colors that may be used when designing websites that look the same across all operating systems and Web browsers. Try to use this color palette whenever possible.

Visibone's Color Laboratory - <http://www.visibone.com/colorlab/> - is one of many helpful websites that gives the appropriate HTML color value for any particular color.

- Official MWSU Logos
Logos can be obtained by contacting the Director of Campus Printing Services (www.missouriwestern.edu/cps) at 816-271-4236.
- Basic usability guidelines for designing web pages
 - Design for a 1024x768 screen resolution
 - Avoid sideways scrolling – do not use table widths larger than 955 pixels, or use percentage-based table widths as an alternative
 - Website content must be viewable in Internet Explorer, Firefox, Safari, Chrome, Opera and Netscape
 - Looping animations should normally be avoided
 - Use images with a resolution of 72dpi
- Keep all nonessential materials off of the MWSU Web server. Web servers are for the express purpose of publishing department/office/organization/course information; they are not to be used as file servers or backup repositories for personal or business uses.
- Main home page file name
Always name the main (home) page of the website *index.html* or *index.htm*. Naming the main page one of these names will force the browser to display that page automatically, instead of a directory listing of all the files in that directory. Correct example: <http://www.missouriwestern.edu/> (the index.html is invisible to users in the web browser address) Incorrect example: <http://www.missouriwestern.edu/homepage.html>
- Keep a backup of all your files on your personal workstation.

Web Scripting Standards

All web scripting should adhere to the standards adopted by the Web Team. Programming languages and/or programs currently supported are on the Web Team website. The Web Team will not guarantee support for sites created with unapproved applications or scripting languages.

Web Page Accessibility

- For persons with disabilities (i.e. visually disabled, and some physically disabled), the two most common ways of accessing Internet information are a text browser (lynx) or a screen reader. Frames, image maps, vertically ordered tables, JavaScript, or other advanced design features are invisible to text browsers and unintelligible to screen readers. In order to support the information and educational needs of persons with disabilities, information delivered through the Internet must be made available in a format that makes a reasonable accommodation for persons with disabilities. This may be accomplished by making the web-based materials also available as a text-only viewing option, or it may require an alternative method of information delivery for those individuals who need it - one or the other is required.
- It is the responsibility of the Department/Course Web Contributor to make sure the website complies with the Americans with Disabilities Act.
- The World Wide Web Consortium (W3C) - <http://www.w3.org/TR/WAI-WEBCONTENT> - has developed a set of Web Content Accessibility Guidelines to help users address issues of accessibility. This 33-page document gives detailed information on how to make web pages more accessible.
- Accessibility may be checked by using Bobby, a free service provided to help web page authors identify and repair significant barriers to access by individuals with disabilities. The website address is <http://www.cast.org/bobby/>. If using Bobby, Level 1 and/or 2 compliance is strongly recommended.

Other Considerations

MWSU faculty and staff have high-speed Internet access and advanced computer systems that support the development of web-based instruction and information. These capabilities may not exist in many home computer systems. In order to support the university's goal of information and educational access, Department/Course Web Contributors are urged to design with the technical capabilities of home computers. It is recommended that you:

- Ensure that advanced programming designs such as Java, video and audio streaming, or VRML are used only if the intended audience has the high speed Internet access and hardware and software to receive and use the materials effectively. If this is not possible, alternative versions of the material should be provided. Software or plug-in requirements for web pages with advanced features should be listed with links to any required downloadable viewers.

Hosting Informational Sites on Non-Western Servers

- Only in unique circumstances and with Presidential Cabinet approval may an official MWSU department/office/organization website be hosted on a non-Western server.
- With such approval, it is understood that these websites will remain official MWSU pages and therefore, must comply with the Official Internet Web Policies & Guidelines, including the design and web scripting standards. It is also understood that websites hosted on a non-Western server must reside within a domain owned by the institution. It is strongly suggested that licenses be obtained, by the department/office, for domain names that are closely related to the assigned domain (i.e., domainname.edu, domainname.org, domainname.com).
- The department/office/organization managing the website will be responsible for appointing a Department/Course Web Contributor to develop and maintain the website. The Web Developer¹ will generally provide consultation and guidance. If a department/office does not have the resources, expertise or personnel to maintain their website, then the Department/Course Web Contributor may contact the Web Developer¹ for assistance and/or recommendations to 3rd party services.
- The website will be subject to regular review by the Web Developer¹ and/or other members of the MWSU Web Team. In the event that the website does not comply with the Official Internet Web Policies & Guidelines, the Web Developer¹ will explain the situation to the Department/Course Web Contributor. The Department/Course Web Contributor will then be responsible for prompt compliance (see Web Publishing Infringement below).

Hosting Instructional Sites on Non-Western Servers

- Permission is required by the IMC Director prior to an instructor using a 3rd Party Web Service provider. Under these circumstances, the instructor will have limited, if any, support by the IMC.

Copyright Issues

- Anyone who creates a web page is expected to adhere to all applicable state and federal regulations and MWSU policies and guidelines associated with security, risk measures, and copyright compliance. Written permission is required and **must be obtained in advance** before publishing copyrighted material (text, graphics, etc.) on MWSU web servers. Notification of copyright should be shown on applicable web pages with an appended statement "© Missouri Western State University" to that web page; however, the copyright is in effect regardless of whether a copyright notice is appended.
- Faculty/staff/organization members are responsible to follow all applicable copyright laws when incorporating any materials, other than their own, into their websites. Such items may include, but are not limited to images, charts, documents, articles, video clips, audio files. Assistance in obtaining copyright permissions is available via the Instructional Media Center (IMC) located in LRC 150.
- Infringing upon the copyright, trademark, patent, or other intellectual property rights of others in computer programs or electronic information (including plagiarism and unauthorized use or reproduction) is prohibited. The unauthorized storing, copying or use of audio files, images, graphics, computer software, data sets, bibliographic records and other protected property is prohibited except as permitted by law.

Other Legal Issues

- The Western Policy Guide governs use of Missouri Western State University names (i.e. Missouri Western State University, MWSU, Missouri Western), trademarks, official logos or other intellectual property and creative works.

- Inappropriate material and files (text, phrases, images, charts, diagrams, documents, articles, audio/video files) include, but not limited to libel, plagiarism, slanderous, defamatory, illegal activities, copyright infringement, misinformation, harassing materials, pornography, obscenity, threats of violence, and child pornography and other unethical conduct shall not be hosted, nor displayed on any MWSU web servers. This also includes harassment and intimidation of individuals on the basis of race, sex, religion, ethnicity, sexual orientation, disability, etc. Since the MWSU web servers display official MWSU informational/instructional web pages, all content must be professional in nature.
- By posting materials and using MWSU computing facilities, the Department/Course Web Contributor represents that he or she has created the materials or that he or she has the right to post or use the materials. The storage, posting, or transmission of materials must not violate the rights of any third person in the materials, including copyright, trademark, patent, trade secrets, and any rights of publicity or privacy of any person.
- Personal viewpoints and opinions should not be presented on MWSU websites in such a way as to make them appear to represent the university's viewpoint or opinion. When there is possible cause for confusion, authors should use a disclaimer such as, "These are my opinions only; they do not necessarily represent the views of Missouri Western State University or of any of its departments or organizations."
- Any MWSU faculty, staff and student may create an unofficial web page or unofficial file on an MWSU computer as long as it complies with MWSU Computer Usage Policies and Procedures (www.missouriwestern.edu/compctr/policies.asp). All such page content must be for the purposes as defined by the instruction, research, or service missions of the university. Individuals, units, or groups creating unofficial web pages and files are responsible for and may be held accountable for the content. MWSU assumes no responsibility for the content of any unofficial web page or file. MWSU reserves the right to restrict the bandwidth and other MWSU computing and network resources for the purpose of creating, maintaining and viewing official web pages and files. A link to unofficial pages does not constitute liability on behalf of MWSU.
- Generally MWSU does not host websites for non-MWSU groups or organizations unless the site can legitimately carry the logo of both MWSU and the external group and approval is obtained from the MWSU Information Technology Services, IMC and Institutional Advancement directors.
- Unauthorized presentation of any web page or file as an official MWSU web page or file or any unauthorized or illegal use of MWSU computers and networks is prohibited. Any produced web page, whether official or unofficial, **must comply with the Missouri Research and Education Network (MOREnet) acceptable use policy**. MOREnet's Acceptable Use Policy may be found at <http://www.more.net/about/policies/aup.html>. *[MOREnet is affiliated with the University of Missouri and is Missouri's not-for-profit electronic information network. It serves higher education, elementary and secondary education, public libraries, state agencies, and other organizations and government agencies in Missouri. MOREnet is comprised of several projects and programs serving these various groups.]*

Defining Commercial Activities

- Commercial activity means that you may not sell connections, advertise commercial products using a MOREnet connection or MOREnet provided/managed server, sell products or services directly through using a MOREnet connection or MOREnet provided/managed server, or provide electronic mail accounts for the furtherance of commercial activities as noted at <http://www.more.net/about/policies/aup.html>.

Web Publishing Infringement

If an infringement exists against the Official Internet Web Policies & Guidelines, the Web Developer¹ or Instructional Design Services Manager² will notify the Department/Course Web Contributor about the infringement. The Department/Course Web Contributor will be asked to rectify the issue within 7 working days from the time of notification. In the event of an extreme policy violation, the website will be immediately removed from the MWSU web server until the site is made compliant with the Official MWSU Internet Web Policies & Guidelines.

***The MWSU Web Team Members**

- ¹Web Developer:
 - Manages and is the first point of contact for all campus website activity.
 - Creates websites for informational use by academic and administrative departments and student organizations.

- ²Instructional Design Services Manager:
 - Creates web pages for course-related use and supports the use of web-based, integrated learning environments such as MWSU's campus standard, WebCT.
 - Creates highly interactive multimedia delivered via the campus website.

- Applications Programmer:
 - Writes advanced web programming to support and/or to improve the functionality of websites. With close cooperation with Information Technology Services, many of these websites interface directly with the campus administrative computing system.

- Network Administrator:
 - Designs, administrates and supports all data communications systems on campus including the connection to the Internet.
 - Supports and maintains the MWSU web servers.

- Director of Publications:
 - Directs art for the Campus Website.
 - Ensures that all MWSU publications are consistent in approach.

Administrative Support to the MWSU Web Team:

Director, Public Relations & Marketing

Director, Instructional Media Center

Director, Information Technology Services

The MWSU Web Team reserves the right to modify these policies and standards for the improvement of the university's website at any given time. Because of time restrictions, it may not be possible to formally notify every one of the changes in policies; however, the MWSU Web Team will do its best to keep everyone informed of the new changes in a timely manner.