

WEBSITE CREATION & USAGE

POLICY SUMMARY

NAU's internet presence and applications are an integral element of the IT and Data Governance (ITDG) framework overseen by Trustees appointed by the President of the University. Trustees are charged to address policy issues and procedures for effectively managing web presence and applications. Trustees may also form and charge advisory councils to consider issues relevant to the consistent operation of NAU's web presence and make formal recommendations on procedural changes, adaptations, and policy changes regarding web presences and Internet-based information systems.

The use of official NAU themes, imagery, brand identities, logos, marks, and icons as codified in the [University's Brand Standards](#) are required for all NAU web pages and applications identified as being within the scope of this policy.

REASON FOR THIS POLICY

The Northern Arizona University web presence is a complex system of static and dynamic sources of information that play a vital part in the University's digital identity and in ongoing engagement with its various stakeholders. It is essential that the University's web presence be carefully managed to ensure we convey an image of professionalism, consistency in the presentation of our brand, and to ensure the timeliness and accuracy of information. This oversight extends to the entire nau.edu domain and subdomains as well as to University Foundation, Athletics, and other Affiliates who represent NAU through other web presence and domains as defined below.

ENTITIES AFFECTED BY THIS POLICY

This policy applies to all members of the University community and governs all web applications and communications systems utilizing the University network or namespaces. The Trustees identify the www.nau.edu domain and all other domains, sites, and applications that are officially representing NAU. The ability to create or manage content on websites is limited to those persons authorized by the Chief Information Officer.

WHO SHOULD KNOW THIS POLICY

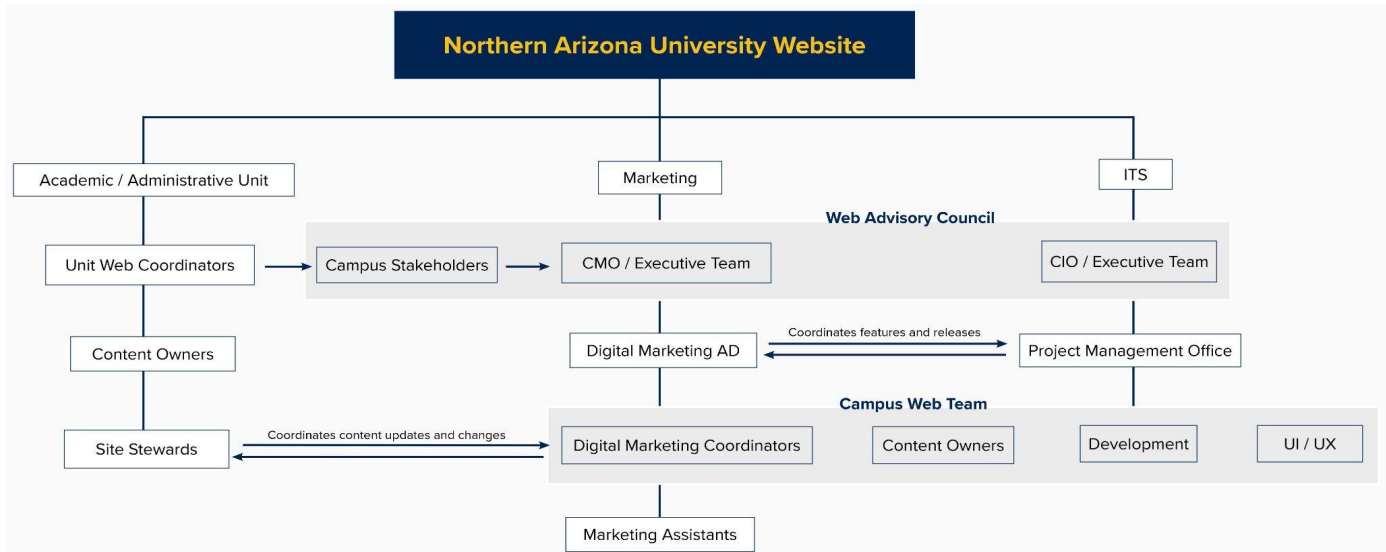
- All units and University Community Members who create and/or publish content to a defined University web presence.
- Any vendor or third-party Affiliate engaging in the creation and/or publication of content to a defined University web presence.
- Chief Information Officer (CIO)
- Chief Marketing Officer (CMO)
- Cabinet members

DEFINITIONS

- **Affiliate:** a person who has truthfully identified themselves and their purposes or activities that further the University's mission who has an Affiliation of the type 'Affiliate'. Each Affiliate is associated with an Affiliation Category and Affiliate Type. Affiliates are granted a default set of IT services and privileges based on their Affiliation Category.

- Authorized User: Any user who has been given an account with a security access that allows content changes in the NAU WordPress environment
- Campus Web Team: The Campus Web Team is an interdisciplinary, cross-department team that governs all matters related to the website and is comprised of members of UM and ITS
- Content Owner: The department or individual who is responsible for content on one or more web pages
- Official NAU Websites and Web Pages: Include any academic program or administrative support unit website or any other web page designated by the Campus Web Team, Chief Marketing Officer, or Chief Information Officer as important to the marketing, service, and informational goals as expressed in the Purpose of this policy. These pages include any official NAU websites not exempted by ITDG Trustees.
- Site Steward: Sometimes referred to as a Web Editor, provides leadership for assigned site(s); designs proposed information architecture and gets help, approval, organization, and execution from the necessary University Marketing and ITS teams. Responsible for updating the content of the site on an ongoing basis to ensure timeliness and accuracy.
- Unit: A Northern Arizona University campus, center, college, department, division, research facility, extended program or other official University organizational unit, its divisions, programs, senates, or associations
- Unit Web Coordinator: An individual who has been identified by deans or administrative department heads who are responsible for managing a unit's website presence.
- University Community Member: all University faculty, staff, student employees, students, alumni, affiliates, contractors, consultants, agents, and volunteers wherever located.
- Web Advisory Council (WAC): A governing board composed of leadership representatives from various NAU Units that evaluates website design and feature change requests and provides recommendations to the Chief Marketing Officer and Chief Information Officer for approval or denial. Can link to this charter
- Web Style Guide: A document that defines policy for appropriate use of color, size, fonts, and styles within the University's websites, web page, or web application to ensure brand and identity adherence and accessibility
- WordPress: The content management system that houses NAU's websites, consisting of institutionally approved and maintained themes (designs).
- Unit Web Coordinator Summit: A regularly scheduled open forum where NAU WordPress Unit Coordinators users are updated on new web features and functionality, decisions made by the Web Advisory Council, and other related items.

INTERRELATIONAL CHART



POLICY

Northern Arizona University recognizes the value and potential of web-enabled technology as a tool to support its mission of providing higher-education opportunities and promoting post-secondary equitable value. This policy applies to any website that is hosted through university resources or that represents the university or the professional persona of its employees. All Official NAU Websites and Web Pages must comply with this policy.

A. Types of Sites

NAU maintains a variety of websites intended for various audiences and official capacities of the institution. This includes websites that are used for the following purposes:

- College
- Academic Unit
- Administrative Unit
- Alumni and Donor Engagement
- Research Center, Institute, or Laboratory
- Special Program
- Event
- Professional Organization
- Student Club/Fraternity/Sorority
- Personal/Biographical
- Projects
- Class

For each of these types of websites there are officially supported tools and technologies that are encouraged to be used. An exception request process exists for instances in which these tools may be insufficient, but even if granted all standards set forth in this policy must still be followed.

B. Approved Usages

Official NAU Websites and Web Pages are to be utilized for sanctioned University functions and activities only. This includes initiatives around instruction, libraries, research and research administration, student services, university, college and department administration as well as a variety of other university related activities. Websites used for purely personal and non-University affiliated functions are prohibited. All websites will adhere to the current Web Style Guide and be optimized for mobile as well as desktop form factors. The process to request a site can be found in the Related Information section below.

- E-Commerce and Fundraising Activity

By default, official NAU Websites and Web Pages are not authorized to process electronic payments. Any site that needs the ability to receive and process payment transactions will require approval prior to creation and will adhere to all applicable Federal and State laws as well as University policies and procedures for securely managing funds. Fundraising for non-university events and services on any internally or externally hosted official NAU Websites and Web Pages is prohibited. Under no circumstances shall any faculty, staff, or student use an official NAU web presence for personal financial gain or benefit.

C. Site and Content Management

- Access/security

Site Stewards and Content Owners are responsible for the proper classification and handling of any data used or displayed within a site. They, along with the Unit Web Coordinator, are responsible for maintaining a current and accurate list of those requiring access to edit a site. They will also collaborate with ITS and University Marketing as needed to ensure proper editorial workflow and site access is set up.

- Content creation and curation

The content of all web pages must be consistent with Northern Arizona University's acceptable use policies and local, state, and federal laws. This includes internal links to other NAU webpages and external links on the Internet. Search engine optimization (SEO) metrics including title tags, meta descriptions, headers, and keywords need to follow best practices and align to current University Marketing standards. Pages that are found to be inconsistent with such policies and/or laws may be removed from the university's domain.

- Branding, audience, style

All websites and webpages should include information that follows high editorial standards (grammar, punctuation, spelling, style, etc.). Factually accurate content and currency of information is the responsibility of content owners and managers. Units will be requested to make necessary changes if their Web pages contain editorial errors, inaccurate information, or are not compliant with University brand standards. The content owner and site steward(s) will be responsible for making those updates, with oversight by University Marketing, appropriate Unit Web Coordinators, or authorized personnel. Failure to comply with such requests may result in removal of the webpage.

- Advertising

Official NAU Websites and Web Pages are only to be used for advertising and promoting approved University functions. The advertising of non-university sanctioned entities, businesses, organizations, or products is prohibited. Any website utilizing banner ads or other form of third-party advertising must be approved in advance to publication.

- Intellectual property, including works subject to copyright

Intellectual property (IP) includes data, technical and other information, identifiers, works of authorship, inventions and discoveries subject to protection by any or all forms of patents, copyrights, trademarks, and trade secrets whether or not they were, are, or will be protected under state, federal, or international laws. Intellectual property, including works subject to copyright, may require necessary approvals and a written agreement signed by the University prior to publication. All intellectual property is governed by the IP committee and the Arizona Board of Regents.

- Accessibility

Northern Arizona University is committed to inclusivity and diversity; we focus our efforts to create a rich learning experience for the entire university community. Web accessibility ensures that users with disabilities can access the content on your website, so all of our students will have access to relevant educational material. For related information, please visit the Web Accessibility in the References section to learn more.

D. Third Parties

External or third-party entities can serve as Authorized Users to provide web site development and content creation/management only if approved in advance by the CMO and CIO. All parties providing these services must maintain a valid Affiliate agreement for the lifecycle of their engagement and must complete University supplied FERPA training prior to the engagement.

The usage of external vendors to host and/or build NAU affiliated websites will be allowed only with prior approval by the CMO and CIO. Any external vendor providing cloud based hosting services must follow current purchasing and vetting processes.

External entities outside of those defined as Official NAU Websites and Web Pages can be hosted by University resources in certain circumstances. This includes outside entities that have an ongoing relationship in support of core University functions around teaching, research, outreach, and service. Approval for hosting of external entities must be obtained in advance and these agreements may be reviewed periodically for continued need.

E. Compliance

This policy will be enforced by the Trustees who may delegate appropriate oversight to a Web Advisory Council. The ITDG will be advised by the Chief Marketing Officer, the Chief Data Officer, and the Chief Information Officer on matters of policy enforcement.

The University may suspend access to its information systems or devices and may examine any user account for evidence of system failure or intentional malfeasance. Willful, malicious, negligent, or repeated violations by a University Community Member of the duty and responsibility to protect the University's data and information systems and equipment are subject to disciplinary action up to and including termination or expulsion.

F. Exemptions

The CMO and CIO may exempt websites and applications from this policy. A list of exemptions will be maintained and published as approved by the ITDG Trustees. The exemption request process is contained in the procedures document linked in the Related Information section below.

RESPONSIBILITIES

University Marketing

- Responsible for defining and maintaining NAU brand, messaging, lead generation strategy, and SEO standards. Collaborate and instruct University Units in developing messaging, branding, lead generation strategy, and SEO strategy
- Develop and manage content refresh cycles for imagery and written content on top level sites, and ensure all material aligns with the brand, message, and relevance to University goals, objectives and strategic road map
- Participate as a leader of the Web Advisory Council
- Provide ongoing training and advising for website authors and designers throughout the university on content related aspects including Branding, Writing for the Web, Content SEO, etc.
- Oversee the collection of web analytics data and provide regular performance updates and recommendations for improvement based on outcomes
- Advise ITS on technical aspects, especially as it applies to the user experience and the ability to capture relevant information and improve functionality
- Collaborate with Disability Resources on ensuring digital accessibility standards so that web content is accessible to all users

Information Technology Services

- Provide ongoing WordPress end-user support, access management, and Authorized User onboarding
- Maintain the integrity, availability, and recoverability of the WordPress CMS platform and related infrastructure

- Collaborate with University Marketing to develop global design, feature and functionality changes, application integrations, new page types, and plugins, as approved and prioritized by the Web Advisory Council
- Participate as a leader of the Web Advisory Council
- Facilitate the Unit Web Coordinator Summit to promote the exchange of WordPress knowledge and innovation
- Partner with University Marketing in supporting out of band content editing, updating dynamic content, leveraging external content sources, and responding to high priority changes
- Collaborate with Disability Resources on ensuring digital accessibility standards so that web content is accessible to all users

University Units

The University Units will ensure that their website(s) are consistent with the branding and voice of the university while presenting all the crucial information that is needed on the site. Units will ensure that all Authorized Users involved with managing and providing digital content are aware of and abide by this policy.

Each Unit will appoint a Unit Web Coordinator. The role of this person will be to oversee their Unit's website(s), assign Site Stewards, provide support and training to the Unit's WordPress end-users, and be a single point of contact for Marketing and ITS. This person will attend the WordPress Users' Group as the representative of their area. This role is critical to the success of ongoing management of the website.

Vendors and Affiliates

Any external entity involved with creating or hosting university affiliated web sites is expected to understand and comply with this policy. University Units are responsible for the content produced by any vendor or Affiliate on their behalf. All external entities requiring access to internal University systems must obtain an Affiliate account.

PROCEDURES

[Site Request](#)

[Affiliate Request](#)

[Domain Name Registration](#)

RELATED INFORMATION

Forms or Tools

There are no forms or tools associated with this policy.

Cross-References

[Appropriate Use of Information Technology Resources](#)

[Data Classification and Handling](#)

[Web Design Guide](#)

[Brand Guidelines](#)

[Accessibility Standards](#)

Sources

[Arizona Board of Regents \(ABOR\) Policy 6-908 on Intellectual Property](#)

[NAU Intellectual Property Policy](#)

APPENDIX

None