

**JACKSONVILLE STATE UNIVERSITY**  
**Manual of Policies and Procedures**

**POLICY NUMBER: V:04**

**Date: March, 2018**

**REVISION/REVIEW DATES: \_\_\_\_\_**

**SUBJECT: Web Policy**

**APPROVED: John M. Beehler, President**

**PURPOSE**

Jacksonville State University's website, [www.jsu.edu](http://www.jsu.edu), is the university's primary marketing and communications platform. It is designed first and foremost to engage prospective students and their parents. Its secondary function is to serve as a communications channel with our current students. The JSU website is highly collaborative, cross-disciplinary, and guided by standards of excellence and access for all. The following guidelines are designed to promote a consistent look and feel to the collective teamwork of the departments and individuals at JSU involved in creating, publishing and maintaining our website. JSU's website includes all schools, departments, and academic programs. These guidelines will help to ensure that JSU's website is easy to navigate and maintains a professional appearance while leaving ample room for individual creativity and original design.

**POLICY**

**WEBSITE OVERSIGHT**

All content on the jsu.edu domain will be approved and displayed at the discretion of JSU's Web Services Department and the University's Marketing and Communications Division. JSU's Web Services Department is responsible for the enforcement of this web policy. All web content must adhere to the university's current Web Brand Guide and Guidelines available on the Web Services site ([www.jsu.edu/web](http://www.jsu.edu/web)). Content that fails to meet university standards is subject to editing or deletion without notification.

Deans and/or directors are ultimately responsible for providing the content on their school and departmental websites. They are responsible for recruiting skilled staff, subject to approval by JSU Web Services, to maintain their websites. Schools and departments may have multiple editors; however, requests for new/expanded editor access must be made by the dean/director. Student editors are not permitted. In the event no editor can be identified within a department/school, Web Services staff will serve as editors. Should a web editor change departments/jobs, it is the responsibility of the department to notify Web Services so that content management system (CMS) access can be removed.

**THE JSU HOMEPAGE**

Content on the JSU homepage is a billboard and a launchpad for prospective students to find information about attending JSU.

JSU's Web Services Department and the Office of Marketing and Communications will jointly manage the content on this page as best fits the enrollment marketing strategy of the university.

JSU Web Services will consider recommendations for content on the JSU homepage. Areas where these recommendations will be accepted include images, text and video.

## **OBTAINING A WEBSITE**

To obtain a website, the department/organization should:

1. Contact Web Services to submit a formal request
2. Meet with Web Services to discuss content
3. Submit content to Web Services for review and approval
4. Review framework (navigation, layout, pages, folders) built by Web Services within the university's content management system (CMS)
5. Appoint a content editor, who is given credentials within the CMS and trained on how to maintain content for the site

## **MAINTAINING A WEBSITE**

Website owners should review their sites often to guarantee that content is fresh and adheres to ADA accessibility requirements. For assistance in developing or updating content, site owners should fill out the online Web Help form located on the Web Services website to make a formal request to Web Services staff.

Requests are filled on a first-come, first-serve basis.

In addition to ongoing content reviews by the site owners, each department/organization website will undergo an annual web review with Web Services. This annual review is to ensure fresh content, best SEO practices, and ADA accessibility compliance. Units will be notified via email when their annual web review is approaching.

## **OUTSOURCING**

No JSU department/organization may enter into a web design/hosting discussion or contract with an external vendor without prior expressed written consent from JSU Web Services. Outsourcing of JSU web content is to be considered only as a last resort, when specific web functions cannot be developed or maintained using existing Web Services resources. No outsourced web design may clone the look of jsu.edu.

## **ACCESSIBILITY**

Jacksonville State University is committed to providing educational opportunities to individuals of all abilities, including a website that is fully accessible and functional to all.

In support of this commitment, the University's Web Services Department has been charged with guiding the University in enforcing certain internationally accepted standards and full compliance with the Americans with Disabilities Act of 1990 and §504 of the Rehabilitation Act of 1973.

JSU's website accessibility and functionality will be measured for compliance according to the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG) 2.0 Level AA and the Web Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0 standards for web content. All content must conform to these standards, and all web editors/contributors with access to JSU's CMS must in turn comply with the university's web accessibility guidelines as outlined in JSU's Web Brand Guide (available online at [www.jsu.edu/web](http://www.jsu.edu/web)), and maintain annual website accessibility training/certification. Web Services will notify web editors/contributors about mandatory annual training. Content editors must report any outsourced web vendors with whom they have entered into contract. These vendors must adhere to JSU web accessibility standards and meet the same guidelines as JSU's native web pages.

For more information about JSU's commitment to ADA web accessibility, visit <http://www.jsu.edu/accessibility>

**RESPONSIBILITY**

The Office of University Advancement, the Office of Marketing and Communications, and the Web Services Department are responsible for this policy.

**EVALUATION**

This policy will be reviewed every two years.