

CAH Web Policy

Rationale for Policy

The quality of information published by the College of Arts and Humanities plays an important role in maintaining a strong reputation and image of the college and the University of Central Florida. This policy sets standards to ensure that information published through the Web is visually appealing and well written and follows the same high standards as other forms of published information. This policy intends to facilitate and promote consistency in design practices, navigation, and accessibility across the college.

PERMISSIBLE PROJECTS/TERMS OF USE

All websites used to conduct University of Central Florida activities must contribute to the overall mission of the university and the College of Arts and Humanities. They must be consistent with the highest standards of academic and professional conduct. In addition, all CAH websites must clearly identify UCF and CAH affiliation. The college and any affiliated department, academic program, office, institute, laboratory, or center may use CAH Web servers for its official website. Any directly financed initiative from the college or any department, academic program, office, institute, laboratory, or center may use CAH Web servers. College units officially request new websites or Web projects/applications through the CAH Web, Programming and Communication team to discuss design and programming.

Grant-funded and special projects may use CAH Web servers for the length of funding; however, there must be consultation with the Web, Programming and Communication team and Web support costs must be included as part of the project. Non-funded or initial research projects may use CAH Web servers for a limited length of time based on activity level and availability; however, there must be consultation with the Web, Programming and Communication team to discuss level of support and initial requirements.

Any use of the CAH Web servers must be in accord with university policies (see [Creation, Collection, and Verification](#)). The college servers cannot support commercial and personal ventures. The college servers cannot collect or solicit money or gifts except in accordance with UCF Foundation policy. The college servers cannot include copyrighted materials without express written permission. All official websites affiliated with the College of Arts & Humanities must adhere to Web policies, even those hosted on outside servers. Also, see [Required Content](#).

DEFINITIONS

- *Content* – information related to CAH-affiliated departments, programs, courses, initiatives, research, or events made available via Web-based services. Content is the substance or material dealt with, distinct from its form or style. It can include text and imagery. Departments, programs, offices, institutes, laboratories, and centers are responsible for the creation of content for their websites. All content must be up-to-date. Also see [Required Content](#)
- *College Units* – any official (designated by a budget unit) department, program, office, institute, laboratory, or center under the College of Arts and Humanities

- *Content Manager* – individual selected by the chair/director of the respective college unit or other permissible project to serve as the primary point of contact for Web-related issues. Content Manager must be a full-time faculty or staff member
- *Design* – the form and style applied to content. The Web, Programming and Communication team maintains responsibility and authority for the design of college unit websites on the CAH Web servers
- *Domain* – a domain name is a series of characters that provides a label for a given Web location other than the actual IP address of that location. Each domain name provides a direct link to the address of a particular website
- *Link* – A reference or navigation element in a document to another section of the same document or another URL
- *Personal website* – A website for an individual faculty member, staff member, or student
- *Programming* – back-end coding such as PHP, ASP, .NET, SQL, JSP, Perl, other CGI interfacing, and/or database related technology used to store, process, and output design and content
- *Sponsorship or partnership* – an ongoing relationship with another organization including the contribution of money, goods, or services by that organization to UCF or a university unit or project
- *Up-to-date or current* – Content Managers must review content at least once a semester and report any changes or updates by no later than two months from the beginning of a semester. Changes or updates can be reported at any time, but there must be at least one prior to the deadline for that semester
- *URL* – Uniform Resource Locator refers to the primary access location of a given resource. Examples of two different URLs are: <http://www.cah.ucf.edu/index.php> and <http://www.cah.ucf.edu/departments/index.php>

RESPONSIBLE PARTIES

Each official college affiliated websites must have a Content Manager. Department chairs and directors shall oversee Web Content Managers. The Content Manager will work in conjunction with the Web, Programming and Communication team and will serve as the primary point of contact for all Web-related issues. Content Managers may delegate tasks to others, but the Content Manager will be responsible for content and all actions that occur within the Web space provided. Any content provided by the Content Manager must adhere to Web policies. Any design or programming must also adhere to Web policies, and programming must adhere to current security programming practices. Initial development of any content, programming, or design appearing on any Web server requires consultation from the Web, Programming and Communication team. The Web, Programming and Communication team will not assume maintenance duties for any content, programming, or design developed by other parties. Websites developed by other parties must still adhere to the policies herein. The CAH Dean's Office, Web, Programming and Communication team, and CAH Technology reserve the right to verify, edit or remove content and programming from the college servers.

All research and special projects using CAH servers must also have a Content Manager and abide by the same conditions as any Content Manger. Any programming, design, or content is the responsibility of the Content Manger unless funding from a grant or special project included these support services for the length of the project.

Content and Design

Required

Official college unit websites on the CAH servers will maintain a consistent appearance and organization. All departmental and academic program websites will include the following:

- Department or program contact information including a UCF-provided e-mail address, mailing address, office location, and telephone number
- Current and complete faculty and staff listings with appropriate titles and contact information including UCF-provided e-mail addresses, office locations and phone numbers where applicable
- Overview of academic program(s) if applicable
- Current course listings if applicable

All official websites will include the following (when applicable):

- Clear indication that gift and donation solicitation are received and processed by UCF Foundation as well as contact information to UCF Foundation's college representative

Every page of all official websites must include the following:

- Clear and prominent indication of UCF and CAH affiliation
- Hypertext links to the university and college homepages (as well as department, where applicable)
- UCF-provided e-mail address and/or telephone number for department or program contact
- E-mail contact for website technical support
- All metadata tags including (but not limited to) the following: Author, Keywords, and Description

In addition, every document (PDF, PowerPoint, Word, and Excel) hosted and referenced on CAH servers must include, at least, unit, college, and university affiliation. Mailing address, office location, and telephone can also be included.

Any job postings will be worded as "Job Postings." Searchable positions can only be posted when the position is available through UCF's Official Hiring website (www.jobswithucf.com). The title of the position, academic concentration or area, link to the position and a closing date (if applicable) are the only content items to appear for any searchable position. The page containing any Job Postings and menu link are removed after the closing date.

Restrictions

No college unit websites will include:

- Official Undergraduate or Graduate Catalog Content; references and hypertext links only
- Inappropriate or inaccurate titles for faculty and staff; official USPS, A&P, and faculty titles only, OPS titles can not correspond to an official USPS, A&P, or faculty title; any courtesy appointed position will be listed as "courtesy faculty"

The integration of interactive content such as blogs, wikis or discussion boards are possible if the content adheres to web policy. The interactive content will be processed and filtered for security. Failure to adhere to web policy will result in removal of the integrating programming. Software or applications to create such interactive content can be installed but not be supported by the CAH Web, Programming and Communication team.

Creation, Collection, and Verification

All content, design, and programming must adhere to copyright law (see Policies and Procedures Manual: http://policies.ucf.edu/documents/2-103UseofCopyrightedMaterialLetterheadFinal_000.pdf), UCF Trademark Guidelines (see UCF Graphic Standards: http://www.umark.ucf.edu/images/pdf/UCF_Graphic_Standards5.07.pdf), the UCF Style Guide (see <http://styleguide.ucf.edu/>), and university policy (see Use of Information and Technology and Resources Policy, Section II, M: <http://policies.ucf.edu/documents/4-002UseofInformationTechnologiesandResourcesFINAL.pdf>). Content, design, or programming that does not meet the requirements set forth in the UCF and CAH Web policies will be removed. Creation and collection of content is the task of the designated Content Manger. The designated Content Manager will deliver content to the CAH Web team and will be responsible for content accuracy throughout the existence of the website. All information on the CAH servers is expected to be up-to-date (See [Maintenance](#)). The college will not publish content deemed incomplete, inaccurate, or inappropriate by the CAH Dean's Office, or the CAH Web, Programming and Communication team.

Content may contain sponsorship or partnership acknowledgment. In order to preserve the university's and college's reputation as an institution of independent scholarship, however, logos should appear as secondary design elements and links should go to the main website URL and not a URL directly featuring or selling a product or service.

Maintenance

Content Managers must review content at least once a semester and report any changes or updates by no later than two months from the beginning of a semester. Content review is encouraged more frequently, and changes or updates can be reported at any time prior to the deadline. Content review includes ensuring no content contains any instances of copyright infringement. Content review includes checking the accuracy of links within content. Any instances of broken links should be immediately remedied and reported. Reporting must be through e-mail (cahweb@mail.ucf.edu) detailing each URL and content or link changes for that URL. Content Managers should review and report on the following:

- All pages (URLs) content for accuracy at least once per semester
- All pages (URLs) links at least once per semester reporting broken links immediately
- Any links resulting in "redirects" from the direct URL to another URL
- Outdated files no longer in use such as PDF or PowerPoint files

The Web, Programming and Communication team may periodically review the content, design, and programming and contact the Content Manager about accuracy of content or programming issues. Inactive projects may be removed.

Support

The designated Content Manager must submit all work requests. Content Managers must submit requests through e-mail, cahweb@ucf.edu. Work request response times will reflect the magnitude of the changes requested and the workload in progress. The Web, Programming and Communication team will prioritize work requests based on the immediate needs of the college and its college units. Directly-funded college projects and college-level websites receive the highest priority and websites in development receive a higher priority. Content Managers must provide the Web, Programming and Communication team as much notice as possible for all requests. Turnaround times are subject to change based on the factors described above. The Web, Programming and Communication team will edit content for accuracy, readability, or usability.

Research and special projects receive no design or programming support. Initial installation, setup and allocation of Web storage are the only support given without establishing funding.

The Web, Programming and Communication team is available for consultation on any Web related project. Potential extensive changes to an existing website must have consultation as well.

Domain Name Standards and Naming Convention Guidelines

The number of levels generally categorizes an individual domain name. For example, “ucf.edu” is a second level domain because it has two levels, and “cah.ucf.edu” is a third-level domain because it has three levels. Levels start from the far right of the domain name to the left. Any domain names with the same first and second level labels are in the same namespace. Therefore, “cah.ucf.edu” and “finaid.ucf.edu” are both in the “ucf.edu” namespace and both are third-level domain names.

Domain Name Standards

UCF uses the second level domain of “ucf.edu.” All official university websites, including those of colleges, departments, academic programs, offices, institutes, laboratories, centers or other fiscal or operating units of the university, as well as faculty or staff performing university functions, should use appropriate names within the “ucf.edu” namespace for websites or Web-based projects. Generally, this means that all UCF websites will end with “ucf.edu” and additional levels will distinguish organizational hierarchy.

Since colleges, departments, academic programs, office, institutes, laboratories, centers, or other entities are subsets of the university, domain names reflect an association with the university. Domain names are a reflection on the university, and selection requests need to demonstrate good judgment and college-wide planning. The Web, Programming and Communication team, who are responsible for approving Web-related sub-domains, may refuse a name deemed inappropriate or if it may cause confusion about the true nature or purpose of a system, service, program or website.

Association with the college is expected by using a fourth-level domain name in the “cah.ucf.edu” namespace. All college units serviced by CAH will use appropriate names within the “cah.ucf.edu” namespace. Research and special projects will also use appropriate names within the “cah.ucf.edu” namespace. Depending on the scope and activity of a given project, it may also be given a fourth-level domain name or it will be placed with an appropriate name as a subfolder under an existing domain.

Examples of fourth-level domain names would be of the form “aas.cah.ucf.edu” or “mll.cah.ucf.edu.”

An example of fourth-level domain name with a project subfolder would be “womensstudies.cah.ucf.edu/YWLP.”

Fourth-level

Fourth-level and third-level domains provide important means of communication and marketing for UCF. As such, approval of any fourth-level or third-level domain involves consideration of technical, marketing and Web related issues. Approved fourth-level domains within the “cah.ucf.edu” or “svad.ucf.edu” namespace meet the following criteria:

1. The requested name represents a service or application used by the full CAH, UCF or global community **and**
2. The services are available on an on-going basis **and**
3. The requested fourth-level name is unique within the “cah.ucf.edu” namespace **and**
4. The requested fourth-level name is generally
 - a. Recognized as a word (e. g. news) **or**
 - b. Recognized as an abbreviation (e. g. svad for school of visual arts and design) **and**
 - c. Reasonably unique to the services offered or otherwise not likely to represent services offered by other CAH units **and**
 - d. Unlikely to conflict with other current or future fourth-level domain name requests, services, programs or systems

Third-level

Third-level domains are generally not available for use without Computer Services and Telecommunications approval. Existing third-level domains remain supported by CAH for the domains that existed prior to the established “cah.ucf.edu.” New third-level domain requests go through Computer Services and Telecommunications.

Domain Namespace other than “ucf.edu”

Maintaining a consistent Web presence at “ucf.edu” and “cah.ucf.edu” allows the highest possible search ranking results. UCF domains must involve legitimate university-related business. All non-“ucf.edu” domains used by UCF must involve legitimate university related activities.

CAH Web servers will not support or host non-“ucf.edu” domains except under the following conditions:

1. The non-“ucf.edu” domain has a fourth-level “cah.ucf.edu” domain equivalent
2. The non-“ucf.edu” domain will not be renewed except when needed to maintain trademark or university-business presence
3. The “ucf.edu” domain is used as the official domain name and address on all publications except when needed to maintain trademark or university-business presence

Access and Accounts

The designated Content Manager can request accounts for third parties. Third-party user accounts must adhere to CAH Technology Policy and will be given access only to the Web space that the Content Manager is assigned. The

Content Manager is responsible for all activity from the requested account(s) as well as the Content Manager's own activity except in cases where the third-party user is a full-time staff or faculty member. Although the college will grant accounts and access to the college servers, the university may require additional account creation depending on the third party.

WEB STORAGE

Each website is not restricted in size or space; however, server capacity is limited. Sites requiring large quantities of space (1GB) may require special accommodations. Only active Web files are to be stored on the Web server. Active Web files are files directly linked to the design, programming, or content of a website. Outdated Web files or non-Web related files should be stored on individual workstations or appropriate file servers.

Bandwidth and Data Encryption

Each website is not restricted or limited in bandwidth that site uses and no CAH server configurations exist to throttle or govern speed or capacity. Any data being transferred to or from the Web server or database server will not be encrypted unless necessary. It is necessary to encrypt any Web page form that collects FERPA recognized personal identifiable information. The college unit desiring such a form shall be responsible to purchase the security certificate needed for each domain associated with the website to allow encryption. The Technology Office shall be responsible to install and configure the certificate on the specified Web server to work with the domain and force encryption for such forms.

Web Server Coding Options for third-parties

- PHP 5.3
- Python 2.5
- phpMyAdmin for database management
- Tomcat 7
- MySQL 5.5 database server
- Perl 5
- .NET Framework 2.0 or 3.0
- IIS 7.5 or apache 2.2

Web Metrics

Any new website created through the Web, Programming and Communication team includes Google Analytics tracking code. This tracking code has proven an extremely useful tool in determining visitor traffic information. Any Content Manager can request a typical report for the designated website or have access to view the reports. In order to view the reports, a person must have a Gmail account through Google. Content Managers may use other methods to track visitors except those that display a graphic or require a local database. The Web, Programming and Communication team requests access to the tracking application. The team will create a Google Analytics profile under the CAH account for any website hosting on any CAH server.

Web, Programming and Communication Team

The Web, Programming and Communication team can be contacted via e-mail at cahweb@ucf.edu or phone at 407-823-3450.

The team consists of:

- Matthew Dunn, Web Designer
- Michael Powell, Web Applications Developer Assistant
- Tamra Pristou-Globokar, Student Web Designer