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Sr. Director University Marketing & Communications
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Website Policy

Policy Statement

All Southeastern Louisiana University web pages must adhere to the principles and guidelines contained in this document as well as any other relevant policies, including the Responsible Computing Policy and Copyright Policy.

Purpose of Policy

The purpose of this policy is to ensure that Southeastern's website (southeastern.edu) meets the standards outlined in the policy, reflects a positive image of Southeastern, and to make sure that Southeastern's website maintains the following principles:

- *Southeastern's website supports the mission and strategic plan of the University.*

- *The website as a whole is consistent, coherent, and promotes a positive image of Southeastern.*

- *The information on Southeastern's web pages is accurate and current.*

- *Southeastern's website is used effectively as a recruitment and retention tool.*

- *Southeastern's website meets accepted web standards and protocols, including at least Priority 1 ADA web accessibility standards.*

Applicability

This policy applies to Faculty, Staff and Students.

Policy Procedure

Website Standards

Southeastern's website is an institutional publication and as such, should have active participation by all University academic and administrative units, as well as all University supported organizations, centers, and institutes. In order to meet the goals outlined by this policy, the main emphasis for most unit web pages on Southeastern's southeastern.edu domain should be placed on the recruitment and retention of students. Thus top-level pages for each unit should focus on the needs of future students and present a positive image of the University and the department. In addition, unit top-level pages should include highly visible links to pages designed to meet the needs of current students, faculty and staff, alumni, and the community.

All web pages on the Southeastern website (southeastern.edu domain), as well as the website as a whole, should adhere to and support the following principles:

- ***Southeastern's website supports the mission of the University***
  The University should strive to employ the latest in technology and support for its website, including systems that provide support for the continuous operation of the site, provide adequate security for the site, and provide capabilities for adequate memory and disk storage, as well as communication needs such as e-mail. These systems should utilize technology that supports the ability to provide services on the website, for example, distance learning and other e-learning activities; online applications and registration for classes; online tuition/fee payments; and the retrieval of pertinent information by identified user audiences.

- ***Southeastern's website as a whole is consistent, coherent, and promotes a positive image of Southeastern***
  The website should address the needs of its identified audiences and provide the information and services in a format that is easy to navigate. Navigation on the website should be consistent in placement and style, and links should be clear and concise. Broken links and dead pages must be avoided. Page content must be easy to understand and not include terminology that people outside of Southeastern's community might not understand.

- ***The information on Southeastern's web pages is accurate and current***
  All Web pages must be accurate and current, and outdated information should be removed from the website immediately. All units must identify a content contributor who is responsible for publishing information to the website. The unit head and the unit's content contributor should review the information on the website regularly to ensure that information published to the website is accurate and current. It is recommended that units review and update their websites at least once per semester, and more often, if the unit sponsors events and/or provides information that references a specific date. The Director of Web Strategy will work with units to ensure that content on web pages is accurate and current.

- ***Southeastern's website is used effectively as a recruitment and retention tool***
  Creating a strong marketing presence on the web aimed toward the recruitment and retention of students will allow Southeastern to use its website more effectively. Providing the information and services that make it convenient for future students to learn about Southeastern and the Southeastern experience will create a better user experience and a positive image of Southeastern. Providing the information and services that current students need and want will add a positive impact to their Southeastern experience and lead to student loyalty.

  Southeastern's website should be regularly assessed to determine if the site is being used effectively for the recruitment and retention of students, especially as the technology supporting the Internet continues to develop and improve. In addition, the design and content of web pages should regularly be reviewed to ensure that the website as a whole is providing a positive experience for future and current students. The Southeastern website and all print materials and other marketing efforts should be closely aligned in style and presentation of Southeastern's image.

- ***Southeastern's website meets accepted web standards and protocols, including at least first-level ADA web accessibility standards***
  Web standards and protocols have been implemented to help ensure that websites are functional across multiple browsers and viewing devices. Southeastern's website should adhere to these standards, including those outlined by the W3C (http://www.w3.org/), thereby providing a better user experience and less user confusion and/or frustration.

In addition, Southeastern must adhere to all applicable laws and regulations regarding website accessibility. Southeastern's web pages should meet at least Priority 1 standards as set by the World Wide Web Consortium Web Accessibility Initiative (located at http://www.w3.org). Whenever possible, the website should meet Priority 2 and Priority 3 standards supported by the World Wide Web Consortium Web Accessibility Initiative.

Southeastern's templates along with the content and style guidelines contained in this document adhere to the standards outlined by the Web Standards Group. Additionally, using the provided University templates assure that all pages on Southeastern's website meet Priority 1 standards outlined by the World Wide Web Consortium Web Accessibility Initiative.

In an effort to ensure the above principles are met, all University academic and administrative units, as well as all University supported organizations, centers, and institutes will be required to be a part of Southeastern's content management system and will be required to utilize University templates. However, while the following web pages must adhere to the principles outlined above, they are not required to participate in Southeastern's content management system:

- ***University units with a significant community outreach mission***
  University units with a significant community outreach mission (for example the Southeastern Channel and the Columbia Theatre) may wish to establish distinctive publication identities, and thus are not required to publish their web pages through Southeastern's content management system, nor are they required to use University web page templates. University units with a significant community outreach mission must have the permission of the Provost to qualify for this exemption. Because these pages are for public consumption and are a part of the University's extranet, they must adhere to the principles and guidelines contained in this document as well as any other relevant policies, including the Responsible Computing Policy and Copyright Policy.

- ***Student organizations***
  Subject to the approval of the Vice President of Student Affairs, student organizations are free to design and publish web pages on Southeastern's website. These pages are not required to be a part of Southeastern's content management system nor are student organizations required to use University templates. Student organizations may, in place of publishing their own web pages, link to the organization's national website. Student organization web pages published on Southeastern's extranet must adhere to the standards outlined in the Web Content and Style Guidelines section of Southeastern's website.

- ***Faculty Web pages***
  The purpose of Faculty Web pages is to advance the academic, research, and service mission of the University and with this purpose in mind, Southeastern's faculty may have web pages on either or both of the following:

  - o   Southeastern's main website (southeastern.edu)

  - o   Southeastern's Google Site

- Pages created on southeastern.edu will be housed within the academic department webpages and will be maintained by the departmental web coordinator. Faculty information pages on southeastern.edu shall have basic information such as: contact information, teaching areas and research interest.

- Faculty may also have pages with additional work-related information such as a full CV, details on research projects, etc. These sites should be placed on the Southeastern Google Site and will be maintained by the individual faculty member. Google Site instructions can be found here. Faculty choosing to create a webpage on Southeastern's Google Site should use the provided Southeastern template when publishing their page. Faculty

members, when developing their pages, must adhere to the spirit of the standards outlined above and must adhere to the standards outlined in the Web Content and Style Guidelines section of Southeastern's website.

Google Site faculty webpages must include the following disclaimer:
The views and opinions expressed on this page are solely those of the page author and comments on these pages should be directed to the page author.
Faculty webpages must also provide the following:

- Link back to the department's webpage

- Webpage author contact information, including e-mail link

- Page last updated information

- ***Student Web pages***
  Southeastern students may publish web pages on Southeastern's intranet as a part of a course assignment or as a part of the completion of a degree program. Student web pages are not required to be a part of Southeastern's content management system nor are student web pages required to use University templates. Student web pages should adhere to the standards outlined in the Web Content and Style Guidelines section of Southeastern's website.

Southeastern's web servers are to be used to support the academic and research mission of the University. Thus, web pages of a purely personal nature should not reside on any Southeastern web server, southeastern.edu or the Southeastern Google Site. Faculty, staff, and students desiring to publish web pages of a personal nature should seek web space through other means.

Departmental Web Servers
As indicated above, departmental web servers should be used to enhance and further the University's and the department's academic mission. Departments will be responsible for monitoring the use of and any web pages published on departmental web servers as well as other documents. Web pages published on these servers should be in compliance with the policies and guidelines set forth in this document as well as other applicable University policies and guidelines, including the Responsible Computing Policy and Copyright Policy.

Virtually Hosted websites
As a public service, upon the Provost's approval, Southeastern may virtually host websites for University affiliated organizations on its web server. University affiliated organizations are those non-profit organizations that enhance or further the University's mission, and a contractual agreement must have been established between the organization and Southeastern. University affiliated websites may not have web pages that are a part of the southeastern.edu domain.