Web Site Policies & Procedures
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Part I – Policy & Responsibilities

1. PURPOSE

This document delineates the policy and assigns responsibility related to establishing, operating and maintaining Web sites. It supersedes all previous WSC web policies.

2. APPLICABILITY

This policy applies to:

   2.1. Administrative Departments, Academic Departments, and any other departments that utilize WSC property to gain an Internet presence.

   2.2. All WSC Web sites, both publicly and non-publicly accessible.

3. DEFINITIONS

Terms used in this document are defined in Section III.

4. POLICY

It is the policy of the Worcester State College (herein referred as WSC) that:

   4.1. Using the World Wide Web is strongly encouraged in that it provides WSC with a powerful tool to convey information quickly and efficiently on a broad range of topics relating to its activities, objectives, policies and programs to the external and internal community.

   4.2. The benefits gained by using the web must be carefully balanced against the potential risk to WSC interests, such as privacy, security, personal conduct, or external relations created by having electronically accumulated information more readily accessible to a worldwide audience.

   4.3. Each department/office operating a web site will implement appropriate security with regard to its establishment, maintenance and administration.

   4.4. Consistent with other leadership responsibilities for public and internal communication, the responsibility to establish a departmental web site, and to publish appropriate content for stated web site, within the limitations established by pre-existing WSC regulations, policies and/or procedures, is hereby delegated to each Department Chairperson.
5. RESPONSIBILITIES

5.1. The Associate Vice President of Information Technology along with the Web Site Manager shall:

5.1.1. Provide policy and procedural guidance with respect to establishing, educational guidance, operating and maintaining Web sites.

5.1.2. Maintain liaison with the Web Site Committee to provide policy oversight and guidance to ensure the effective dissemination of information via WSC Web Site.

5.1.3. Provide technical support consistent with existing Department of Information Technology responsibilities.

5.1.4. Ensure operational integrity and security of the computer and network supporting the Web site is maintained.

5.1.5. Provide the necessary resources to adequately support Web site operations to include funding, equipping, staffing and training.

5.1.6. Develop and maintain, in coordination with the IT Training Coordinator, training guidance and requirements that addresses information dissemination and development on the Web.

5.1.7. Approve and publish web instructions and publications, as necessary, to guide, direct, or help Web site activities, consistent with existing WSC policies.

5.1.8. Provide a mechanism for feedback.

5.1.9. Ensure compliance with this policy.

5.2. The Web Site Manager shall:

5.2.1. Operate and maintain WSC Web Site (http://www.worcester.edu) as the official primary point of entrance to WSC on the Internet.

5.2.2. In coordination with the Associate Vice President of IT along with the Web Site Committee, provide oversight policy and guidance to ensure the credibility of information released to the public through the public web site.

5.2.3. Establish and maintain a central Web site registration system for the IT Department.
5.2.4 Review and approve all links placed upon the primary web site.

5.3. The Heads of the Departments developing/publishing web content shall:

5.3.1. Establish a process for the identification of information appropriate for posting to Web sites and ensure it is consistently applied.

5.3.2. Ensure all information placed on publicly accessible Web sites is properly reviewed for levels of sensitivity and other concerns before it is released. Detailed requirements of information for public release are located in Part II of this document.

5.3.3. Ensure appropriate disclaimers are used on all Web sites under their purview.

5.3.4. Ensure all information placed on publicly accessible Web sites is appropriate for worldwide dissemination and does not place WSC personnel, students and assets, or the privacy of individuals at an unacceptable level of risk.

5.3.5. Ensure procedures are established for regular review of the departmental web site.

5.3.6. Ensure that reasonable efforts are made to verify the accuracy, consistency, appropriateness, and timeliness of all information placed on the Web site.

5.3.11. Provide a mechanism for feedback.

5.3.12. Ensure compliance with this policy.

5.3.13. Grant waivers on a non-delegable basis to a provision of the procedures contained in Part II of this document when it has been determined that immediate implementation would adversely impact an essential college operation.

6. **EFFECTIVE DATE.** This policy is effective immediately.
Part II – Procedures

1. PURPOSE

This document delineates the processes and procedures related to establishing, operating and maintaining Web sites and other related services. It also provides guidelines for the review of material prior to its posting to Web sites.

2. WEB SITE ESTABLISHMENT

2.1. Support of Mission. Each Web site shall have a clearly defined purpose that supports the operation of WSC. The Web Site Committee, or their designee in accordance with official policies, shall approve the defined purpose and general content of the Web site. Non-copyrighted material, text, clip art, hypertext links, images and sound or video clips may be used only if they relate to the college's operation.

2.1.a. All ecommerce ventures on WSC servers, even those in which the proceeds would benefit charity are prohibited.

2.2. Each department establishing a Web site shall designate one person as the primary web designer. Successful implementation depends on defining requirements early in the process of establishing a Web site. All disciplines (Admissions, Financial Aid, Academics, etc.) shall be considered in the requirements definition for the Web site.

2.3 Single Source Information. For the purpose of preventing duplication on the Web, a Web site shall be limited to information for which the establishing department is responsible. Information from other sources on the Internet will not be copied but will be referenced or otherwise linked. This does not prevent information providers from mirroring or replicating information for performance or other operation-related reasons. However, when this is done, the information provider posting the replicated file should contact the content owner of the information and obtain written permission to replicate the information. No copyrighted information may be posted without the permission of the copyright owner. Procedures must also be established for updating the information. The department Chairperson should continue to direct the information to ensure its protection from inappropriate manipulation and make reasonable efforts to verify its accuracy.

2.4. Web Site Registration. All WSC Web sites shall be registered with the Web Site Manager. Please contact the department at (508) 929-8854 or via email: webmaster@worcester.edu.

3. INFORMATION POSTING PROCESS

3.1. WSC Department Heads that establish Web sites are responsible for instituting a process for the information appropriate for posting to Web sites. The steps of this process include:

3.1.1. Identification of information that needs to be conveyed quickly and efficiently and thus will make the WSC web dynamic;

3.1.2. Identification of a specific target audience for the information;
3.1.3. Identification of the WSC Originating Office for the information if the information or distribution restrictions on its release cannot be readily ascertained;

3.1.4. Review of the content for sensitivity and distribution/release controls, including sensitivity of information in the aggregate;

3.1.5. Approval of the information for public release in accordance with existing WSC policies if it is to be posted to a publicly accessible Web site; when in doubt, call the External Relations Department for clarification.

3.1.6. Posting the information, once all required steps have been taken;

3.1.7. Verification; and

3.1.8. Feedback reporting,

3.2 Identification of Information. The World Wide Web provides WSC with a powerful tool to convey suitable information quickly and efficiently on a broad range of topics relating to its activities, mission, policies and programs. Access to information by the public through the Web is an important component. Nevertheless, careful examination of the potential consequences of placing information on the Web must be undertaken before it is made available.

3.2.1. The identification of a need to post information to a Web site will normally be made by the entity that generates the information and thus has the best knowledge of its content. (i.e. individual departments)

3.3. Identification of Target Audience. Only information of value to the general public and internal community should be posted to publicly accessible sites on the World Wide Web.

3.4. Individual departments are the entity that creates or sponsors the work that generates the information or received/acquired information on behalf of WSC. The department has the responsibility for assigning appropriate markings to information to include its sensitivity, its releasability to the public, and the approved audience for access (e.g. internal, external, contractors, general public, etc.). The department shall be consulted whenever there is doubt with regard to the sensitivity of the information or distribution restrictions on its release.

3.5. Content Review.
3.5.1. Clearance Requirements for the WSC Web Site. The Web Site Committee must establish, in accordance with existing WSC policies, clearance review procedures for official WSC information that is prepared by or for WSC personnel and is proposed for posting to publicly accessible Web sites.

3.5.2. The above procedures must address the need for trained and knowledgeable personnel, familiar with the rules governing WSC publications and other information. Such individuals must also be familiar with the aspects of the department’s operations considered critical along with its vulnerabilities associated with posting information to the WSC Web.

3.5.2.1. The content provider will also take into account the form in which the information was distributed, such as press releases, catalog, PDF, brochures, flyers, press conferences, or publicly disseminated documents, the susceptibility of the information and the likelihood that the information could directly compromise the safety and security of the students and personnel from otherwise unknown information. Also to be assessed is a specific risk to the Department’s credibility if publicly released information is omitted and/or deleted from the Web.

3.5.2.2. If the overall risk resulting from posting the information is determined to be unacceptable by either the Department Chairperson or the Web Site Manager in conjunction with at least two members of the Web Site Committee, the information must be removed immediately from the WSC web site.

3.5.3. FOR OFFICIAL USE ONLY. Information that is deemed ‘for official use only’ shall not be posted to the WSC web without the expressed permission of the originator of such information. While records containing ‘for official use only’ information will normally be marked at the time of their creation, records that do not bear such markings shall not be assumed to contain no ‘for official use only’ information without examination for the presence of information that requires continued protection and qualifies as exempt from public release. This may require coordination with the External Relations Department. The following examples are illustrative of the type of information that may be considered to be ‘for official use only’. These examples are not an exclusive listing.
3.5.3.1. Information, the release of which would be an unwarranted invasion of personal privacy, to include the following categories 1) Social Security Account Numbers; 2) dates of birth; 3) home addresses, and 4) telephone numbers other than WSC office numbers.

3.5.3.2. Names, locations, and specific identifying information about family members of WSC employees and students.

3.5.3.6. Financial information that has been deemed internal information and are to be protected from release to the public.

3.5.3.7. Tests, reviews and evaluations of current and/or former employees and/or students.

3.5.3.8. Technical Information not marked or otherwise determined to be appropriate for distribution. This includes all technical information that can be used or be adapted for use to financial, academic, facilities, IT and/or other sensitive areas of the college.

3.5.4. Users of a Web site who believe that information in compilation or aggregation on a system or systems to which they have access contains classified and/or sensitive information, should contact the Web Site Manager.

3.5.5. Copyrighted Material. Copyrighted material will be used only when allowed by prevailing copyright laws and may be used only if the materials relate to the Department's operation. Consult with the Public Relations Department for further clarification when using any copyrighted material.

3.5.6. Conflicts of Interest. In accordance with existing WSC policies, product endorsements shall not appear on any official WSC publicly accessible site except where the endorsement is in direct correlation with the department's function and the college does not arise financial gain from such arrangement.

3.6. Access Controls.

3.6.1. A WSC Web site may not post FOR OFFICIAL USE ONLY information, or information not specifically cleared and approved for public release unless it employs adequate security. Information of questionable value to the general
public must be evaluated before dissemination to assess the risk to WSC.

3.6.2 Determinations as to the appropriate security and access controls to employ will be based upon the sensitivity of the information, the target audience for which the information is intended, and the level of risks to WSC.

3.6.3. Publicly accessible WSC Web sites will not normally contain links or references to WSC Web servers with security and access controls. Under certain circumstances, however, it may be appropriate to establish a link to a log-on site provided details as to the controlled site’s contents are not revealed.

3.7. Release Approval. Approvals for posting of information to publicly accessible Web sites must be in accordance with the provisions included within this document. Approvals can be granted by the Web Site Manager in conjunction with two members of the Web Site Committee.

3.8. Information Posting. Once the procedures established in the above paragraphs have been completed, the information may be posted to the Web. In addition, the following steps must be accomplished:

3.8.1. A reasonable effort to validate the accuracy of the information.

3.8.2. All links associated with the Web site have been validated.

4. ADMINISTRATION AND VERIFICATION

4.1. Web Server Environment Administration. Procedures governing the administration of the Web server environment must be established and, as a minimum, address the following:

4.1.1. Operation of the Web server environment.

4.1.2. Security of the Web server environment.

4.1.3. Ensuring designated approving authority approval is re-accomplished if any configuration changes are made to the Web server environment.

4.1.4. Ensuring all links from pages under its control are appropriate and valid.
4.1.5. Establishing procedures for content providers and page maintainers to place information on the Web server.

4.1.6. Granting and monitoring access privileges.

4.1.7. Gathering and analyzing performance data.

4.1.8. Implementing security and access controls as appropriate.

4.1.9. Incorporating a feedback mechanism.

4.2. Verification. Procedures must be established for each WSC Web site to ensure that:

4.2.1. An assessment addressing both content and technical issues is conducted at least annually.

4.2.2. Periodic reviews are conducted to assess compliance with established information posting procedures.

4.2.3. Outdated or superseded information is identified and promptly removed from the system or appropriately archived.

4.3. Feedback Reporting.

4.3.1. Web site content providers and administrators will support and participate in the feedback reporting system.

4.3.3. Web site content providers and administrators will review feedback and incorporate content and other changes where appropriate.

5. System Security Considerations

5.1. Security maintenance and administration shall be considered an essential element of Web site operation and maintenance at all times.

5.3. Where appropriate, security measures shall be employed consistent with risk assessment and security policy of WSC. Examples of additional measures to be considered include:

5.3.1. Employ least privilege

5.3.2. Limit functionality of Web server implementation
5.3.3. Enable and regularly examine event logs

5.4. In addition, all individual departments shall employ a back-up methodology as part of their web site administration. Information shall be replicated to the back-up environment to ensure that the information will not be lost in the event that the Web server environment is corrupted, damaged, destroyed or otherwise compromised.

5.5. ID and Password Protection. The Internet is an unsecured network where compromise of user ID and password can occur during any open transactions. IDs and passwords should not be transmitted without assessing the risk involved.

6. PRIVACY AND SECURITY NOTICE

"Worcester State College" shall be prominently displayed or announced on at least the first page of all major sections of each Web site. Providing a statement such as "click here for WSC home page" linked to the actual WSC default page is satisfactory. If the Web site collects any information on usage or other log files, visitors shall be notified of what information is collected, why it is collected and how it is used. A copy of data should be transferred to the Web Site Manager for future analysis.

7. EXTERNAL LINKS

7.1. Approval. The ability to hyperlink to sources external to your department is a fundamental part of the World Wide Web, and can add significant value to the functionality of publicly accessible WSC Web sites. WSC must establish objective and supportable criteria or guidelines for the selection and maintenance of links to external Web pages.

7.1.1. Links to non-WSC Web resources should support the department’s operation. External links should be reviewed by department heads periodically to ensure their continued suitability. If the content of a linked external site becomes questionable or objectionable, remove the link.

7.1.2. No product endorsements which draws monetary gain shall be given on publicly accessible WSC Web sites.

7.1.3. No payment shall be accepted in exchange for a link placed on a department’s publicly accessible WSC Web site.
7.1.4. Graphics or logos depicting companies/products shall not appear on publicly accessible WSC Web sites except as noted in 7.1.1.

7.1.5. Departments considering the use of "frames" to connect to external sites should consult legal counsel concerning trademark and copyright issues before establishing such links.

7.1.6. Organizations are encouraged to link to authorized activities in support of the WSC's operation. If these sites contain commercial advertisements or sponsorships, an appropriate disclaimer shall be given.

7.1.7. When external links to non-WSC sites are included, the Chairperson of the department, or the subordinate who implements the site, is responsible for ensuring that a disclaimer is made that neither the WSC nor the department endorses the product or department at the destination, nor does the WSC exercise any responsibility over the content at the destination.

7.1.8. When a publicly accessible WSC Web site is intended to serve a public purpose, departments must realize that once the decision is made to include a link to one non-WSC site, the department may have to link to all similar sites.

7.2. Disclaimer for External Links. The disclaimer below shall be displayed when linking to external sites. This disclaimer may appear on the page or pages listing external links.

"The appearance of hyperlinks does not constitute endorsement by WSC of this Web site or the information, products or services contained therein. WSC does not exercise any editorial jurisdiction over the information you may find at these locations. Such links are provided consistent with the mission of WSC."

8. COMMERCIAL SPONSORSHIP AND ADVERTISING

Commercial sponsorships, advertisements and endorsements are prohibited on publicly accessible pages of official WSC Web sites. Publicly accessible Web sites are official communications to the public. Departments shall ensure that the credibility of official information is not adversely affected by association with commercial sponsorships, advertisements or endorsements.

8.1.1. With an understanding that having advertisements on pages that are part of an publicly accessible WSC Web site may be appropriate, at times, departments are encouraged...
to include information about non-WSC activities on official WSC Web sites as long as the information does not include commercial sponsorships or advertisements consistent with existing WSC policies.

9. DESIGN STANDARDS AND NON-STANDARD FEATURES

9.1. Web site documents shall conform to pre-approved specifications. Any changes to WSC Web Standards will be announced by the Web Site Committee 30 days in advance of their effective date.

9.2. Incorporation of non-standard or browser-specific features into Web pages shall also be evaluated in light of interoperability risks. Many organizations avoid downloadable files because of the inherent or perceived risk of computer viruses that is why many departments have a policy in place prohibiting downloads of such files. Individual departments shall weigh the risk versus benefit when employing such technology. The use of non-standard or browser specific features may exclude a portion of a Web site’s audience, and should be strongly weighed.

10. COLLECTION OF INFORMATION

To better serve the public, in certain instances it is necessary and appropriate to collect information from visitors to Web sites.


10.1.1. The collection of information from the public shall be approved by the individual departments obtaining such information.

10.1.2. A copy of the results of requests for identical information from ten or more members of the public must be forwarded to the WSC Marketing Committee Chairperson, Kaine Thompson. (i.e. surveys using check box, radio button or text form fields.)

10.1.3. Forms for general solicitations, invitations or comments that do not seek responses to standard questions, such as the common opinion-based feedback forms and e-mail links, are exempt from 11.1.2.

10.2. Usage Statistics. As a management function, The Information Technology Department will maintain a collection of general usage statistics such as monthly hits, busiest day, time, and most requested web pages. A copy of a monthly report is available from
the Web Site Manager per written request by Department Chairperson.

10.3. Although discouraged, it is permissible to use "cookies" or other methods to collect or store non-user-identifying information; however, users shall always be notified of what information is collected or stored, why it is being done and how it is used. This information must comply with 11.1 sections 2 and 3.

11. WSC WEBMASTER

To facilitate coordination of information, an e-mail has been established for the WSC "Webmaster." The email address is webmaster@worcester.edu.

12. EFFECTIVE DATE: These procedures are effective 30 days from the Chairperson of the Web Site Committee's signature.

Part III – Definitions

WWW.WORCESTER.EDU. The name of the official publicly accessible Web site for the Worcester State College (WSC). www.worcester.edu provides the official single point of access to all WSC information on the World Wide Web, and establishes a means to ensure that the information is readily accessible, properly cleared and released, accurate, consistent, appropriate and timely. The site is developed and maintained by the Information Technology Department, a subordinate department or individual, who exercises editorial control over content. The content of official WSC Web sites is an official publication. Content may include official news releases, admission requirements, financial information, etc.

Home page. The index or introductory document for a Web site.

Departmental Maintained WSC Web site. A WSC Web site that is developed and maintained by individual departments;
and for which the Information Technology Department, or a subordinate department or individual, does not usually exercise editorial control over content. However, WSC Web Standards must be followed.

**World Wide Web or Web.** The subset of the Internet capable of providing the public with user-friendly graphics-based multimedia access to information on the Internet. It is the most popular means for storing and linking Internet-based information in all multimedia formats. Navigation is accomplished through a set of linkages that may reside on the same computer or on computers located anywhere in the world.

**Web site.** A collection of information organized into a number of Web documents related to a common subject or set of subjects, including the "home page" and the linked subordinate information.

**Web Server Environment.** The physical computing resources, including servers, software, network, and peripheral devices that provide the platform upon which Web sites are made available to users.
1. INFORMATION VULNERABILITY, THE WEB AND WSC

1.1. General

1.1.1. Over the last 20 years, the world has experienced the rapid expansion of information technology.

1.1.2. Within this global infrastructure lay a mosaic of interconnectivity that is growing at a rate of over 500,000 new web sites per month. This interconnectivity provides a single user the ability to aggregate, analyze, and construct new levels of understanding from numerous sources. As such, the information provided on publicly accessible WSC Web site needs to be addressed. This document serves to address WSC web site issues.

1.1.3. This section addresses why information technology makes consistent and appropriate review of contained information necessary. It will address why certain types of WSC information shall not be posted to the WSC web sites.

1.2. Information Technology

1.2.1. The information infrastructure is extremely complex. There is no simple way to define and establish its bounds, to measure its impact, or to identify clear responsibilities for its evolution, operation, maintenance, and repair. Therefore, the various views of the infrastructure presented here only partially address the complexity.

1.2.2. One way of viewing the information infrastructure is in terms of its basic components. In simple terms, the information infrastructure is comprised of the departments necessary for the transportation of information, the means for creating, gathering, and processing the information; the information itself and the storage of such information.

1.3. Information Appropriateness and the WSC Process

1.3.1. Evaluations of information provided on the WSC web site should follow current WSC Web Standards:

1.3.1.1. Identify information and evaluate their importance to departmental and collegiate operations.
1.3.1.2. Determine the critical information for the department's/college's operations. Information that would not be of interest/use to the general public should not be on the WSC Web Site.

1.3.1.3. Determine potential public relations risks - assume that any and all media outlets are searching the WSC web site. When in doubt, please contact the External Relations Department.

1.3.2. When applying the WSC Web Standards to information posted to Web sites, departments must evaluate information with regard to the time factor. Information gathering in the past was a labor and resource intensive process. Collection, compilation, analysis, and dissemination of information could take days, weeks, or months. Today, a single user can connect to the Web and using varying search engines and browsers, gather information that surpasses traditional information levels. In essence, geography is no longer a factor in information retrieval--time becomes the dominant factor.

1.3.3. As such, the user must determine the value of information with regards to time. Certain information such as departmental history, geographical information, etc. will have less time criticality than will information such as courses, faculty, news items, etc. This will require all departments to actively review and maintain their Web pages for time sensitive information.

1.4. Conclusion. Maintaining WSC web site integrity is a process of identifying information and subsequently analyzing and publishing it to the web site in a timely and design appropriate factor. Institutional discretion and informational appropriateness apply to computer use just as it does in conversations between personnel, written (or email) correspondence, and telephone conversations. In the past, WSC has focused on activities that might be seen by a few citizens, several potential students, a few parents or targeted news outlets. But with the proliferation of information technologies, the access to WSC information has grown exponentially. The audience for WSC information is now the world, thanks to – the Internet. Standard procedures along with open communication between all areas of the college will help to ensure that published information is appropriate with regards to the mission of the institution.

2. GUIDE FOR IDENTIFYING INFORMATION INAPPROPRIATE FOR POSTING TO THE WSC WEB SITE
This guidance is authorized to be used for one purpose only: identifying information that may be inappropriate for posting the WSC web site. It is intended as an interim guide to the identification of categories of information that may be inappropriate for posting to the WSC web site. Department Heads are ultimately responsible for information in regards to their respective departments.

Information marked, FOR OFFICIAL USE ONLY ('for official use only') may not be published to the WSC web site without notification from the President's Office.

Do not use this compendium as the sole source for identifying such information. Questions about 'for official use only' information should be referred to the President's Office or External Relation's Department.

2.1 Information relating to:

- Personnel Organizational Structure
- Non-published phone/fax numbers
- Grievance Documentation
- Personnel Reviews
- Detailed Budget Reports
- Security-sensitive Information

2.2. Personnel information relating to:

- Information, the release of which would be a clearly unwarranted invasion of personal privacy, to include the following categories WSC employees and students: (1) Social Security Account Numbers; 2) dates of birth; 3) home addresses, and 4) telephone numbers other than previously-published departmental phone numbers (including pager numbers).
- Names, grades, residence hall numbers and any other identifying information about WSC Students.
- Travel itineraries of the President without prior consent.
- Internal WSC personnel policies, procedures or other WSC rules and practices unless cleared for release to the public by the department who published such documents.
• Confidential Medical Information

2.3. Proprietary Information submitted by a contractor and protected by Limited Rights Statement or other agreement, and trade secrets, commercial and financial information submitted by an entity outside the government that considers the information to be protected from release to the public. Other specific provisions include:

• Contractor Proposals

• Commercial or financial information received in confidence with loans, bids, contracts or proposals

• Information received in confidence e.g. trade secrets, inventions, discoveries or other proprietary data

• Software documentation shall be distributed according to the terms of the software license.

2.4. Other information relating to:

• Outsourcing studies that provide detailed descriptions of sensitive departmental operations

• Administrative/Faculty Dispute Resolutions

• Internal advice, recommendations and subjective evaluations

3. SECURITY AND ACCESS CONTROLS

3.1. Determinations as to the appropriate security and access controls to employ will be based upon the sensitivity of the information and the target audience for which it is intended. The table below provides additional guidance to include the vulnerability of various combinations of each. When appropriateness is in questions, the Web Site Manager in conjunction with at least two members of the Web Site Committee will make the final determination and may choose to delete such content from the web site. Any disputes must be addressed to the Web Site Committee.

3.2. Use of the WSC computer system as it relates to the WSC web site constitutes consent to monitoring of this system and adherence to all applicable web standards and policies. Unauthorized use may subject you to discipline procedures consistent with existing WSC policies and/or contractual requirements.
The web at Worcester State College has a multitude of uses. Potential students can learn about Worcester State College and even apply to Worcester State College. Researchers can get information on programs at Worcester State College. Students, faculty, and staff can offer their web pages. Unfortunately, excessively popular pages can swamp the web so that these functions cannot be accomplished.

The purpose of the Worcester State College World Wide Web Site is to provide internal and external visitors with a convenient source of accurate and timely information about the College and to encourage and enhance the use of information technology for teaching and learning.

The Worcester State College Home Page is an official publication of the College. The Information Technologies Department in conjunction with the Web Site Committee is responsible for overseeing the style and content of this page, as well as page provided by academic and administrative departments that are linked from the Home Page, to assure that the pages present accurate information and a consistent image of the College. The following standards must be complied with when designing your web site.

1. **Who may publish on the web site**

Web pages linked to the Worcester State College Home Page may be created by academic departments or schools, administrative departments, college-funded student groups, and officially constituted. Departments or committees that publish on the College web site must assign a faculty or staff member to be their designated information provider. The information provider must sign the Web Information Provider's Agreement and the Web Site Request Form (available in the IT Department) prior to submitting content on the web site. The Director or Chairperson of the department/organization is responsible for departmental/organizational web content.

2. **Web publishing guidelines**

All Worcester State College publication guidelines must be followed including the Worcester State College Web Publishing Guidelines. Copyright and trademark rules must be followed. Graphics, video, audio, or text created by another person may not be placed on a page without permission of the artist or author. Authorized Worcester State College photographs will be made available for use by information providers. For all other photographs, authorization must be received from all photograph participants before being placed on official web pages. The Information Technologies Department reserves the right to activate and/or deactivate any site suspected of violating web usage or college publication policies.
3. Copyrighted or licensed material

3.1 Copyright

Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of original works of authorship including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works.

You should assume materials you find on the Internet are copyrighted unless a disclaimer or waiver is expressly stated. Note that there does not have to be a statement that the material is copyrighted for it to be copyrighted; any original work created in recent years is automatically copyrighted according to U.S. law. You must contact the copyright holder and ask permission to display the material.

If you do not abide by these legal and contractual restrictions, you may be subject to civil or criminal prosecution.

Although this is not an exhaustive list, you are likely to violate copyright by:

- Displaying pictures or graphics you have not created.
- Offering sound recordings you have not recorded yourself. Even if you have recorded them, you must have permission from the copyright holder.
- Placing any materials owned by others, i.e. copyrighted works, on your Web page, or for other display, without the expressed permission of the copyright owner. (Examples: cartoons, articles, photographs, songs, sound bites, software, graphics scanned in from published works or other web pages).
- Placing copyright attribution on the displayed material is not sufficient to enable its display; you must contact that copyright owner to be assured that the display is acceptable. Do this before display is attempted.

3.2 Fair Use

Educational institutions enjoy special exemptions from copyright protection, called Fair Use, whereby instructors to students in a
class may distribute reasonable portions of copyrighted material. If copyrighted materials are to be placed on the web for a course, the materials must be restricted to the course. All class materials do not have to be protected in this way, but if the instructor places the information that is copyright protected in its own directory in the web and then uses a web page designed to restrict logins to a class it will be acceptably protected.

3.3 Licenses

The programs offered for use on the campus computers typically have licenses that restrict use to the computer where they are installed and for educational purposes. The software is usually copyrighted, too. Although this is not an exhaustive list, you are likely to violate license and/or copyright by:

- Reselling or giving away licensed programs or data
- Using educational-licensed programs or data for non-educational purposes
- Using programs or data for financial gain
- Using programs or data without being among the individuals or groups licensed to do so

Any individual whose site gets 3% of the usage of the entire Worcester State College web in a 24-hour period will be warned to reduce the traffic on their web. They will have one week to bring the traffic down to a reasonable level. 3% may not sound like much, but that is actually a large fraction of the resource, given how many people at Worcester State College are sharing the resource. A site will be shut down if the owner has not managed to tame their web within a week.

A site that is over 5% of the traffic in a 24-hour period will be shut down immediately, as an emergency measure to preserve web functionality. Other grounds for immediate shutdown are copyright violations, commercial ventures, and other Acceptable Use Policy violations.

Please note that the daily server logs determine the 24-hour period. These logs begin accruing at midnight and conclude at 11:59 PM for a given day.

It is possible that some web page, which is consistent with the academic mission of Worcester State College, will become very popular, and we will try to deal with that situation should it arise.

4. Hardware:
4.1 WSC’s web site connectivity platform consists of several servers running:

- Microsoft NT 4.0
- Microsoft IIS 3.0
- Microsoft Front Page 2000 Server Extensions

All WSC web sites should be designed while considering these technologies.

5. Software:

The following software is supported and recommended by the IT Department. Training is available. Please call Roberta Sibulkin at x8853.

5.1 Microsoft Office 2000 Professional

- Word 2000 – Word Processing
- Excel 2000 – Spreadsheet
- Power Point 2000 – Presentations
- Access 2000 – Database*
  Outlook – Email Client

* Training not currently available

5.2 Microsoft Front Page 2000: WYSIWYG Web Site Development Software

5.3 Microsoft PhotoDraw 2000: Graphics Editor

5.4 Microsoft Publisher 2000: Desktop Publishing

6. Page Considerations:

6.1 AUDIENCE:

Whom are you trying to communicate with? Information contained within your web site should represent your targeted audience.

6.2 SPEED:

Most people still access your site using a 56k modem. Persons viewing a site will turn away when confronted with a site slowed down by numerous multimedia elements, graphics and other items that decrease the load time of your site. When designing your site, design for a 28.8 modem
speed.

6.3 MULTIMEDIA:

Sounds (ex. WAV and MIDI), pictures (JPG and GIF) and plug-ins (RealAudio, Flash, etc.) vary download time depending on the users connection speed. When selecting content, consider slow load time in comparison with the importance of the information provided. NOTE: Remember that when you design your site using WSC’s computers, you have a fast connection – unlike many of your targeted audience.

6.4 PAGE SIZE:

Remember that your page will be viewed on a large range of computers with different monitors and graphic configurations. If you design your web site with a 1024x768 resolution, then persons viewing it on a 640x480 display will have to scroll to see your entire site. When designing your site, design for viewing on a 800x600 display.

6.5 COLORS:

Keep it simple, neat and easy to read. Many computers still only display 256 colors. Colors must complement the default web site at www.worcester.edu. Avoid dark backgrounds with light lettering. If your web page is printed, text may not appear.

6.6 FONT:

Make sure your text is easy to read. Most PC readers are comfortable with Arial or Times New Roman. Don't make your font too small. If the font you use is not installed on the user’s system, a default font and not yours will be displayed.

6.7 IMAGES:

BMP and TIFF images are too large for the Internet. Use JPG and GIF. PhotoDraw 2000 can convert needed images.

6.8 PROMOTION:

An Internet user does not usually stumble onto your site. Remember to advertise WSC’s web site, both on the web and off. Put WSC web address (www.worcester.edu) everywhere. NOTE: www.worcester.edu is the only official web site of Worcester State College and as such, should be the only web address (URL) advertised on college publications.