Policy Number: 2.011
Originating Office: Marketing & University Relations
Responsible Executive: VP for Marketing & Enrollment
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My USD Portal

Policy Contents

I. REASON FOR THIS POLICY

myUSD Portal is a one-stop, single sign-on destination for students, faculty and staff doing business with the University of South Dakota. The portal integrates academic, administrative, student and staff services in a single connected environment, aggregating and personalizing information from a range of sources, and simplifying access to commonly used or frequently searched for information, applications and systems. myUSD provides:

- a quick, flexible gateway to personal information, communication, emails, academic resources and vital university services
- single sign-on to multiple systems
- customized, personalized, and targeted information
- targeted efficient communication, such as academic alerts
- focused content, eliminating the need to visit many different sites
- streamlined and automated administrative functions
- access, anytime and anywhere

myUSD Portal is the official, primary site for conducting business and communication with current students, faculty and staff at the University of South Dakota.

II. STATEMENT OF POLICY

myUSD Portal Content:
All academic and administrative business functions for USD students, faculty and staff must be located in, or linked from, myUSD Portal.
Unofficial websites or social media must always be secondary information sources and cannot substitute for content that should be included on the University of South Dakota's official website or in myUSD Portal.

myUSD Portal Oversight and Management:
- myUSD Portal is a strategic resource that is owned by the university as a whole and not by any single department.
- Marketing & University Relations and Information Technology Services supports the Portal, guide the implementation and ongoing development efforts, and identifies and prioritizes new functionality.
- An ad hoc working group of content management system users discuss issues which affect respective content areas. Channel owners provide input and recommend changes and updates.
- A Web Governance Committee composed of faculty and staff meets periodically to review issues affecting digital communications at USD, including the website and portal, and to apply university policies to any issues that arise.

III.   DEFINITIONS

Official Websites: Websites and pages that present or represent the university's official academic, research and/or administration and academic programs and policies are official institutional websites. The target audience is prospective students. Secondary audiences include current students, faculty and staff; alumni; media; and the general public searching for information about the university.

Unofficial Websites: Unofficial websites and pages are those hosted on Google Sites, university provided services outside of usd.edu or other third-party services. Unofficial websites include the personal/professional websites of faculty, staff and students, websites of student organizations and websites of non-University organizations hosted by the University as a courtesy or service.

myUSD Portal ("Portal'): myUSD Portal is the official university site designated for web content specific to business process management, personalized user information requiring password protected access and restricted content exclusive to campus community members.

IV.   PROCEDURES

Not applicable.

V.   RELATED DOCUMENTS, FORMS AND TOOLS

- SDBOR Acceptable Use of Information Technology Systems Policy 7:1
- Web Development Policy 2.017
- Design & Writing Standards Guide – myUSD Portal
- Trademark Licensing Policy 2.015
- Copyright Policy 2.016
- Student Communications Policy 2.014
- Terms of Use (https://www.usd.edu/)