



Policy Number: 2.017
Originating Office: Marketing and University Relations
Responsible Executive: VP for Marketing, Enrollment, & Student Services
Date Issued: 5/2/2011
Date Last Revised: 6/12/2014

Web Development

Policy Contents

I. REASON FOR THIS POLICY.....	1
II. STATEMENT OF POLICY	1
III. DEFINITIONS	4
IV. PROCEDURES.....	4
V. RELATED DOCUMENTS, FORMS AND TOOLS	4

I. REASON FOR THIS POLICY

The University of South Dakota’s Web presence promotes and supports the university’s institutional mission of teaching, research, and public service. While university encourages freedom of expression, the contents of all websites under university jurisdiction must comply with local, state, and federal laws and university policies. The service to students and the public as well as the reputation and image of the university is determined, in part, by the quality of information published on its website.

Therefore, the purpose of this policy is to ensure accuracy, consistency, integrity and protection of the identity and image of the University of South Dakota by providing minimum standards and guidelines for websites and information published electronically.

II. STATEMENT OF POLICY

OFFICIAL WEBSITE:

- **Definition.** Official university information containing mission-related content or official university business targeted to primary and secondary audiences must be on the www.usd.edu domain or on the myUSD Portal. Unofficial websites or social media cannot be used as a substitute to convey official university information - with the exception of course materials.

- **Design.** Official websites must use an official Web template and conform to the university's Web Design and Writing Standards Guide. Web templates are optional for the Alumni Association and the USD Foundation, as sub-brands.
- **Target Audience.** The primary target audience is prospective students. Secondary audiences include current students, faculty, and staff; alumni; media; and the public searching for information about the university.
- **Responsibility.** Each university administrative unit is responsible for the accuracy of its website.
- **Other Domains. The university provides Google Sites as a resource to house unofficial websites such as those of faculty and organizations.** University units that set up unofficial sites on an .org, .com, or .net domain may not forward their www.usd.edu address to the outside domain. Units that purchase a .org, .com, or .net vanity URL for marketing purposes must forward that URL to their site on the www.usd.edu domain.

UNOFFICIAL WEBSITES:

- **Definition.** 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.
- **Disclaimer Required.** Unofficial websites are the responsibility of their authors. They must not convey the impression that the author is representing, giving opinions, or otherwise making statements on behalf of the university. The Web homepage of unofficial websites must include the following disclaimer text:
 - *The views and opinions expressed on this website are strictly those of (individual or organization name). The University of South Dakota disclaims all liability for any data, information or opinions contained in this website.*
- **Violations.** The university reserves the right to remove any website that violates this or other University policies.
- **Design.** The design of unofficial websites must be in good taste. Official university Web templates may not be copied or duplicated in any form.
- **Secondary Information Sources.** Unofficial websites must always be secondary information sources. Unofficial websites cannot substitute for content that should be included on the University of South Dakota's official website.
- **Request for Organizational and Personal Websites:**
 - **Student Organizations. An approved** student organization may request an account to create an organizational website by

submitting a site request form through Information Technology Services. The account request must be submitted by an organization's contact, officer, or advisor. **Personal Websites.** The university provides personal/professional website hosting services for faculty, staff, and students through Google Sites.

POLICIES APPLICABLE TO ALL WEBSITES:

- **Compliance.** All websites must comply with all applicable local, state, and federal laws. The disclosure of information about students must comply with Federal Family Educational Rights and Privacy Act (FERPA) guidelines.
- **University Identifying Marks and Graphics.** Symbols, logos, the university seal, and graphics representing the University of South Dakota are property of the university and are protected by trademark and copyright laws. The Trademark Licensing Program oversees the use of trademarks and symbols.
 - **Permission to Use.** Unofficial websites must have written permission from the Brand Identity/Licensing Officer in the Office of Marketing & University Relations prior to using any University Identifying mark.
 - **University Name.** Unofficial websites may use the university name if it is not used in any way that would constitute an endorsement or approval by the university.
- **Copyright.** All websites must follow university and legal standards regarding copyright. Permission, and a permission statement or disclaimer as required by the owner of the copyright or trademark, is required when including copyrighted or trademarked material such as text, photographs, video, or logos. The "fair use" provision of the copyright law allows the use of small portions of work from another website or publication without permission of the owner, for such purposes as teaching and scholarship. But when in doubt, it is appropriate to ask the owners for permission to use their work.
- **Accessibility.** The American Disabilities Act (ADA) requires that all websites to the extent feasible, must be made accessible to people with disabilities.
- **Advertising.** To be consistent with the university's role as a not for profit institution and to preserve its academic independence, advertising in any form on www.usd.edu is prohibited. Corporate support may be acknowledged but the recognition must not imply endorsement by the university.
- **Financial Processing.** Sites requiring online financial processing capabilities must coordinate with and have the approval of the Business Office.
- **Privacy.** All websites must comply with all applicable laws and university policies governing personal privacy and the confidentiality of information, to protect both on- and off-campus users.

- **Web Oversight and Management.**
 - The responsibility for the university’s website rests with the Department of Marketing Communications & University Relations.
 - The Information Technology Services Department manages the resources and technical functions.
 - A Web Governance Committee composed of faculty and staff meets periodically to review issues surrounding the university website and portal and to apply university policies in making decisions.

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, staff, and faculty; alumni; media; and the 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

Organizations submit the hosting request form through Information Technology Services.

V. RELATED DOCUMENTS, FORMS AND TOOLS

- SDBOR [Acceptable Use of Information Technology Systems Policy 7:1](#)
- Design & Writing Standards Guide – Public Website
- [USD’s Graphic & Editorial Standards Style Guide](#)
- [Web Privacy Policy 2.012](#)
- [Trademark Licensing Policy 2.015](#)
- [Web Copyright Policy 2.016](#)
- [Terms of Use](#)
- [United States Copyright Office](#)
- [World Wide Web Consortium's Web Accessibility Initiative](#)