

CPVA Web Policy

This document does not supersede any existing University of Northern Colorado or State of Colorado or Federal policy or law regarding web policy and use. This document defines the specifics of the CPVA web presence where it varies or refines UNCO policy.

The College of Performing and Visual Arts recognizes the educational value and societal significance of the World Wide Web, and so supports faculty, staff, and students in the electronic publication of information. In order to enhance the mission of the College of Performing and Visual Arts, many academic and administrative units--including their schools, organizations and societies--publish web pages

Scope of Policy

This policy applies to all official web pages of the College of Performing and Visual Arts and those that are linked to the College of Performing and Visual Arts homepage.

Definitions

Official web pages are those college-sanctioned, publicly accessible electronic documents on official university and CPVA servers which represent the college and its schools, offices, services, or other units of the CPVA.

All official pages will be housed on the CPVA server and identified by the unco.edu domain name.

Professional web pages are those pages created by and represent an individual faculty or staff member or a student organization. Professional pages include but are not limited to faculty members' course syllabi, reading lists, and other research and instructional materials.

Page Contents

Contents of all web pages--official or unofficial--must be consistent with the policies of the College of Performing and Visual Arts, and those of the University, and with local, state, and federal laws. Guidelines regarding individual and distribution list email content as stated in the University's policy on the appropriate use of technology resources so apply to web content located on any College of Performing and Visual Arts hosted web server.

Web authors must not contract with external organizations to place banner advertising or promotional copy on official web pages. Links to external sites are permissible but must be approved by school directors in consultation with the dean as appropriate (see below, Style and Format VII).

Links from an official web site to an external site not affiliated with the College of Performing and Visual Arts must not express or imply the College's endorsement of the site's products, services, or statements.

Official web pages are expected to follow the same professional and graphic standards that apply to official publications in any other medium. Official web pages must meet certain minimum criteria in terms of technical style and format (see Style and Format below.) Authors of new and existing official pages should consult and work closely with the college web developer/coordinator of electronic publications in the Office of Community Arts to assure that official pages are consistent with the university's goals and aesthetics. These same standards must be adhered to for professional pages associated with the CPVA web site.

All CPVA pages must follow the University policies for single source information as pertains to tuition information, course catalogs, etc.

Style and Format

UNCO web policy governs the overall aesthetics of the CPVA web pages, which has additional standards as set below.

The required components for style and format of official web sites are delineated below. Templates, style sheets and guidelines are available from the Community Arts Office to ensure consistent design, function and navigation of the following.

- I. The official university logo will appear at least once on all web pages, and should be used as a link to the UNC home page. Top level pages must also include the UNC search bar.
- II. Every page will contain a link to and include identity for the College of Performing and Visual Arts home page.
- III. To enhance web page functionality with internal and external search engines, and to promote college identification, all pages within a site should contain a meaningful, unique <title> tag that also includes the text “College of Performing and Visual Arts”. Example: The Office of Computing and Arts Technologies at the College of Performing and Visual Arts.
- IV. Every page must list a contact for those seeking additional information. Any contact information should minimally include a mailing address, e-mail address and telephone number.
- V. Every page must include the date it was last updated and the author. This information must be incorporated in the page or included in the coding of the page.
- VI. To enhance the accessibility of CPVA web pages by as wide an audience as possible, all major graphic images that are used (such as navigational links) must include appropriate text descriptions in the “ALT” attribute.
- VII. Any links to external sites must be appropriate and accessible. Decisions to link to commercial sites, search engines that may include advertising, etc., will be made by school and program heads in consultation with the dean. When periodically requested by the web developer, school and program heads must provide a list of all external links currently appearing on their pages.
- VIII. Faculty, staff, student, and student organization web sites will not be linked from official college pages unless approved by the school or program to which the link is desired. School directors will determine whether such links will be provided.

Roles and Responsibilities

The College of Performing and Visual Arts’ web developer in the Office of Community Arts, serves as the coordinator of electronic publications. The Office of Community Arts is responsible for the consistent graphic and editorial presentation of the College of Performing and Visual Arts, its programs and services on the official web site. The webmaster in the Office of Computing and Arts Technologies manages the CPVA web server and FTP access. The web developer or webmaster provide information and tools to help all areas within the college acquire an online presence that reflects well on the college.

Authors other than those approved by the coordinator of electronic publications must publish their pages to a proofing site before it can be up-loaded or linked to the CPVA site. Web authors may apply to the Office of Community Arts for FTP/WebDAV access to the CPVA server by recommendation from CPVA Schools or programs.

School directors are responsible for the content of their official web sites and working with the Office of Arts Information to ensure high aesthetic standards. This includes:

- complying with this policy and other university policies;
- maintaining the currency and accuracy of information;
- proofreading for spelling and grammar.

School directors should designate a person to periodically review, update and enhance each schools' web site as well as to serve as a contact person for the web developer. Minimally, before the beginning of an academic year, school directors should ensure a thorough review of material on their pages and deletion of any outdated or incorrect material. If assistance is needed, the web developer should be contacted.

School directors, along with the web developer or web master, are authorized to disable pages that do not adhere to this or any other university policy. See Enforcement below for the procedure the college web developer will follow if noncompliance necessitates disabling an official web page.

School directors are responsible for ensuring deletion of professional web sites located on official servers when the individual author of the web site is no longer affiliated with the college.

Enforcement

The college web developer is responsible for administering and enforcing this policy. Questions concerning this policy should be directed to the college web developer.

If an official web page does not conform to the minimum criteria for style and format or to college and university policies, the web developer will discuss the noncompliance with the contact person who is responsible for the official page and others (school directors or dean) as appropriate. If the problem cannot be resolved, the web developer may modify or, if necessary as a last resort, disable the official page. Notice of such action will be promptly communicated to parties involved. The web developer and the CPVA OCAT webmaster reserve the right to immediately disable an official page if page contents could cause immediate, irrevocable harm to the college.

Policy for Appropriate Use of College of Performing and Visual Arts Name, Logos, and Graphic on the Web

This policy applies to all web sites that contain neither official nor professional College of Performing and Visual Arts web pages (see definitions, p. 1, College of Performing and Visual Arts Web Policy). For purposes of this addendum, such web sites will be referred to as "external web sites."

External web sites may include text links to an official College of Performing and Visual Arts web page. External web sites may not include – as links or non-linked graphics – the college's and the university's copyrighted and trademarked official logos and logotypes without prior written from the Office of Community Arts. Exceptions are organizations to which the College of Performing and Visual Arts is an institutional member or entities with which the college shares sponsorship, has partnered with, or otherwise is officially affiliated.

External web sites may not use web graphics, icons, video or audio clips, photographs, drawings, or other copyrighted or trademarked materials residing on official or professional web pages of the College of Performing and Visual Arts without the permission of the creator/owner of the rights to such material.

Violators of this policy will be subject to laws pertaining to copyright/trademark infringement.

Reminder: It is a misdemeanor to use the name of the College of Performing and Visual Arts in any way that expresses or implies the college or the university endorses, supports, or is affiliated with any product, service or other organization, without advance permission from appropriate College of Performing and Visual Arts officials.

Disclaimer Statement:

All parties submitting materials to the College of Performing and Visual Arts web represent and warrant that the submission, installation, copying, distribution, and use of such materials in connection with the College of Performing and Visual Arts web will not violate any other party's proprietary right. All use of the College of Performing and Visual Arts web must be in accordance with existing university regulations for computer use. The information available on the College of Performing and Visual Arts web site is provided as is and without any representations or warranties of any kind. Official College of Performing and Visual Arts pages may contain links to other pages not sanctioned by the university. The site does include both official and unofficial pages. Official pages are those sanctioned by College of Performing and Visual Arts; personal pages are those pages that are not sanctioned by College of Performing and Visual Arts, including, but not limited to personal pages of faculty, staff, and student organizations. College of Performing and Visual Arts is not responsible for the accuracy or completeness of the contents of any personal page. The views and opinions expressed on any personal page are strictly those of the page author.