CAMPUS WEB RESOURCES POLICY
07.200.12

Authority:	CIO
History:	Updated May 25, 2021; Reformatted June 6, 2005; supersedes policy ITS 2.00; effective September 11, 2002
Source of Authority:	UNC System Office Policy Manual, Chapter 1400 "Information Technology"; International Organization for Standardization ISO/IEC 27002
Related Links:	[OUR - Social Media at UNCW](#)
Responsible Office:	Information Technology Services

I. Purpose

Establishes policy regarding Web resources managed by Information Technology Services (ITS) that support official university websites.

II. Policy

A. General Statement

1. ITS manages the infrastructure that comprises the campus Web system. This system serves Web pages, along with links to other campus systems.

2. The Webmaster, appointed by the CIO, and the Director of Web Communications in the Office of University Relations (OUR) jointly oversee UNCW's Web presence. System and services planning, implementation, maintenance, and administration are done by ITS in consultation with the Webmaster. Graphic design, visual identity and content are managed by OUR in consultation with campus clients and ITS.

3. All Web pages, including direct links to other pages or sites, must be in compliance with university policies and local, state, and federal laws and the *UNCW Brand Identity Guide*.

4. Primary emphasis is given to assuring and maintaining timeliness of the content, reliability, accessibility, and rapid delivery of Web pages.

B. Access to Web Resources

1. For Departmental/Organizational websites, principal content managers must be faculty or staff. Student workers are permitted to assist with websites via a workflow that submits changes to the principal content managers for approval and publishing.

2. Space for student organizations and personal student sites will be provided on a server separate from the main Web server.

3. Personal pages are provided for faculty and staff. These pages are intended to provide information that is relevant to that individual's role at the university and will reside on a server separate from the main Web server.

4. Multiple students, faculty or staff may have access to the same resource. For "personal" pages, the owner may request others have access. For department/organization pages, the request should come from the principal content managers responsible for the department/organization.

5. Security on these resources will be administered by ITS.

6. Access to UNCW Web resources is not granted to vendors, contractors or any other non-UNCW entities.

C. Content

1. All Web content, including direct links to other pages or sites, must be in compliance with university policies and local, state and federal laws and the *UNCW Brand Identity Guide* established by the Webmaster and OUR.

2. New websites must be approved by the Webmaster and OUR.

3. No UNCW content can be hosted on external sites without prior approval by the Webmaster and OUR.

4. Principal content managers are ultimately responsible for the websites they manage including the appropriateness, accuracy and timeliness of the information published.

D. Servers

1. All public access Web servers must only contain files intended for public access. All other files (backups, programs, non-Web data, etc.) are prohibited and subject to deletion.

2. Sensitive data not protected appropriately is subject to deletion.

3. Sensitive data must by default be transported using industry standard secure protocols.

4. Hardware and software for supporting UNCW's central Web systems are the responsibility of ITS.

5. ITS will maintain systems and software at the most current level practicable – considering applicable support requirements, security standards and resource limitations.

6. All pages on the main Web server will be maintained using the official UNCW Web content management system.

E. Projects

1. Requests for custom functionality or features, database connections and general Web page work should be directed to the Webmaster.

2. Users must consult the Webmaster before committing to new Web-based technology. This is to ensure that new systems will be compatible with current systems and regulation requirements.

3. Before hiring or committing to work with third party vendors of Web design, Web development, online marketing campaigns, social media strategies, etc., the Webmaster and OUR must be consulted. This is to ensure that the work to be done adheres to the *UNCW Brand Identity Guide*, university policies, state and federal laws, and/or other requirements.