

# Utica College Institutional Web Policy

May 8, 2002

## Statement

Utica College is an independent comprehensive college located in central New York offering graduate and undergraduate courses. The goal of its Web site is to provide current information about the College, its mission and services, its faculty and students, and its events and programs to a variety of audiences, to conduct College business, and provide various services for the college's constituencies.

Utica College encourages faculty, staff, students and College-affiliated organizations to publish information in their own folder space on its institutional Web site, provided such information supports the mission of the College and does not violate any College policies.

## Free Speech

Utica College recognizes that the protection of free and open speech and the open exchange of ideas are essential to any academic community, and crucial for the activity of scholars and artists. Free, honest, intellectual inquiry, debate, and constructive dialogue are vital to the academic mission of the College and must be protected, even when the views expressed are unpopular or controversial.

## Accounts

Authors, editors, responsible parties and contact people must all be members of the Utica College community and should familiarize themselves with the IITS [Computer Users Policy](#). Accounts must be renewed by the office of Integrated Information Technology Services (IITS) each September. Password access, file transfer protocol (FTP) and training support for the College's sites are conducted by IITS. Designated by Chief Technology Officer, the Web Master (IITS staff) is responsible for maintaining all web coordinators' accounts.

## Responsibilities

Inappropriate content on a Utica College Web page shall be reported to the appropriate office of the Vice President, Division Dean, Web Coordinator or directly to the Chief Technology Officer of Utica College. If the content requires immediate action, the complaint may be expedited through the regular Utica College process, specifically:

- Student complaints: Code of Student Conduct and the Dean of Students' office;
- Faculty complaints: Division Deans and Vice President for Academic Affairs, with appeals to the Faculty Affairs Committee, pursuant to the AAUP-UC contract;
- Staff complaints: Department supervisors and Vice Presidents for Administrative divisions, representative for the staff member with consultation by the Director of Human Resources.

## Integrated Information Technology Services (IITS) Support

IITS will maintain all access rights for Utica College Web publications, whether the public Web site resides on IITS servers at the Utica College campus or elsewhere. IITS will identify, evaluate, and provide technical support and training for the creation of UC Web publications and distribute ftp passwords. IITS reserves all rights and may limit Web server publication space or ftp connection privileges.

The IITS Help Desk, IITS Staff and Web Coordinators are available to answer specific questions. IITS provides training for Web Coordinators and faculty members. In collaboration with the PR staff, the IITS will provide assistance to web coordinators on such matters as Web page structure, HTML development and uploading of files.

IITS reserves the right to make any technical changes, upgrades or maintenance on a Web server as necessary. IITS will always endeavor to give users warning or notice through our email or voice message systems.

Regarding the allocated Web site space, each Vice President's Office or Division Dean receives an account with assigned megabytes of space at no charge. Requests for additional Web space should be referred to IITS.

### **Vice President and Deans of Divisions**

The decentralization of Utica College's public Web site requires the Vice Presidents and Division Deans to assign [Web Coordinators](#), or reassign responsibility for a unit's Web pages as needed. In the event of a change in Web Coordinator, IITS should be informed immediately.

The Vice President or Deans can request removal of links to pages containing material that violates local, state, or federal laws, or other Utica College policies. The Vice President or Deans are responsible for the accuracy and timeliness of Web information and links to other online documents related to that office.

### **Web Coordinators**

Web Coordinators serve as a division's or [department's contact person](#) in matters related to the Website. They are responsible for keeping the information current within their respective office/division. In the case of the academic divisions, they will coordinate with program directors/coordinators to collect information so the Division Dean can review it and update their division pages. Backups and updates of Web pages are the responsibility of the author and Web Coordinators.

### **Publications Standards**

All Web publications must link to the [Utica College Home Page](#). Publications must clearly display the name, and e-mail address of the office/division publishing the web page and may display an optional graphic logo for the office/division. If the Utica College logo is used, it must conform to all appropriate policies. For ease of navigation, each unit-level home page will include a link to the next higher-level page. All Web pages must be updated at least once every semester or as needed to keep the information current. Pages should display the date of the most recent update when appropriate.

The Office of Institutional Advancement, specifically the Public Relations Office, maintains the Utica College home page, all pages generated and maintained by its office, and their navigational designs. The Office of Public Relations provides links from institutional pages to all appropriate Utica College Web pages as requested. The Office of Public Relations will offer assistance in developing content by request. Utica College Offices, Division Deans, and Vice Presidents, and the responsible individuals are encouraged to consult with the Office of Public Relations for appropriate and effective Web design.

References within Utica College Web sites to any specific commercial products, processes or services by trade name, trademark, manufacturer, etc. does not constitute or imply the College's endorsement or recommendation. Advertising on Utica College Web sites is not permitted unless specified in writing by IITS and/or PR. Links to the business sites of Web developers are not permitted.

Any Web pages supplied by an Office or Dean of a Division should be regarded as representative of Utica College. All information added to the Utica College Web site must be related to and reflect the mission of the College. Standards of professional and academic ethics, as expressed in the Utica College Catalog, student Handbook and other publications must be addressed in college Web pages. Resolution of complaints involving Web pages will be in accordance with established College procedures.

Web publishing accounts are to be used only for the establishment and maintenance of Utica College Web-based documents. The Web server is not to be used for personal Web pages for

the benefit of third-party or for-profit activities without authorization from IITS. Web space is for Utica College academic usage, offices and hosted organizations by agreement. The Web server is not to be used for the construction of HTML. Due to performance demands, all page building must be completed off-line. Users should log on only to upload and download files. Users found logging on for extended periods of time may face forfeiture of institutional password.

### **Links**

Questions or concerns about Web page linking should be referred to the appropriate unit head, Dean, vice president or Web Coordinator. Utica College will display a disclaimer on its home page stating that individual pages are not official Utica College documents and that readers agree not to hold Utica College liable for the contents, such as:

*"The views expressed in individual pages are strictly those of the author(s), not Utica College or its Board of Trustees. The contents of those pages have not been submitted for review or approval by Utica College."* Individual pages will also display the disclaimer as appropriate.

### **Copyright**

All Utica College Web publications are subject to copyright law and also must adhere to the intellectual property policy of the College. A copy of the UC Copyright Policy is available in the Frank E. Gannett Memorial Library. No redistribution of Utica College licensed materials is permitted without written permission.

### **Privacy**

Posting and gathering of student information must conform to the student privacy policy as outlined in the College guidelines. Pages designed to gather information from the audience should state directly its intent, the method of gathering information (unless it is a form filled out by users), the way the information will be used, and how information is stored. Utica College will not use information gathered to sell to outside entities unless authorized by audience.

### **Harassment**

Complaints of harassment should be referred to the appropriate administrative office or IITS and will be dealt with according to Utica College's established disciplinary procedures. Web pages containing confirmed harassment will be deleted.

### **E-Commerce**

Prior written authorization by the office of Public Relations is required before the Utica College Web, computing and telecommunications facilities or services can be used for the benefit of private individuals or other organizations for business or fundraising purposes. All uses must be in compliance with all New York state, local and federal taxation clauses (including sponsorship, advertising and reselling).

### **Web Accessibility**

Utica College is committed to providing equal access to Web-based information in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. All Web pages associated with administration and services, courses of instruction, departmental programs, and College sponsored activities, must conform to the Web accessibility principles listed in Section 508 of the 1998 Rehabilitation Act requiring the sites of Government and Educational institutions to be accessible to the disabled. Images used in lieu of text to display information must include required information in the ALT attribute of the HTML image tag. Disabilities: The following line should appear in all Web pages that promote campus events or programs: *"Accommodations on the basis of disability are available by contacting (phone) (optional name and address) by (date or as soon as possible)."*

### **Policy Violations**

Suspected violations of the policies and disclaimers of Utica College or federal, state or local law will be referred to the proper governing body. Failure to follow UC policies or the law could result in removal of files and/or disciplinary or other action. Comments and questions concerning this

policy statement should be addressed to IITS. These policies are subject to yearly review, updates and approval by the Technology Advisory Council.

Please send you suggestions and comments to Chief Technology Officer at [schen@utica.edu](mailto:schen@utica.edu)

Approved by,  
Dr. Todd S. Hutton  
President, Utica College

[Utica College Home Page](#)  
[Integrated Institutional Technology Services](#)