

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

YEAR 2 WEB ACCESSIBILITY ANNUAL REPORT

EXECUTIVE SUMMARY

Progress in the second year was delayed by an interruption of committee meetings from approximately May 2007 to October 2007. The Web Accessibility Committee meetings did not resume until November 2007. Since resumption, the reconstituted committee has addressed the milestones of Coded Memorandum AA-2007-04 and the California State University, Los Angeles (CSULA) Web Accessibility Implementation Plan. Monitoring has begun with initial reports issued this spring. A process for remediation by page owners and authors has been proposed. Training and communications plans have been developed and existing web templates have been made accessible. Web policies, guidelines and new templates are also under development.

1. Auditing and monitoring processes: What do you have in place and what is planned to track your prioritized redesign of web sites? What criteria do you use to establish priority; who measures outcomes; who audits?	
1a. Accomplishments in 2007/2008	AccMonitor has been set up to run monthly reports on Section 508 compliance. The AccVerify software is available for download to all campus authors so they may generate their own compliance reports. Web sites have been launched to provide access to Section 508 information, best practice techniques, testing tools, and online tutorials. The existing University templates have been redeveloped to meet Section 508 compliance.
1b. Plans for 2008/2009	A timeline has been developed to remediate critical CSULA administrative web sites that are out of compliance, beginning July 1, 2008, when training workshops will begin. The goal is to meet the May 15, 2009,

	<p>milestone. Page owners will be sent a preliminary report of their sites' status no later than June 15, 2008. Page owners will identify and assign the page authors to make necessary edits within agreed upon time frames. Time frames will be proportional to the work required to remediate a site considering its size and complexity.</p> <p>Workshops will be scheduled for each division and college. All page authors are required to attend the workshop.</p> <p>AccMonitor is scheduled to run monthly reports. Individual reports are generated for each campus department in order to accommodate each area's page author's review process. Administrative division reports are available at http://accmonitor.calstatela.edu/divisions.htm. College reports are available at http://accmonitor.calstatela.edu/colleges.htm. These reports will also be sent to vice presidents and deans so they are aware of the status of their web sites. AccVerify is available for download for page authors wishing to run their own reports. Pages failing the automated compliance check for three consecutive monthly scans will be removed from public access. Authors will be notified that they have pages in need of remediation and given 30 days to repair the pages. The page author will also be required to attend the Manual Evaluation workshop if they have not yet attended one. When a non-compliant page is removed from public access, a non-compliance notice page will be posted in its place.</p> <p>A staging server will be set up to hold pages for remediation and to host new web site requests. A new site will first be uploaded to the staging server for review, and it will not be uploaded to the production web server until it passes web guideline standards and a Section 508 scan.</p>
<p>1c. Barriers to completion</p>	<p>The lack of a master list of page owners/authors has made communicating with campus departments difficult. There is a lack of awareness and technical knowledge from campus community to perform remediation.</p>
<p>1d. Observations/discoveries</p>	<p>A scan of last year's cross section report revealed that 53% of the original 72 pages verified as compliant last year were modified without maintaining accessibility standards and were no longer Section 508 compliant. This decrease in compliance may be because central</p>

	<p>Information Technology Services (ITS) staff assisted page authors to remediate these pages last year and page authors have not yet received sufficient training to maintain accessibility when making changes. It is incumbent on the Steering Committee and working groups to achieve greater awareness on campus and ensure compliance is achieved and maintained. The designated authors of the failed pages were notified and given 30 days to remediate their pages. Another scan on May 14, 2008, indicated that page authors are complying, with the pass rate rising to 66%. Additional AccMonitor scans will be run to verify that all the pages are compliant again.</p>
<p>2. Accountability and documentation procedures: Who is responsible? What is documented? How is information that is gathered used to improve the process?</p>	
<p>2a. Accomplishments in 2007/2008</p>	<p>The most important documentation accomplishment this year was the drafting of a revised web policy for the campus (attached). The policy has been submitted and is currently under review. It defines page owners and page authors, and specifies their responsibilities. It further provides for a process for review and suspension of non-compliant pages. We are also working on archiving monitoring reports. The working group has been responsible for developing all documentation to date, with the exception of the actual templates and reports. Monitoring reports are produced by the ITS web services group. The new templates were developed by consultants under the direction of Public Affairs with the assistance of ITS. The campus web policy was developed by a working group sub-committee. Training documentation was developed by the training subcommittee of the working group. General information, tools and references have been documented on the campus Accessible Technology Initiative (ATI) and Web guidelines web sites by the ITS web services group with contributions from the working groups.</p>
<p>2b. Plans for 2008/2009</p>	<p>Implement a process to obtain and keep current lists of page owners and authors. Public Affairs will have primary responsibility for the list. ITS will maintain an archive of AccMonitor reports. This information will be reviewed to help improve training and information sharing to further awareness and compliance.</p>

<p>2c. Barriers to completion</p>	<p>As with the other sections, resources are a major barrier. Further, web creation and maintenance has always been decentralized with no cohesive efforts across divisions, colleges, units and even within departments/programs. It will take time and effort to propagate new standards and for new attitudes and processes to be adopted so that more procedures and results can be better documented.</p>
<p>2d. Observations/discoveries</p>	<p>Although we are developing procedures, new guidelines and information gathering processes, we are still mainly in ad hoc mode. Until more formal processes are adopted, it will be difficult to establish documentation procedures. We do gather information from committee meetings, presentations to the campus constituency (such as the Academic Senate), and pilot workshop participants. That does enable us to refine our processes and the documentation we are developing to go with them, but we are still in the very early stages.</p>
<p>3. New web sites and content: How does your campus encourage accessible design and authoring for new additions to the administrative web?</p>	
<p>3a. Accomplishments in 2007/2008</p>	<p>Through the development of web standards, templates, training and communication, our campus is encouraging the accessible design and authoring of new additions to the administrative web sites.</p> <p>Web Standards and Templates</p> <p>Updated standards for University web sites have been drafted in collaboration with Public Affairs. Their release will coincide with the release of updated templates for all University administrative sites. All University administrative web sites will be required to use the new templates. The publishing process is being modified to stage new sites to a staging server for compliance verification before being made public. A Web Content Management System (WCMS) is planned to enable easier web site maintenance, as well as managing templates and enforcing template rules for a more uniform University web presence as well as ensuring that accessibility is maintained when sites are changed.</p> <p>Training Plan</p>

	<p>A training plan has been developed. The initial launch dates for face-to-face awareness workshops are scheduled to begin on July 14, 2008. More technically oriented training for page authors (i.e., running manual checks, applying University Web Templates, etc.) will follow no later than the Winter Quarter 2009. In addition, a web-based web accessibility awareness training series has been acquired from Lynda.com. This self-paced training module has been installed on the campus web-server for all faculty and staff to follow along at their own pace and time.</p> <p>Communication Plan</p> <p>Two University web sites have been published to inform the campus community of the Accessible Technology Initiative (ATI) and Web Accessibility Guidelines. Additional communication efforts from the ATI group will focus on compelling reasons for universal design, making web sites accessible, and on the upcoming roll-out of new web templates for use by all University departments in making their web site Section 508 compliant.</p>
<p>3b. Plans for 2008/2009</p>	<p>The finalized web standard and templates will be implemented in the 2008/2009 year. In July 2008, awareness training will be introduced to the campus. In 2009, more technically oriented training will be introduced to page authors. Students will be recruited from the Office for Students with Disabilities to help test training activities and materials. The communication plan will be on-going.</p>
<p>3c. Barriers to completion</p>	<p>Limited Resources</p> <p>Ensuring that communication is getting to the right individuals is difficult and getting the necessary "buy-in" to be successful in this endeavor presents a challenge.</p>
<p>3d. Observations/discoveries</p>	<p>An observation/discovery is the awareness of what the issue brings to light. As progress, while the challenges become greater, so does the awareness of the need to make education and the University's working environment more accessible for everyone.</p>

<p>4. Exceptions to accessible administrative web content (such as PeopleSoft, your LMS or library web applications): Have you identified exceptions, and if so, how do you document these issues and your decision to leave them as an exception to accessibility? What are your plans for specific exceptions to provide accommodation to achieve equally effective alternate form?</p>	
<p>4a. Accomplishments in 2007/2008</p>	<p>PeopleSoft and WebCT (the campus LMS) have both been identified as having accessibility issues that cannot be modified by the campus. We have not checked all the library systems with which we contract, but those that we have checked have passed accessibility testing. The Office for Students with Disabilities (OSD) has provided us with recommendations for making WebCT more friendly to users with disabilities.</p>
<p>4b. Plans for 2008/2009</p>	<p>We must depend on the central CSU CMS to address the issue of PeopleSoft accessibility. We are awaiting the results of the system-wide LMS evaluation to pursue a replacement plan for WebCT.</p>
<p>4c. Barriers to completion</p>	<p>We are required to use CMS and are dependent on the Chancellor's Office to address its accessibility issues. We subscribe to a very large number of library databases and other services and it may take a considerable time to check them all. Our ability to affect the accessibility of these services will be limited, as well as the resources to find and evaluate alternatives.</p>
<p>4d. Observations/discoveries</p>	<p>We have not yet catalogued all the external systems which are used by the campus. This will be a large undertaking by itself.</p>
<p>5. Critical administrative web sites that require remediation: What is your process for identifying critical administrative web sites that require review and possible redevelopment? How will you select the most important 500 pages that need evaluation and a commitment to redevelop if needed?</p>	
<p>5a. Accomplishments in 2007/2008</p>	<p>The WebTrend Analysis Suite has been used to identify the critical administrative web sites based on web traffic metrics and usage</p>

	<p>information. In addition, web sites providing essential information about the University, such as gateway pages and college and divisional home pages, have been identified as mission critical administrative sites. The WebTrend Analysis Suite was used to determine the top 30 most visited sites (approximately 500 pages) to prioritize their remediation. These top sites have been identified through an analysis of web traffic recorded over a four month period that began January 2008.</p>
5b. Plans for 2008/2009	<p>Rather than remediate or repair, critical administrative web sites will be redeveloped using the new redesigned University web templates, which will be released by Public Affairs on July 3, 2008. All administrative home pages will be migrated to the new templates starting on July 21, 2008. While the new templates have been under development, the existing templates were updated to bring administrative web sites into compliance with Section 508 standards.</p>
5c. Barriers to completion	<p>The lack of a current master list of page owners/authors has made monitoring and communicating with campus departments difficult. There is a lack of awareness and technical knowledge from campus community to perform remediation, and there is resistance from colleges and divisions to redevelop their sites as they perceive the task as low priority.</p>
5d. Observations/discoveries	<p>AccMonitor reports are too technical for some page owners and page authors to comprehend. Many areas would need assistance to complete remediation. Menus created using Javascripts are not scannable by AccMonitor.</p>
<p>6. Training Plan: What is your plan to train administrative web developers, student assistants and content contributors? Have you developed curriculum? Do you have regular training times? Do you require certification and/or continuing education?</p>	
6a. Accomplishments in 2007/2008	<p>A training plan consisting of two major phases has been developed. Phase one of the training plan encompasses online tutorials, face-to-face workshops, and digital documentation. For online tutorials, a web-based web accessibility awareness training series has been acquired from Lynda.com. This self-paced tutorial series has been installed on the</p>

	<p>campus web-server for all users with CSULA network accounts to work through the training materials at their own pace, time, and convenience. Topics addressed in the series range from web accessibility concepts and accessibility testing, to applying accessibility principles to new and existing sites using standard-compliant markup and Cascade Style Sheets (CSS).</p> <p>In addition to the online tutorials, an initial awareness workshop has also been scheduled to begin on July 14, 2008. This workshop, which is mandatory for all identified web administrators and web authors, is designed to communicate the necessity of making web content compliant as well as to assist the CSULA community to get started on making their web site compliant. Topics covered in this workshop range from information regarding legal and CSU requirements, on-campus and online resources, to a hands-on individual activity using a screen reader. Participants attending the workshop will be provided with detailed handouts they can continue to use for reference.</p>
6b. Plans for 2008/2009	<p>Phase two of the training plan involves a variety of hands-on training intended for web authors. Starting in the fall 2008 quarter, a narrated Flash presentation covering the content presented in the awareness workshop will be provided online at: http://www.calstatela.edu/accessibility. More technically oriented training such as running accessibility reports and manual checks, applying University Web Templates to existing web sites, and using Dreamweaver to create a compliant web site will be available to the CSULA community commencing Winter Quarter 2009.</p>
6c. Barriers to completion	<p>Besides a rather late start of the training team within the ATI Web Accessibility working group, which was not officially formed until early 2008, we also face similar barriers as other ATI working groups. These barriers include ineffective or lack of communication, lack of financial and human resources, and simply lack of expertise and leadership in the field.</p>
6d. Observations/discoveries	<p>The ATI Web Accessibility training effort is a joint collaboration between ITS (Training), Academic Affairs (eLearning Program and Services), Student Affairs (Office for Students with Disabilities), Administration and Finance (Human Resources Management Office for Equity and Diversity),</p>

	the ATI Web Accessibility Working Group, and the ATI Instructional Materials Working Group.
<p>7. Communication plan: How has your communication plan proceeded this year? Have faculty, staff and students been contacted? What approximate percentage of each group has been exposed to the campus web accessibility requirements?</p>	
7a. Accomplishments in 2007/2008	In 2007/2008, communication to the campus has included prominent mention in the Human Resources Management quarterly newsletter and the <i>University Reports</i> published quarterly by Public Affairs. Additionally, members of the ATI subcommittees have been sharing information within their respective departments. An Accessible Technology Initiative (ATI) web site has been published that outlines the project plan, Steering Committee members, and the three working groups that focus on the three ATI priorities. A web accessibility web site has also been published to include online resources, Section 508 standards, and tools to test web page compliance.
7b. Plans for 2008/2009	Plans for 2008/2009 include but are not limited to additional notices in the Human Resources quarterly newsletter and the quarterly Public Affairs <i>University Reports</i> . Public Affairs will be coordinating interviews of students that have accessibility limitations to be published in the <i>University Times</i> , the campus newspaper. Articles on Universal Design for Learning are also scheduled to be printed in the <i>University Times</i> newspaper. Arrangements are being made to have students with disabilities give a presentation at the Academic Senate so that the "human" face is added to this project. Additional outreach efforts are being coordinated with the Office of the Provost so that the ATI subcommittee can make a presentation at Fall Faculty Day and New Faculty Orientation. Memos have been drafted by the ATI Steering Committee Chairs and the Vice President of Information Technology Services outlining web accessibility awareness, policies and procedures. "Teaser" emails will be sent out to the campus community to begin increasing awareness of the ATI project.
7c. Barriers to completion	Current lack of information that the overall campus community has on web accessibility. Changing the "mindset" of faculty that this initiative

	<p>does not infringe on “academic freedom.” Changing the mindset from what many consider complying with Section 508 standards is somehow a “nuisance” to helping them understand that it is “the right thing to do.” Working with staff and faculty to comply with ATI mandates can be achieved without making a significant impact on what they consider to be a “full plate” of work activities. A significant lack of resources, both financial and human, to provide quality and timely services to all members of the campus community. Determining support areas to assist web developers repair inaccessible web pages. Administrative requirements for campus-wide communications result in significant delays in the process of implementing training and web page monitoring.</p>
7d. Observations/discoveries	<p>People's perception of web accessibility change when demonstrations illustrate why it is needed and that it is the "right thing to do". Perceptions are further reinforced by pointing out that in many instances, only minor changes are needed to make web pages compliant. Federal and state laws that support the implementation of ATI have been introduced. Web page accessibility awareness has also led to an awareness of the instructional materials priority. We decided to follow an approach that creates a compelling reason to comply with Section 508 standards. We find that this approach makes the transition a lot smoother for the campus community.</p>
<p>8. Evaluation process: How is progress measured? What metrics do you use to determine if you are better off this year than last year? How did you choose your metrics?</p>	
8a. Accomplishments in 2007/2008	<p>AccMonitor is scheduled to run monthly reports. Monthly summaries of automated scans by college and division are posted online.</p>
8b. Plans for 2008/2009	<p>AccMonitor will be used to provide an initial statistical analysis. The analysis can then be used as a baseline to measure the progress hereafter. AccMonitor is scheduled to run monthly. Based on the number of pages scanned and the number of pages compliant, a pass rate will be calculated for each college and division site to evaluate the progress of overall compliance.</p>

8c. Barriers to completion	Few departments have responded and have begun remediation process. There is a lack of awareness and technical knowledge from campus community to perform remediation, so few meaningful metrics can be collected. Backsliding after remediation metrics are collected makes progress difficult to measure.
8d. Observations/discoveries	AccMonitor reports are too technical for some page owners and page authors to comprehend. Many areas would need assistance to complete the remediation of their web sites.
9. Roles and responsibilities: Please identify the responsible parties and their roles associated with the above processes.	
9a. Accomplishments in 2007/2008	Metrics have been compiled by the ITS web services group with guidance from the working group.
9b. Plans for 2008/2009	Have page owners and authors generate their own statistics to allow them to track the status and progress of their pages. Identify other metrics and measurement tools for better information. Use Web Trends and similar tools to identify most used and critical sites to target remediation and monitoring. Try to identify problem trends to tune training.
9c. Barriers to completion	Resources – human, financial and lack of appropriate tools. Lack of experience to gauge what statistics are most meaningful. Broader participation by other campus constituencies in metrics gathering would help identify more appropriate metrics and provide additional resources beyond the limited measurements central IT can produce. At this time we cannot be assured of the validity of the metrics or methodologies we are using to acquire them.
9d. Observations/discoveries	More training will be required before campus content owners and page authors can effectively understand and use our current metrics. We will need to evaluate further before we determine what other metrics we should be collecting, who will use them, how they will be collected, disseminated, collated and archived. There is still a lack of interest on the

	campus as a whole.
<p>10. Milestones and timelines: How do your milestones and timelines conform to the ATI Coded Memoranda? Did you meet your milestones? If you will miss a deadline why do you think that happens? Please list strengths and weaknesses in your planning. Both will be useful for the CSU to analyze system trends.</p>	
<p>10a. Accomplishments in 2007/2008</p>	<p>We notified all page owners and authors requesting new directories on the campus web server that all new sites must be compliant, but as noted below, we had no mechanism to ensure that. A campus-wide memorandum announcing compliance requirements, and that non-compliant sites will be subject to suspension, has been submitted to the vice presidents for approval. A new staging server to allow both checking of new sites before they are published and to quarantine non-compliant pages until they are remediated is being established. A new web policy is under review (attached). These items did not allow us to meet the September 1, 2007, milestone for all new and updated sites, but will assist us in meeting both that goal and the goal for all critical administrative web sites in 2008/2009.</p>
<p>10b. Plans for 2008/2009</p>	<p>Rather than remediate or repair, critical administrative web sites will be redeveloped using the new redesigned University web templates, which will be released by Public Affairs on July 21, 2008. All administrative home pages will be migrated to the new templates starting on July 21, 2008. While the new templates have been under development, the existing templates were updated to bring administrative web sites into compliance with Section 508 standards. The Web Accessibility Working Group will work with the page owners of sites still out of compliance to schedule training and remediation. Page owners will identify and assign the page authors to make necessary edits within agreed upon time frames. Time frames will be proportional to the work required to remediate a site considering its size and complexity.</p> <p>Workshops will be scheduled for each division and college. All those involved in the development of materials for the web will be required to attend the workshop.</p> <p>Additionally we will use WebTrends Analysis Suite to determine the top</p>

	30 most visited sites (not pages, but sites) to prioritize any required remediation.
10c. Barriers to completion	<p>Progress in the second year was delayed by an interruption of committee meetings from approximately May 2007 to October 2007. The Web Accessibility Committee meetings did not resume until November 2007. Although we notified owners and authors requesting space for new pages on the campus web server that all new sites must be compliant, we had no mechanism to enforce it. Further, we do not have tools that easily identify when web sites are updated, making it very difficult to achieve this year's goal. Awareness is not yet widespread and there is still little familiarity on the campus at large with either tools to check web sites or understanding of how to create accessible web sites. The campus administrative processes to review and publish campus-wide memoranda and policies are lengthy, adding considerable time to implement the procedural changes required to formally notify all potential campus page owners and authors of the new requirements, and to institute processes to enforce compliance.</p>
10d. Observations/discoveries	<p>Our campus actually experienced backsliding in the sites remediated for last year's cross-section. A scan of last year's cross-section report revealed that 53% of the original 72 pages verified as compliant last year were modified without maintaining accessibility standards and were no longer Section 508 compliant. This decrease in compliance may be because central Information Technology Services (ITS) staff assisted page authors to remediate these pages last year, and page authors did not have (and still do not have) sufficient training to maintain accessibility when making changes. The designated authors of the failed pages were notified and given 30 days to remediate their pages. Another scan on May 14, 2008, indicated that page authors are complying, with the pass rate rising to 66%. It indicates that it is incumbent on the Steering Committee and working groups to achieve greater awareness on campus and ensure compliance is achieved and maintained.</p>

ATTACHMENT:

Subject: INTERNET PRESENCE: WEB SITE AND PORTAL, DIGITAL CONTENT,
ORGANIZATION AND RESPONSIBILITY

1.0. PURPOSE:

To establish policies and procedures governing the University's Internet presence, content, design standards, organization and responsibility for the purpose of facilitating University programs and services.

To assure that the University's Internet presence and content enhance and effectively communicate the University's mission, facilitate access to accurate information, can be used by everyone including people with disabilities, and provide access to a range of on-line services, as well as positively reflecting upon the California State University (CSU).

2.0. ORGANIZATIONS AFFECTED:

All organizational units of the University, including Auxiliary and other affiliated organizations; and non-University offices, organizations, and vendors developing and/or displaying information that make use of the University image or identity, regardless of whether this content is placed through the University's Web server or an external web server.

The Board of Trustees of The California State University; copyright holders for the web presence of California State University, Los Angeles; approved commercial sites and third-party linked sites, as outlined in 4.4.

3.0. REFERENCES:

3.1. Publications Policy, Public Affairs:
<http://www.calstatela.edu/univ/admfin/procedures/005.rtf>

3.2. University Name, Logo, Seal, And Landmark Symbols:
<http://www.calstatela.edu/univ/ppa/style.pdf>

- 3.3. CSU Internet Use Policy:
http://www.calstate.edu/hrs/policies/policies_internet_use.shtml
 - 3.4. CSU Executive Order 999, Illegal Electronic File Sharing and Protection of Electronic Copyrighted Material:
<http://www.calstate.edu/EO/EO-999.html>
 - 3.5. CSU Executive Order 926, The California State University Board of Trustees Policy on Disability Support and Accommodations:
<http://www.calstate.edu/eo/EO-926.html>.
 - 3.6. Campus Nondiscrimination Statement and Notice of Compliance with the Americans with Disabilities Act (ADA):
<http://www.calstatela.edu/univ/hrm/policies/notification2007.pdf>
- 4.0. POLICY:
- 4.1. Through access to the University Internet presence, Page Owners and/or designees agree to the following terms of use: The University's Internet presence serves to support the University's mission of academic, teaching and research excellence, as well as support of its administrative and business needs. Unlawful, unprofessional or unethical use or misuse of this technology is prohibited. Electronic communication is fundamentally no different from any other form of communication and is subject to the same standards regarding form and content. No communication of any sort shall contain anything that could be considered prejudicial or harassing.
 - 4.2. Any such pages in violation of University policy, or containing unlawful, unprofessional, or unethical content will be suspended from the University web presence immediately upon discovery according to the procedures below.
 - 4.3. Every University web page must have a "Page Owner" who is responsible for the accuracy and presentation of any given web page. The Page Owner will hold primary responsibility for the upkeep of a given page. The Web Management Committee will maintain a list of web Page Owners.

- 4.4. All University web pages must comply with the technical, accessibility, aesthetic and editorial standards and policies managed by the Office of Public Affairs and Information Technology Services (ITS).
 - 4.5. Links to other sites on the Internet must be suitable, relevant to the Cal State L.A. audience, and the content must meet these policies. Commercial sites, unless special authorization is received, may not be linked to any University web presence. Furthermore, the University is not responsible for the content of links to third party sites. Any specially authorized link in the University web presence does not imply California State University endorsement of the site, products or services.
 - 4.6. Web pages may not contain written works, photographs, drawings, video clips or sound clips unless permission to do so has been granted by the individual or organization that created them or who owns the rights. Web pages may not contain copyrighted material without the written consent of the copyright holder.
 - 4.7. Web content must comply with all University information security and privacy policies and guidelines. Personal data may not be incorporated into any publically visible web page without the consent of the person concerned, in accordance with the Family Educational Rights and Privacy Act (FERPA).
 - 4.8. Web pages may not be used for personal commercial gain, advertising, or fundraising except as permitted by other University policies.
 - 4.9. Web pages must comply with CSU Executive Orders as well as state and federal laws, including Sections 504 and Section 508 of the Federal Rehabilitation Act. See section 3.0, References.
 - 4.10. All campus web sites must be platform and browser neutral.
- 5.0. DEFINITIONS:
- 5.1. University Web Page – A unit of digital content accessed through a web browser that describes an officially approved program or activity of the University that can be displayed from any University or external web server.
 - 5.2. University Web Presence, Site or Portal – A collection of web pages and associated digital content that represents any of the officially approved programs and activities of the University and its affiliated programs via

the World Wide Web, and which may offer an array of resources such as e-mail, forums, search engines and other features.

- 5.3. Web Management Committee – A committee to guide University web site coordination, maintenance and improvement. Each division of the University and the Intercollegiate Athletics program shall appoint a representative. The chair shall be appointed by the Vice President for Institutional Advancement. A secretary shall be appointed by the Vice President for Institutional Advancement to serve as an ex-officio, non-voting member to record and distribute proceedings.
 - 5.4. Administrator – An individual who has administrative responsibility for a division, academic area or unit, such as a vice president, dean or director.
 - 5.5. Page Owner - An individual who has administrative responsibility for the content of a specific web page and will be the primary contact person for the Web Management Committee. Page Owners will be designated by the deans, vice presidents, or directors of operational units.
 - 5.6. Page Author – An individual who has technical responsibility for creating and updating web pages according to these policies. Page Authors will be designated by Page Owners.
- 6.0. RESPONSIBILITIES:
- 6.1. The Web Management Committee:
 - 6.1.1. Will oversee the review and approval process for University web presence coordination, maintenance and improvement, including:
 - 6.1.1.1. Content, substance, quality, timeliness, and ownership.
 - 6.1.1.2. Technical operations and function.
 - 6.1.1.3. Consistency, appearance and style.
 - 6.1.1.4. User experience, logical navigation, accessibility and usability.

6.1.2. May form subcommittees and/or invite individuals to serve as necessary.

6.2. Page Owners:

6.2.1. Will ensure that pages for which they have responsibility comply with all aspects of this policy.

6.2.2. Will ensure that all pages have Page Authors who are responsible for making certain that web pages for which they are responsible are in compliance and updated regularly.

7.0. PROCEDURES:

7.1. The chair of the Web Management Committee will schedule regular periodic meetings.

7.2. Issues of concern or suggestions will be referred to the regularly scheduled meeting of the Web Management Committee for review and action.

7.3. To ensure visual and functional consistency, all University web pages will adopt standard University templates as approved by the Web Management Committee, including:

7.3.1. Graphics, image maps, strategically placed links, counters, etc.

7.3.2. Standard banners and footers on each page. The footer will provide users with the date that the web page was last modified and links for content and technical contacts.

7.4. Public Affairs will coordinate with Information Technology Services (ITS) to manage the templates.

7.5. Web pages that support University services or resources but are generated by a self-contained commercial software package with limited ability to customize pages, such as PeopleSoft or WebCT for example, will be evaluated on a case by case basis. Any use of University logos or other branding on such pages must be approved by the Web Management Committee.

- 7.6. The Page Owner will seek prior review approval from the responsible Administrator before posting either new or substantially changed materials (in content or appearance) to the University web presence.
- 7.7. Major changes such as requests to add departments, programs, organizations, or non-University organizations to the University web site should be directed to the University Web Management Committee.
- 7.8. Pages not in compliance with standards will result in a warning to the responsible Page Owner with a copy to the responsible Administrator. The warning will include a timeframe for corrective action. Administrators and Page Owners for pages that remain non-compliant will receive a final warning notice with a correction deadline. Pages not corrected by that deadline will be suspended from the University web presence until corrections are made.
- 7.9. ITS will coordinate with Public Affairs to manage the University web sites while providing uniform levels of technical support and training for Page Owners, Page Authors and designees.
- 7.10. Privacy:
 - 7.10.1. Any information submitted via the network is insecure and could be observed by a third party while in transit. The University cannot ensure security of data transmitted over the web.
 - 7.10.2. The University may collect web usage information to improve site service or content. CSULA will comply with applicable laws and regulations regarding privacy and confidentiality of information.
 - 7.10.3. Federal law permits the system administrator access to e-mail and stored electronic communications if that access is necessary for the rendition of service. Random monitoring is not conducted unless required to do so by law (e.g., subpoena or court order).

8.0. APPENDICES:

- 8.1. Visual/Audio Image Release Form:
http://www.calstatela.edu/tvf/csu_release_form.pdf
- 8.2. CSULA Web Content Guidelines and Templates:
<http://www.calstatela.edu/webtemplates>
- 8.3. CSULA Accessibility guidelines:
<http://www.calstatela.edu/accessibility>
- 8.4. Family Educational Rights and Privacy Act:
<http://www.calstatela.edu/ferpa>
- 8.5. User Guidelines for Network Traffic Management:
<http://www.calstatela.edu/its/policies>
- 8.6. Acknowledgement of Confidentiality and Appropriate Use of Account:
<http://www.calstatela.edu/its/policies/confidentiality.htm>
- 8.7. User Guidelines for E-mail Communications:
<http://www.calstatela.edu/its/policies>