



Administrative Procedure

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Effective	3/1/01
Supercedes:	
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Subject: WEB SITE ORGANIZATION AND RESPONSIBILITY

1.0. PURPOSE:

To establish procedures governing Web site organization and responsibility.

To assure that the University's Web site enhances the University's institutional reputation and effectively communicates Cal State L.A.'s mission.

2.0. ORGANIZATIONS AFFECTED:

All organizational units of the University, including Auxiliary organizations.

3.0. REFERENCES:

3.1. Public Affairs Publication Policy

3.2. University Computing Policy

4.0. POLICY:

4.1. University Web sites reflect greatly on the University's academic excellence, reputation and value of the institution and must follow University Policies and Procedures.

4.2. Every University Web page must have a "Page Master" who is responsible for the content of that Web page. The "Page Master" is the primary contact person for the Web Management Committee.

4.3. When preparing University Web pages, all pages must comply with the technical, aesthetic and editorial standards and policies managed by Academic Technology Services (ATS) and by the Office of Publications/Public Affairs.

5.0. DEFINITIONS:

5.1. University Web Site--the collection of all Web pages that contain content which describes any of the officially approved programs and activities of the University via any University Web server.

Approved:

Date:

Page:

- 5.2. University Web Page--a document that contains content which describes an officially approved program or activity of the University that can be displayed via any University Web server.
- 5.3. Web Management Committee--a committee to oversee the decision process that provides opportunities for continuous University Web site coordination, maintenance and improvement. Each Vice Presidential division of the University and the Intercollegiate Athletics program shall appoint a representative and have responsibility for departmental and office participation. The chairperson shall be appointed by the Vice President for Information Resources Management. The executive secretary shall be appointed by the Vice President for Institutional Advancement and serve as an ex-officio non-voting member for the Committee. The executive secretary will be the primary communication channel and contact point between the Web Management Committee and University Web page masters.
- 5.4. Page Master--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. The unit/office page masters will be the Deans, Department Chairs, and office Directors or their designees.
- 5.5. Page Categories of the University Web Site:
 - 5.5.1. Category I--pages that are determined as a high priority in providing services and enhancing the overall image, service and credibility of the University.
 - 5.5.2. Category II--pages where content management responsibility resides with one department or office, i.e., Psychology, Human Resources, Financial Aid, etc.
 - 5.5.3. Category III--faculty, staff and administrator home pages that are the responsibility of the individual. For these sites, approved templates and guidelines are utilized and the content ownership resides with the individual.
 - 5.5.4. Subpages—pages where design and content are at the discretion of the individual creating the page, provided it complies with University Policy.

6.0. RESPONSIBILITIES:

6.1. The Web Management Committee will:

- 6.1.1. Oversee the decision and approval process that provides opportunities for continuous University Web site coordination, maintenance and improvement.
- 6.1.2. Assess the existing Web site resources, opportunities, and management practices.
- 6.1.3. Address the following four fundamental Web issues and develop corresponding tactical plans:
 - 6.1.3.1. Content (substance, quality and ownership).
 - 6.1.3.2. Technical operations and functionality.
 - 6.1.3.3. Graphic Consistency (appearance and style).
 - 6.1.3.4. Customer Service (logic and user friendliness).
- 6.1.4. Establish categories or levels of University Web sites based on characteristics and expectations as put forth in section 5.5.
- 6.1.5. Decide what will link to the University home page.

6.2. The Vice President for each Division will:

- 6.2.1. Ensure that areas within their respective Division adhere to the four fundamental Web issues and their corresponding tactical plans.
- 6.2.2. Ensure that all pages have page masters who are responsible for ensuring that University Web pages for their respective Division are in compliance and updated regularly.

7.0. PROCEDURES:

- 7.1. The chair of the Web Management Committee will schedule quarterly meetings.
- 7.2. Issues of concern or suggestions will be taken to the quarterly meeting of the Web Management Committee for review and action.

- 7.3. Page masters, in order to ensure that the aesthetic and technical quality of University Web pages is adhered to, will use templates, graphics, image maps, and strategically placed links as approved by the Web Management Committee.
 - 7.4. The Web Management Committee determines and assigns responsibility for construction and maintenance of category I Web pages.
 - 7.5. Web pages that are generated as a result of using a commercial software package to support University services are exempt from this policy. Such pages, while exempt, must still adhere in style and aesthetics to the general guidelines of the Committee and the Office of Publications/Public Affairs.
 - 7.6. ATS will manage the template and campus Web site while providing uniform levels of technical support and training for department page masters.
 - 7.7. Visual and functional consistency will be established through the use of templates, graphics, image maps, strategically placed links, counters, etc., as approved by the Web Management Committee.
- 8.0. APPENDICES:
- N/A