OP 01.13: WORLD WIDE WEB PAGES AND OTHER ELECTRONIC PUBLICATIONS

This policy has been superseded.

PURPOSE

The quality of information published by Mississippi State University plays an important role in maintaining the strong reputation and image of the university. This policy sets standards meant to ensure that information published electronically meets the same high standards as other forms of published information.

The university also strives to ensure that web pages and online content are accessible to all members of the university community and, where appropriate, to the public generally. This includes individuals with disabilities. Consequently, this policy establishes minimum standards of accessibility for web pages and other online content.

Additionally, the university recognizes that web publishing is an essential component of its broader work to ensure the security of electronic information, and that such security requires adaptation in response to evolving concerns. Thus, this policy establishes the authority to prescribe standards and protocols for information security in connection with university web pages and content.

POLICY

I. Statement of Policy

Mississippi State University recognizes the value of publishing on the Internet, and therefore allows and encourages faculty, staff, and students to do so. While the university recognizes the broad diversity of information appropriately conveyed by web publishing, the use of the university's name, internet domain, and other web-related resources are privileges that must be balanced against MSU's strong interest in ensuring cohesive standards with respect to security, accessibility, and visual identity.

To that end, this policy authorizes the university's Chief Communications Officer to prescribe standards for the visual identity of web pages and web content, as well as the use of university symbols or images. It authorizes the university's Chief Information Officer to prescribe standards to ensure both accessibility and the security of electronic information in connection with university web pages and content.

Where prescribed standards are violated, this policy authorizes these officials to take appropriate remedial steps, up to and including the removal of content and/or the restriction or denial of further web publishing privileges.

This policy applies to content on the university's home page, *www.msstate.edu*, to all other web pages and content under the domain *msstate.edu*, and to any official web page—as that term is defined below—maintained under another domain name. It does not apply to non-official web pages or content maintained by MSU-affiliated individuals or organizations, such as student clubs or individual faculty, that is not housed under the domain *msstate.edu*.

Finally, while the subject matter of web publishing is necessarily broad, the privilege of using university resources ultimately stems from advancing the mission of the Mississippi State University. Consequently, web resources may not be used to create web pages or content for personal business or personal financial gain.

II. Web Page Classifications

This policy recognizes two general classes of web page: official and non-official. Both classes are subject to the accessibility, information security, and visual identity standards prescribed under this policy, and must adhere to all other applicable university policies and laws.

A. Official University Web Pages and Content.

Official Mississippi State University pages are those publicly accessible electronic documents and other content that represent the university, colleges, departments, offices, services, other units, and governance-related organizations such as the Student Association, Robert Holland Faculty Senate, and Professional and Support Staff Advisory Council.

All official pages will include Mississippi State University's official, trademarked logo or the corresponding unit's official secondary signature logo as defined in the Visual Identity Standards, the date of last revision, the name and e-mail or form-based link to the person responsible for maintaining the information on the page, and a link to the Mississippi State home page at *www.msstate.edu*.

Official Mississippi State University documents on the World Wide Web are considered official communication and are electronic publications. Electronic publications are subject to the same policies and standards as print publications.

B. Non-Official Web Pages and Content.

Non-official pages are those pages using an address in the university's Internet domain, *msstate.edu*, that are created by and represent either a university-affiliated individual or a registered student, staff, or faculty organization, with the exception of governance-related organizations listed above.

Non-official pages are permitted but must not appear to be official. The following statement must appear on the top page of non-official sites: *"The views and opinions expressed herein are strictly those of the page author or organization. The contents of this page have not been reviewed or approved by Mississippi State University."*

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Unit heads may choose to authorize links to non-official pages from official university pages.

III. Visual Identity Standards and University Symbols

As described below, the university through its Chief Communications Officer may establish standards for the appearance and visual identity of web publications. These may include but are not limited to the use of symbols, designs, logos, colors, words or phrases, or other imagery, as well as the overall layout, design, and functionality of web pages and content.

Generally, individuals may use the official symbols of the University on official pages, or on non-official pages to identify the author as a student, alumnus, or employee of Mississippi State University. Further, individuals or organizations may use a trademarked symbol of Mississippi State University as a click-on web link to the official Mississippi State home page.

However, university symbols may not be used in such a way as to suggest that non-official pages are, in fact, official university pages, nor may university symbols be used in such a way as to imply sponsorship or endorsement by the university where none exists.

IV. Accessibility

A. Standards

All University web pages, whether official or non-official, must meet the accessibility standards described in the Web Content Accessibility Guidelines (WCAG) 2.0, at the AA level of accessibility. These standards apply to all content made available on these pages, including audio and/or video content.

B. Exemptions and Accommodations

Non-Public Content. Web pages and content that are not publicly available, but instead are accessible only by a defined, limited group of individuals due to password protection or other identity authentication are exempted from the accessibility standards established under this policy. Examples of non-public web content include pages accessible only to students enrolled in a particular course and pages devoted to collaboration on a specific project.

Archival Content. Pages designated as archival are exempted from the accessibility standards established under this policy. A designated archival page must include a prominent statement such as, "This page is archived as part of Mississippi State University's history. It may refer to situations which have changed or people who are no longer affiliated with the university." Where a web page is the sole or primary means of online access to information required for participation in any university service, program, or activity, it shall not be designated an archival page.

Disability Accommodations. The above exemptions notwithstanding, non-public and archival pages and content are subject to university policies governing requests for disability accommodation, including Operating Policy 91.122 (Students with Disabilities) and Operating

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Policy 60.123 (ADA Reasonable Accommodation in Employment). Accommodations may include taking steps to make exempt content accessible.

Upon a request for accommodation from a student or university employee with a legitimate need to access exempt content, the university will follow existing policies for assessing a request for disability accommodation. In the case of archived, publicly-available web content, the university will consider requests for accommodation by any university student or employee, or any other individual making a bona fide request to access specific information.

V. Information Security

The information security requirements of Operating Policy 1.10 apply fully to all university web pages and web content, regardless of type. Additionally, as described below, the Chief Information Officer shall have authority to implement such additional information security requirements or measures as they deem necessary to ensure the security of university web pages.

VI. Compliance and Enforcement

A. Visual Identity

The University's Chief Communications Officer or his or her designee shall have authority to prescribe standards for visual identity of web pages and web content, as well as the use of university symbols or images, consistent with the requirements of this policy.

Standards prescribed under this policy may be applied to all University web pages or content, or to any subset thereof at the discretion of the Chief Communications Officer. Further, the Chief Communications Officer shall have discretion to identify appropriate timeframes within which compliance with standards must be achieved.

Where a web page or web content fails to comply with applicable policies or standards in these areas, the Chief Communications Officer shall have authority to take such remedial steps as are deemed necessary, up to and including removal of the non-compliant page or content and/or the restriction or denial of further web publishing privileges.

B. Accessibility and Security

The University's Chief Information Officer or his or her designee shall have authority to enforce policy provisions governing web accessibility and information security, and to prescribe accessibility and security standards and protocols, as well as procedures for monitoring compliance, for all web publishing and web content covered by this policy.

Standards prescribed under this policy may be applied to all University web pages or content, or to any subset thereof at the discretion of the Chief Information Officer. The Chief Information Officer shall have discretion to determine appropriate timeframes within which compliance must be achieved, and to determine the applicability of the exemptions listed in this policy.

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Where a web page or web content fails to comply with applicable policies or standards in these areas, the Chief Information Officer shall have authority to take such remedial steps as are deemed necessary, up to and including removal of the non-compliant page or content and/or the restriction or denial of further web publishing privileges.

With respect to web accessibility in particular, determinations as to establishment or enforcement of standards or protocols will be made in consultation with the University's Director of Title IX/EEO Programs.

REVIEW

The policy will be reviewed every four years or more frequently as needed, by the Chief Communication Officer, the Chief Information Officer, and the Director of Title IX/EEO Programs.

This policy has been superseded.

REVIEWED BY:

/s/ Brett Harvey — 02/21/2019
Director of Title IX/EEO Programs — Date

/s/ Sidney L. Salter — 02/26/2019
Chief Communications Officer — Date

/s/ Steve Parrott — 02/27/2019
Chief Information Officer — Date

/s/ Joan Lucas — 03/12/2019
General Counsel — Date

/s/ Timothy N. Chamblee — 03/14/2019
Assistant Vice President and Director
Institutional Research and Effectiveness — Date

APPROVED:

/s/ Mark Keenum — 03/15/2019
President — Date

This policy has been superseded.