Purpose of This Document
This document describes the leadership and policies under which National-Louis University manages its Website. There are two major groups involved in web site management: (1) the Web Oversight Team and (2) the Web Content Provider Team.

The ultimate goals of these policies and procedures are to encourage the use of the Internet by all University groups to enhance the educational mission, the administrative services, the public relations and marketing operations of the University. Maximizing the value of the Internet to the institution requires the creative participation of many individuals and offices. At the same time, each of these individuals and offices must understand the need to reflect the University mission and goals and express them in a coherent manner – in text, graphics and format – as developed by University marketing professionals and adopted by the University.

Purpose of the National-Louis University Web Team
The Web Team will facilitate the dissemination of accurate and timely information about and from National-Louis University to the Internet community, as well as enhance the efficiency and expand the services of campus administrative, academic, and student support programs. The web team is not a censor group.

(1) Web Oversight Team:
As a sub-committee of the NLU University Technology Council, the Web Oversight Team (WOT) stays abreast of web technologies and web site designs. The team advises and encourages individuals and departments to develop and maintain web pages that reflect these industry-leading features to better serve the students, potential students, faculty and staff of NLU. The WOT assures that NLU related sites, hosted on NLU servers, and linked to the NLU homepage are consistent, accurate, and follow the graphics and publication guidelines established by the NLU Brand Identity Campaign. WOT will also be responsible for developing and enforcing new web policies and procedures as they are needed.

Oversight Team Responsibilities:
- Maintain awareness of current web technologies and recommend use of such technologies to NLU content providers.
- Support efforts to increase the use of Internet technologies to enhance the mission and goals of NLU.
- Define and evaluate the process for submitting information to the Web
- Implement programs to encourage use of and participation in the Web
• Ongoing evaluation of the NLU website features, menu system, organization and propose solutions
• Review and approve new Content Provider's accounts for access to the “CommonSpot” Content Management System
• Produce and distribute documentation to Content Providers and the NLU community
• Address broad design/visual consistency issues
• Assist Content Providers (CPs) and other program or department liaisons in maintaining accurate information
• Set general guidelines for Content Providers
• Provide monthly updates to the University Technology Council
• Other web-related duties as assigned by the University Technology Council

Web Oversight Team Membership:
Faculty shall elect their representatives. The respective supervisor shall appoint administrative members. Members will act as liaison for those areas while giving the overall interests of the University first priority. Team members will serve two-year terms, with re-appointment/re-election for subsequent terms allowed. In order to assure continuity among members, the initial appointments will be for a mix of one and two-year terms as listed in the membership table. A single member may serve two roles (i.e. a faculty member could represent both the Senate and a College). Membership shall include a representative from:

<table>
<thead>
<tr>
<th>Area Represented</th>
<th>Initial term (yrs)</th>
<th>Appointed or Elected?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of the Provost</td>
<td>1</td>
<td>A</td>
</tr>
<tr>
<td>Office of Information Technology [Team Leader]</td>
<td>2</td>
<td>A</td>
</tr>
<tr>
<td>Library</td>
<td>1</td>
<td>A</td>
</tr>
<tr>
<td>CAS</td>
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</tr>
<tr>
<td>CMB</td>
<td>1</td>
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</tr>
<tr>
<td>NCE</td>
<td>2</td>
<td>E</td>
</tr>
</tbody>
</table>
| Out of State Campuses [an administrator]
  (1)                               | 1                  | A                     |
| Office of Enrollment Planning / Marketing | 2                  | A                     |
| Office of Human Resources         | 1                  | A                     |
| Office of Public Relations        | 2                  | A                     |
| Office of Student Affairs         | 1                  | A                     |
| DMCA Agent [ex officio]
  (2)                               | -                  | A                     |
| Student Representative
  (2)                               | 1                  | A                     |

(1) If the Colleges do not elect an Out-of-State faculty member as part of their regular elections, then they shall hold a special election to elect an out-of-state faculty member to the team.
(2) Appointed by the Student Affairs Director.

Web Team Leader:
The Office of Information Technology staff member responsible for coordinating administration and maintenance of NLU web servers, the “CommonSpot” Content Management System (CMS), developing processes to help automate document maintenance, and addressing the day-to-day operations of the NLU website.
(2) Web Content Provider Team:

Any National-Louis University employee or student identified by a department, program or other officially recognized NLU organization and approved by the Web Oversight Team is a potential Content Provider (CP). Recognized student clubs and organizations may apply to be Content Providers with the approval of the Office of Student Affairs and Web Oversight Team. Membership for student organizations must be renewed each academic year.

Membership of the Web Content Provider Team includes the entire group of CPs, NLU’s Webmaster, web implementation manager, Director of Academic Computing & Web Services. Additional technical resources may be added.

There is no set number of CPs, however the number of Content Provider accounts will be carefully monitored, as there is a $1,000 license fee for each CMS account.

Web content is an individual departmental (or program) responsibility, with the departmental or program agent being the appropriate CP. A CP may serve a single department or a group of departments, as agreed upon by the departments. Any number of faculty or staff may actually create the basic content, which they will forward to the CP to do final formatting and posting to the web pages.

- CPs must sign a content provider agreement and attend Content Management System training (PaperThin CommonSpot). Information Technology will provide the training.
- Once CPs have been trained, much of their activity will be done independently.
- CPs have responsibility within their organizational area for the overall content integrity of NLU web pages at levels from University Homepage down through departmental level pages.
- CPs will be expected to read their electronic mail on a daily basis and respond promptly to any questions or problems reported by visitors.
- If a CP encounters any problems with their web pages that s/he cannot resolve, s/he will promptly report the problem to Information Technology.
- CPs will meet as needed to address and coordinate any implementation issues or operational issues.
- The operating principle for CPs is the Policy on Web Content.

Web pages at levels below the department level are considered individual pages. The faculty or staff members who maintain those pages are not considered as University Content Providers. They will use alternate technologies to post pages (WebCT or ftp). In the event that a CP also maintains sub-departmental individual pages, the University considers the content of those pages as not official NLU information. Individual page developers are bound by the same web content standards as official CPs, but have more leeway in page design.
Web Content, Design and Security Policies

Policy on Web Content

Content Oversight
The Web Oversight Team does not exercise routine editorial control over the material posted by Content Providers. However, the Web Oversight Team reserves the right to remove any material from the system that violates the content or design standards of NLU. The responsible CP will be consulted in such an event (unless the CP is unavailable within a reasonable time). Pages may also be edited or removed at the direction of the Vice President who supervises the particular content area, the Provost (for academic pages), NLU Counsel, or the President.

If a page is posted by a non-CP, NLU takes no responsibility for its content. Such pages are not monitored in any way. In response to a complaint or in response to operational or security issues, the content may be edited or removed, as described above.

Page Standards
Page standards exist to improve the functionality of web sites, to make web sites more appealing to users, to aid navigation by providing common navigation aids for users, to assure adherence to ADA and other legal requirements, as well present a unified University image – while still providing flexibility in design for each department and individual.

Content Providers are responsible for ensuring that their information complies with the following standards:

- Materials are checked for accuracy
- Materials are updated regularly, based on the nature of the content.
- Copyrighted material is not posted without permission of the copyright holder (with “by permission” statement on the page).
- The Web Oversight Team reserves the right to regulate page design to avoid confusion or duplication with official pages.

Every document must contain the following information:

- The Content Providers’ name, organization, and e-mail address
- The author of the document (if different from the Content Provider)
- The document’s last revision date
- Any known problems with the information

Every department or other officially recognized University organization’s pages must:

- Follow standards set by Web Oversight Team
- Contain a link to the National-Louis University home page
• Contain the words "National-Louis University" to help identify the page as part of the overall National-Louis University site

Any information placed on the NLU Web site must be suitable for distribution to the community that can access that content. Most pages are public, meaning they are viewable by the entire world. Other pages may be password protected or be part of a protected intranet, with access restricted to NLU faculty and staff.

Some examples of suitable material are:
• Calendars or announcements of upcoming events
• Descriptions of services offered
• Course descriptions and schedules

Some examples of material that would be considered inappropriate on public or protected web pages are:
• Commercial advertisements, endorsements or logos except when used to recognize sponsorship, further the academic mission of the University, or promote a University business service offering.
• Material that is illegal

Some examples of material that would be considered inappropriate on public web pages but acceptable on protected web pages are:
• Confidential and proprietary information.
• Information that could reflect negatively on the institution or jeopardize external public opinion. For example, disputes between different departments or segments of the University might present to the public the image of an organization in chaos while in reality the disputes only reflect the university’s normal change process.

Policy on Information Security

The National-Louis University website is accessible via the global Internet.
• Private and confidential information should not be posted in this forum unless appropriate security restrictions are enabled.
• All NLU rules and regulations concerning confidentiality (including but not limited to FERPA and Banner Confidentiality statement) apply to web pages.
• Reasonable efforts will be made to ensure that information is secure from modification or deletion by anyone other than the responsible Content Provider.
• Any tools or techniques that might have the potential to cause system security risks, such as Common Gateway Interface (CGI) scripts, may only be used by Content Providers if developed in conjunction with, or approved by, the Web Team Leader.
• The Web Team Oversight Team reserves the right to prohibit the use of tools and techniques that pose a threat to system security.
Policy on Menu Design

The Web Oversight Team approves the design of at least the Primary and Secondary levels (Homepage, Department and Program levels). The Oversight Team may specify design standards for other campus-wide sub-pages.

Policy on Document Management

A significant problem on complex web sites is the number of broken links and obsolete pages. Such items detract from the effectiveness of the web page, present a negative image of the University or Department and are potentially damaging to the University if obsolete official policies or financial information is presented on web pages. Each Department, via its Content Provider, and individual page contributors are responsible for ensuring that all links from their own pages are valid and for keeping their information current.

- Pages will be periodically scanned for expiration.
- If a document has not been modified in over one year, the responsible CP or contributor will be contacted via e-mail with a notice that his or her document is due for review.
- Any expired document that has not been reviewed within a month of such notification may be removed from the website.

Policy on Server Management

The Web Oversight Team reserves the right to disable access to pages that are causing a negative impact on server or network performance (such impacts are typically not related to content, unless the content attracts an extraordinarily high number of page visits). In such an event, the web systems manager will make a reasonable attempt to notify the responsible CP of the situation before disabling access. However, the web systems manager will act immediately and without notification in the event that a page causes a significant operational problem or is a significant security risk (a security risk typically depends on poor programming practices or the use of software tools that allow unauthorized users to gain access to an NLU system, to overwhelm an NLU system with excessive traffic, or to utilize an NLU system as a distributor of non-NLU content or viruses). In addition, information providers must abide by all other National-Louis University policies and procedures.