

### **60-2 World Wide Web Pages**

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1. **Purpose.** These policies and procedures relating to the official World Wide Web (the web) pages of Eastern New Mexico University System (the System) are intended to:
  - A. Provide a framework for developing and presenting web hypermedia in a consistent and friendly manner,
  - B. Maintain flexibility for departments of the University System that wish to publish information connected to the ENMU-Portales, Roswell or Ruidoso home pages,
  - C. Assure that the information presented is accurate and current,
  - D. Provide continued and structured support for the web server and
  - E. Develop web page guidelines that are consistent with the image and mission of the University System.
  
2. **Policy.** The policies established in furtherance of the above purposes are as follows:
  - A. Because of the global and public nature of the material presented on the web, it is appropriate that material on the System web pages be presented in a consistent and coherent manner within established guidelines.
  - B. Use of the System logos shall be consistent with the standards established for the logo and maintained by the designated office at ENMU-Portales, ENMU-Roswell or ENMU-Ruidoso.
  - C. Official student organization pages shall be maintained on the ENMU Portal (for ENMU-Portales) and shall not be permitted on the official System server.
  - D. All web pages shall comply with local, state and federal law.
  - E. Web pages shall be considered a formal publication, subject to all applicable System policies, procedures, rules and regulations and all procedures of the campus or branch community college.
  - F. No web server, other than the official ENMU web server, and the ENMU Portal shall be permitted on the ENMU network without the approval of the System CIO.

### **Procedures and Practices**

3. **Administration.** The responsibility and authority for administering web page policies and procedures shall be as follows:
  - A. Information Technology Services (ITS) will oversee network and security issues for web servers. Maintenance and responsibility for web content is managed by ENMU-Portales, ENMU-Roswell and ENMU-Ruidoso for their respective sites.

- B. The responsibility for oversight for the various sections of the web is delegated to the senior administrator overseeing the area.

The foregoing purposes, policies and administrative responsibilities and authorities are implemented by the following.

**4. Home Page Graphics and Identification.**

- A. All colleges, departments and other units (hereinafter collectively referred to as departments) on the System web shall make their respective home pages identifiable as being a campus home page by explicit identification of the System through the use of:
  - (1) The terms "ENMU," "ENMU-Portales," "ENMU-Roswell" or ENMU-Ruidoso
  - (2) The term "Eastern New Mexico University"
  - (3) The ENMU-Portales or branch community college logos or
  - (4) Other graphics approved by the appropriate office of ENMU-Portales, ENMU-Roswell, and ENMU-Ruidoso.
- B. Departmental home page titles shall be used and shall clearly describe the content of the pages.
- C. Content menus shall be consistent with the intent of the specific section being presented and duplication of material (from other home pages) shall be avoided. If common material is desired, appropriate links should be used to refer to the primary location of the information within the web pages. For instance, reference to Internet navigation resources should be made by link to the common page providing that information rather than developing another, independent set of links.

**5. Home Page Content.** All departments and units are responsible for monitoring their own home pages. Changes, updates and corrections should be requested through the Office of Communication Services (Portales), the College Development office at ENMU-Roswell and ENMU-Ruidoso designated office and should comply with the following guidelines

- A. The information shall be accurate, clear, current and useful.
- B. Each home page shall contain an e-mail address link. This should allow users to easily contact the person responsible for that page to make comments and/or request information. In addition, it is strongly recommended that home pages contain a postal address, telephone and fax information.
- C. Each home page shall provide a means of linking to the website's previous level page, as well as the home page.

**6. Text Reader.** Pages employing graphics presentations shall be designed to be readable with a text-based web browser in order to accommodate the needs of users with visual disabilities and those who use non-graphical (text only) browsers.

**7. No Pages under Construction.** While it is recognized that web pages are dynamic in nature and are thus subject to change, initial publication of a page shall be deferred until it contains sufficient

information to make it useful. Use of the words "under construction" or similar words shall not serve to make the page publishable.

- 8. Inappropriate Content or Use.** Instances of inappropriate content or use of the web shall be referred to the appropriate administrative unit for consultation and/or action.
- 9. Compliance with Law.** All System pages shall comply with local, state and federal law including ADA Compliance (Section 508). Particular attention shall be paid to copyright provisions. The use of copyrighted material shall be stated in the body of the material being presented, and written approval for the use of any copyrighted material must be furnished to ITS, which shall maintain such approval on file.
- 10. System Compliance.** Web pages shall be considered the same as any formal publication and, as such, shall be subject to all applicable System policies, procedures, rules and regulations.
- 11. Removal of Pages.** Pages that, in the judgment of the chancellor or, the branch community college president, are in violation of law, System policy, procedures or guidelines may be removed from the web site immediately.
  - A. Upon any such removal, the webmaster shall give both the department that authored the removed page and the System CIO written notice of the removal within twenty-four (24) hours.
  - B. If the subject department wishes to have the page restored, it shall have the right to:
    - (1) Consult verbally with the ENMU-Portales Communication Services, ENMU-Roswell College Development office and the ENMU-Ruidoso designated office;
    - (2) If the problem is not thereby solved, make a written request to the System CIO for reinstatement and
    - (3) If the problem is not thereby solved within fifteen (15) days, make a written request to the chancellor or branch community college president for reinstatement. The chancellor or president shall respond within five (5) days.

Approved by the President's Council on November 20, 1996.

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