

Title: WVU at Parkersburg World Wide Web Home Page Policy

Date: March 7, 2003 (replaces version dated March 20, 1997)

West Virginia University at Parkersburg recognizes the importance of a presence on the World Wide Web. The purpose of this document is to establish consistent policies, procedures and formats for college departments and organizations to link to the institutional home page.

POLICY

The WVU at Parkersburg Communications and Public Relations area will:

- maintain/develop the content of the official WVU at Parkersburg home page;
- work with college departments and organizations in development of their home pages. This includes assisting with or designing the pages, and
- coordinate hypertext links to home pages belonging to institutional departments, divisions or recognized college organizations to the WVU Parkersburg Home Page.

Deans, directors or other administrators with budget authority may request to create or have created a departmental or organizational home page and associated pages.

The WVU Parkersburg home page is an ever-changing electronic publication which is potentially accessible to anyone on the Internet. WVU Parkersburg employees and students will not knowingly provide information or services contrary to policies or procedures established by federal or state law, by the WV Higher Education Policy Commission, by West Virginia University or by WVU Parkersburg via college home pages.

Those placing information on the Internet through WVU at Parkersburg agree to accept responsibility for the content of their department's or division's home page and to consider the sensitivity of WVU at Parkersburg's image and presence in the community and as a representative of the entire state.

Links to the college home page will be monitored by the Director of Communications and Public Relations. Any home page information determined inconsistent with WVU at Parkersburg, WVU or HEPC policies and procedures will be referred to the respective dean and subject to immediate removal.

HOME PAGE GUIDELINES

Purpose

The following guidelines are designed to:

- help members of the WVU at Parkersburg community who want to create effective and informative WWW pages and,
- provide structural and visual guidance for Web use that will promote a unified, quality image of WVU Parkersburg departments, divisions, programs, employees and students

Department/Division/Organization Home Pages

Standard web server design and guidelines are to be followed. Each home page should incorporate a standard graphic header at the top of the page. This will create an institutional standard and immediately identify the page as being a part of WVU Parkersburg. The headers should include the words "West Virginia University at Parkersburg" or the institutional logo. Beneath this should be the department, division or organization's identification.

Those having their page linked to the official WVU Parkersburg home page must have a link back to the official WVU Parkersburg home page (www.wvup.edu) on the first screen of the department's home page. Preferably that link will be in a standard location, at the lower left-hand corner at the bottom of the page. That link must clearly indicate that the department is a part of West Virginia University at Parkersburg.

The WVU at Parkersburg logo is available from Communications and Public Relations for official use only. Due to limited network capacity, personal home pages may not be linked to the institutional home page.

Editorial Content

Materials accessed from WVU at Parkersburg's home page and its submenu system are "published" on the Internet and can be read worldwide. Compliance is expected with all copyright rules and regulations.

Much information about WVU Parkersburg is already in electronic form as word processing files, the college catalog, brochures, etc. Such electronic documents can be quickly provided on the Web. These documents need periodic review for accuracy and up-to-date information.