

Title: #VII-20. WVU at Parkersburg Website

Date: September 22, 2023 (replaces version dated February 17, 2012)

Purpose: West Virginia University Parkersburg recognizes the importance of a presence on the Internet. The purpose of this document is to establish consistent procedures and formats for college departments and organizations to link to the institutional home page.

See Answer Book Policy [#IV-3 – Notice of Non-discrimination](#)

In accordance with Section 508 of the Federal Rehabilitation Act of 1973, as amended, Americans with Disabilities Act (ADA), Americans with Disabilities Amendment Act of 2008.

Scope: The WVU Parkersburg Marketing and Communications office will:

- maintain/develop the content of the official WVU Parkersburg website;
- 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 website.

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 process for requesting a change to the website or adding a new page to the website is as follows:

1. Client will fill out a [Wrike Request](#) and obtain approval from appropriate supervisor to submit request to the Marketing and Communications Office.
2. Marketing and Communications staff may request a meeting with client to discuss the Web change(s).
3. The Marketing and Communications office will make appropriate changes to the webpage(s) and forward link(s) to the client for approval.

The WVU Parkersburg website 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 rules established by

federal or state law, by the WV Community and Technical College System, or by the WVU Parkersburg Board of Governors via college home pages.

Those placing information on the Internet through WVU Parkersburg agree to accept responsibility for the content of their department's or division's home page and to consider the sensitivity of WVU 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 Marketing and Communications. Any home page information determined inconsistent with federal or state laws or rules of the WVCTCS, or WVU Parkersburg Board of Governors will be referred to the respective administrator and subject to immediate removal.

HOME PAGE GUIDELINES

Purpose

The following guidelines are designed to:

- help members of the WVU Parkersburg community who want to create effective and informative web 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 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 bottom of the page. That link must clearly indicate that the department is a part of WVU Parkersburg.

The WVU Parkersburg logo is available from the Marketing and Communications office 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 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.

Responsible Administrator: Vice President of Institutional Advancement, 304-424-8247