<u>**Policy for Web Governance**</u>

Approval Authority: Cabinet
Responsible Officer: Vice President for University Relations; Vice President for Information Technology
Effective Date: February 20, 2024

I. <u>Purpose of this Policy</u>

The purpose of the policy is to set forth expectations and requirements for the development and maintenance of Stevens' website and externally facing institutional digital properties in the context of a collaborative, shared governance model by outlining standard processes, roles, responsibilities and practices.

II. <u>Definitions</u>

A **Content Editor** is any Stevens employee, student or third-party with permission granted by the Division of University Relations to access any Stevens' content management system or social media account.

A **Content Owner** is any Stevens employee responsible for overseeing content development and accuracy on Stevens' websites and social media accounts.

An **externally hosted website** is a web presence or website hosted on a third-party web hosting provider.

An **internally hosted website** is a web presence or website hosted on Stevens' network.

A S**ite Owner** is any Stevens employee who procures and maintains an externally hosted Stevens' website or web presence.

A **web presence** is a digital representation of Stevens located on the World Wide Web including, not limited to, websites, blogs, paid search advertising, video marketing, social media and online directory listings.

Website accessibility refers to websites, digital tools and technologies designed and developed so that people with disabilities may perceive, understand, navigate, interact, and contribute to a webpage or site.

III. <u>Classification of Official University Websites, Web Presences and Landing Pages</u>

A. Official University Websites

The Stevens flagship website, Stevens.edu, and other official institutional web presences are the sole property of Stevens Institute of Technology. Schools, divisions, offices and departments are caretakers of their websites, experts in their content and stewards of the Stevens brand.

B. Externally Hosted and Non-Stevens Domain Websites

Any websites outside of the Stevens domain bearing the Stevens logo, name and/or likeness must be approved by the Division of University Relations and the Division of Information Technology prior to procurement and development.

1. Stevens faculty/staff and organizations requiring externally hosted websites containing Stevens content must consult with the Division of Information Technology and the Division of University Relations prior to procuring third- party web, digital, or hosting services.

2. Websites developed outside of the Stevens domain without permission from the Division of University Relations and the Division of Information Technology are considered unauthorized websites, should not use or display any Stevens name, logo or likeness (including without limitation "stevens.edu") and are subject to non-compliance procedures contained in this Policy.

3. The Division of University Relations and the Division of Information Technology will not provide maintenance or support for externally hosted and maintained websites; and

4. An exception to this Policy may be requested as outlined in Section IX of this Policy. If an exception to this policy is granted, the property is required to adhere to the standards set forth by the Stevens brand.

IV. Roles and Responsibilities

A. Administrative and Academic Leadership

Administrative and academic leadership are responsible for guiding the overall strategic oversight of their unit's content for the website, including:

1. Overseeing the Content Owners and Content Editors within their department and ensuring they comply with this Policy, including participation in mandatory training, compliance with brand strategy and accessibility practices;

2. Verifying content is accurate and compliant with applicable laws or policies; guidance may be obtained from the Office of General Counsel and the Web and Digital Governance Committee;

3. Incorporating web and digital content responsibilities into job descriptions, when applicable.

B. Content Owners

Every unit must designate a Content Owner (who may also perform the duties of the Content Editor role). Content Owners have ultimate responsibility for the accuracy of the content on their site and are responsible for:

1. Creating original content and/or collaborating with the designated Content Editor to do so, utilizing Stevens' editorial and visual identity style guides;

2. Identifying a primary and secondary content editor for their unit;

3. Requesting content management access permission changes for Content Editors (both granting and terminating access); and

4. Ensuring Content Editors complete CMS training and other required CMS related mandatory training provided by the Division of University Relations.

C. **Content Editors**

Content Editors are responsible for the day-to-day maintenance of their page content. Content owners may perform all duties described for Content Editors or choose to appoint an employee or a student employee to fill this role. Content Editors are responsible for:

1. Ensuring all content including text, photos, videos and PDFs, whether posted themselves or with the assistance of other staff and/or student workers are in compliance with this Policy;

2. Creating content at the direction of, or in collaboration with, the unit's Content Owner;

3. Completing and remaining up-to-date on content management and other required training; and

4. Supervising student employees; student employees may make content changes only under the supervision of the Content Editor. Student employees are required to complete all required training prior to gaining access to content management systems or other web presences.

V. **Accessibility**

Stevens is committed to ensuring the accessibility of both internally and externally hosted Stevens websites. All published content must at a minimum comply with Version 2.1 of the Web Content Accessibility Guidelines (www.w3.org/TR/WCAG21/) at Level AA conformance and Title III of the Americans with Disabilities Act.

A. **Accessibility Training**

Content Editors must complete accessibility training offered by the Division of University Relations prior to gaining initial access to edit the website and when updates to the WCAG are released. Additional training is encouraged to refresh accessibility knowledge.

B. <u>Accessibility Monitoring</u>

An accessibility monitoring tool has been embedded in all website pages to monitor the accessibility status of all webpages on a weekly basis. Content Editors are provided access to accessibility monitoring dashboards and must review the data bimonthly to ensure their content meets accessibility standards.

C. <u>Voluntary Product Accessibility Template (VPAT) Requirement</u>

When a division or office procures a third-party web or digital service or externally hosted platform, the vendor must first submit a Voluntary Product Accessibility Template (VPAT) to the Division of Information Technology and the Division of University Relations detailing its adherence to the accessibility standards outlined in this Policy.

1. VPATs will be evaluated by the Division of Information Technology and Division of University Relations to assess the vendor's demonstrated commitment to ensuring the accessibility of their product or service. The vendor will then either be added to a list of approved vendors (with or without conditions) or denied with a summary of changes that must be made before the service can be used; and

2. The Site Owner is responsible for the accessibility of the website or web presence.

3. PDFs must meet current accessibility guidelines under Section V of this Policy. Questions about PDFs should be directed to the Web Manager in the Division of University Relations.

D. <u>Accessibility Non-Compliance</u>

Reports on noncompliant content are shared via e-mail by the Division of University Relations with Content Owners and Content Editors, with an expectation that the issue(s) will be corrected within five business days of receipt of the report.

VI. <u>Logo Usage and Adherence to Brand Standards</u>

The official Stevens branding is the only acceptable visual identity system for Stevens.edu and other Stevens websites. Divisions, academic units and offices must use the logo lockups contained in the university Visual Identity Guide. Alterations or deviation from the logos and visual identity graphics are prohibited.

A. <u>Brand Standards</u>

1. All websites representing Stevens must comply with the editorial and visual standards and guidelines identified in the Stevens Editorial Style Guide and Stevens Visual Identity Guide.

B. <u>Logo and Brand Element Usage</u>

1. The use of the Stevens logo or brand elements on Stevens websites other than Stevens.edu is prohibited unless written approval is secured prior to publication. Contact the Brand Manager in the Division of University Relations to seek authorization.

VII. <u>General Policies</u>

A. <u>Authorized Website Access</u>

The Division of University Relations and the Division of Information Technology, grant access to all Stevens' website Content Owners and Content Editors via Stevens' single sign-on system or other means described in the Division of Information Technology's internal policies and procedures.

Content Owners must request access for each new Content Editor following the Division of University Relations and Division of Information Technology's internal processes. Content Owners and Content Editors will be granted the minimum level of access that the Content Owner or Content Editor requires.

Upon the request of Stevens' administrative or academic leadership or Content Owners, the Division of University Relations shall revoke the access of Content Owners or Content Editors when the Content Owner or Content Editor's staff role no longer requires access to the CMS or the Content Owner or Content Editor's employment has been terminated by the Division of Human Resources.

New Content Owners and Content Editors must complete all training required by the Division of University Relations before accessing the content management system.

Content Owners and Content Editors may not share their access credentials.

B. <u>Authoritative Sources</u>

Content Editors must only publish content for which their division or office is the authoritative source. For example, only the Office of Undergraduate Admissions may publish information related to undergraduate admissions. On other pages or subsections of the site, content editors must hyperlink to the official page.

C. <u>Archiving Content</u>

The content management system (CMS) is not a repository or archive for content or files. As content becomes out-of-date, the Content Editor must update it, or the Content Editor must unpublish and delete the page or file from the CMS.

D. <u>Usage of Photos, Images, Graphics and Video</u>

As a general matter, use of photographs, graphics, video, text and other copyrighted content originating with third parties will require permission from the owner of such content or confirmation that the content is within the public domain prior to use on Stevens' public-facing website. Please note that availability of content on the web is not an indication that content has passed into the public domain and further analysis is required. When using content created or owned by a third party, please consider

(a) whether simply quoting from such content with proper attribution will suffice, (b) whether a link to the material as it appears on another website may substitute for inclusion of the content on Stevens' website and (c) whether Stevens' created content may substitute for the third-party owned content. For Guidance on ownership of Stevens-created copyrightable material, see <u>Stevens' Copyright Policy.</u>

As a nonprofit educational institution, Stevens may be able to assert that its use of third-party-owned content is a "fair use" within the meaning of the applicable copyright law. Please note that fair use requires a careful analysis of the relevant facts surrounding a use and the purpose of the use, among factors, and will not be available in all cases.

For guidance on fair use and other matters relating to copyright and use of third-party material, please contact the Director of Web and Digital Strategy, who may consult

with the Office of General Counsel for further advice. Guidance may also be found at https://www.copyright.gov/what-is-copyright/,

All digital assets used on all institutional digital properties, including Stevens.edu, must meet the following criteria:

1. Stevens must have ownership, copyright or a license to use the asset;

2. Persons appearing within the asset must have signed consent forms to use their image provided and on file;

3. All digital assets must comply with web accessibility guidelines contained within this Policy; and

4. Stevens branding must not be used to endorse a product or organization.

E. Search Engine Optimization

Content editors must apply search engine optimization best practices to all published content. Search engine optimization training is offered by the Division of University Relations.

F. Webform Usage

Webforms may be used to collect information through the Stevens website. Please be advised that Stevens prohibits the collection of information that the university is legally obligated to protect, such as social security numbers, driver's license numbers, credit card numbers, educational, financial or health records via webforms on Stevens.edu.

VIII. Compliance and Enforcement

All Content Owners and Content Editors must comply with this Policy. Violations may result in suspension or termination of access privileges. Employees who violate this Policy will be subject to disciplinary action, up to termination

IX. <u>Exception Process</u>

The Vice President for University Relations and Vice President for Information Technology, in consultation with the Office of General Counsel may grant written exceptions to this Policy where the alternative presents a reasonable business purpose supporting such an exception.