61.99.99.C0.02 Web Presence

Revised: December 11, 2023
Next Scheduled Revision: January 24, 2027
Revision History

Procedure Summary

This procedure outlines standards for developing and maintaining a web presence affiliated with Texas A&M University-Corpus Christi (TAMU-CC). It applies to all web content and web servers affiliated with TAMU-CC including, but not limited to, those using the tamucc.edu domain. TAMU-CC's reputation and brand are reflected in the university's web presence. All web pages and web applications must comply with Information Technology (IT) security controls and compliance standards or provide a compliance plan to meet all federal, state, Texas A&M University System policies and regulations, and university rules and regulations.

Definitions

Content Management System: A Content Management System (CMS) is a third-party application that is utilized by the university to create, deploy, and maintain web content.

Web presence: The university's web presence is comprised of all public electronic information resources accessible via the public internet. This includes, but is not limited to, content created and deployed using TAMU-CC's CMS and all content, web servers, and domain names affiliated with TAMU-CC including, but not limited to, those using the tamucc.edu domain.

Procedure

1. OVERSIGHT

1.1. TAMU-CC's web presence is considered a public university communication platform. The department of Marketing and Communications (MARCOM) oversees the structure and development of the TAMU-CC website and determines the guidelines for consistent graphic design, writing style, and accuracy of information for all web content.

1.2. IT provides and maintains the network and computing infrastructure and

processes security requests to assign account access on the university's main web servers in support of the university's web presence. IT maintains controls and compliance standards for electronic and information resources aligned with federal, state, and the Texas A&M University System requirements. Advisement or guidance to ensure compliance in areas such as accessibility, information security, and/or privacy is available through IT.

1.3. MARCOM in coordination with IT ensures the university's web content complies with Title II of the Americans with Disabilities Act (ADA), which requires state and local governments, including universities that are state institutions of higher education, to make reasonable accommodations to allow people with disabilities to participate in any service, program, or activity offered by the institution. Many of these services, programs, and activities are offered through TAMU-CC web content and web applications. Web content and web applications should allow people with disabilities to use assistive and adaptive technology, such as screen readers, speech recognition, closed captions, alternative color and font schemes, and other reasonable accommodations autonomously. To achieve that purpose, Section 508 of the Rehabilitation Act and Texas Administrative Code Chapter 206 reference standards to use including the Web Content Accessibility Guidelines (WCAG).

1.4. Other university offices and organizations may periodically maintain web content in other locations. All requests to host a public web presence outside of the primary web infrastructure are considered on a case-by-case basis and need to be approved by MARCOM. This process applies to any university web server, web server administrator, web server account owner, or web content publisher.

1.5. While MARCOM provides oversight and guidance, individual departments, units, and divisions are responsible for updating and maintaining their web content.

2. GENERAL GUIDELINES

2.1. The university web presence is an electronic and information resource (EIR) as well as a recruitment and marketing tool. The purpose of the university's web presence is to facilitate communication, support the delivery of courses and instruction for education (distance education, online courses, and degrees), and present dynamic and meaningful content to engage a variety of audiences and stakeholders.

2.2. To provide a meaningful and valuable user experience, information must be:

(a) Useful: Content should be original and fulfill a need.

(b) Usable: Site must be easy to use and accessible to individuals of all abilities.

(c) Desirable: Image, identity, brand, and other design elements are used to evoke emotion and appreciation.

3. GUIDELINES APPLICABLE TO ACADEMIC AND DEPARTMENTAL PAGES

3.1. All university departments and units must use TAMU-CC's supported CMS for the creation, deployment, and maintenance of all web content.

3.2. All web content must conform to the established university style, be consistent and recognizable as part of the larger university web presence and remain in compliance with all required system policies and regulations and university rules and procedures. The content must be up to date, accurate, and properly present the mission of TAMU-CC.

3.3. Training and support for TAMU-CC's supported CMS is available through MARCOM.

3.4. Authors and publishers of TAMU-CC web content are responsible for:

a) Complying with all federal and state laws, codes, system policies and regulations, and university rules and procedures pertaining to publications and computing ethics including but not limited to those items listed in the Related Statutes, Policies, or Requirements section of this procedure. This includes compliance with all laws governing copyrights, intellectual property, libel, and privacy.

b) Keeping web content free from commercial activities and activities for which the university has exclusivity agreements. For example, the university has an exclusive agreement for textbook purchases with the campus bookstore. As such, links to other sites for textbook purchases are not permitted on university pages.

c) Ensuring no confidential or sensitive information is shared through the public website.

3.5. University departments and units may have additional requirements and are responsible for determining any requirements that apply to the pages they create.

3.6. The names, initials, seals, logos, and mascots associated with TAMU-CC are owned by the university. Any representation of university logos (artwork or graphics) must adhere to the Style Guide (see Appendix section of this procedure) and be approved by MARCOM.

3.7. Without specific authorization from the President or their designated agent, university web content may not be used for the following:

a) Advertising or web presence for non-university persons or organizations;

a. A web advertisement consists of any text or graphics placed on a webpage in exchange for payment, goods, or services from a non-university organization.

b. The following examples do not constitute advertisements

i. General interest links to websites that are available free of charge or for which the state or university has an agreement (i.e., discount programs available to employees through state agreements)

ii. Information that relates to or supports the teaching, research, or service mission of TAMU-CC, such as academic departmental conferences

iii. Listings of sponsors for a performance, special event, or program

iv. Listings for university-approved contracted services

b) Activities that would provide non-university-related personal monetary gain; or

c) Activities that would provide direct financial benefit to any non-university organization.

3.8. Any requests to use unique domain names outside of the tamucc.edu domain must be sent to MARCOM's Director of Web Services for consideration.

3.9. TAMU-CC reserves the right to remove from any university web presence, any page or asset that is in violation of the law, is in conflict with university rules and procedures or interests, is detrimental to the performance of university computing or network services, or is deemed by the Director of Web Services to be detrimental to the university's web presence and brand or has potential to create reputational harm or is otherwise in opposition to the mission of TAMU-CC.

3.10. All university web content shall use a consistent graphic design and navigation method as developed by the Director of Web Services (hereafter referred to as "template" or "templates"). Templates are housed within the

web content management system (CMS).

University departments, units, and divisions are responsible for ensuring that all content creators complete required training, use the university templates, present accurate data, and regularly update any material they publish for the university's web presence. Authors who have received permission and access to aid in the development and maintenance of university web presence must adhere to university publishing guidelines listed in the Appendix section of this procedure. Contact MARCOM at 361.825.2420 for information on other publishing guidelines.

3.11. University departments and units and content creators are responsible for properly deleting web pages or documents from the CMS that are no longer needed to ensure that there are no incorrect or outdated copies of web pages and documents still live and searchable but no longer linked within any TAMU-CC website.

4. PERSONAL PAGES

4.1. A template for faculty and staff profile pages will be provided and housed within the CMS. Only pages utilizing this template will be supported by MARCOM. Faculty and staff may put links to personal pages on their university profile page. The creation, deployment, and maintenance of personal pages hosted outside of the CMS are the sole responsibility of the content creator.

4.2. Pages that are created for and/or in direct support of academic course delivery must be housed in the Learning Management System utilized by the university and include the course number, semester, and instructor name(s). The course instructor is responsible for the content and maintenance of these academic course pages.

4.3. Additional academic page guidelines may be developed by the Provost and Vice President for Academic Affairs, or their designee, and research page guidelines may be established by the Executive Vice President for Research and Innovation.

4.4. Individual students will not be granted access to the TAMU-CC's CMS for their personal pages.

4.5. Departmental student organizations may receive space on the university's web server as approved by the Office of the Vice President for Student Engagement and Success and are eligible to use TAMU-CC's CMS. The organization's faculty/staff advisor must make this request, and all content is the sole responsibility of this advisor. Recognized student organizations should utilize the web tools provided by Student Engagement and Success for

their web presence (e.g., iEngage).

4.6. Any personal site created outside of the university's CMS will not be allowed to use of the domains affiliated with TAMU-CC including the tamucc.edu domain.

4.7. A disclaimer statement (or a link to such) must appear on all personal pages. The disclaimer must read:

> "The views and opinions expressed herein are strictly those of the page authors. The content of these pages has not been reviewed or approved by Texas A&M University-Corpus Christi."

5. REDESIGN AND NEW DESIGN IMPLEMENTATION

5.1. A redesign is any change to a portion of TAMU-CC's sanctioned templates, including, but not limited to, the university-wide navigational menu, the global footer, and stylesheet changes that alter the background imagery, container layout, and/or color scheme of the site. University departments and units may not redesign their web presences outside of the CMS and approved templates. Any requested changes to templates should be directed to the Director of Web Services with a business rationale for the requested change.

5.2. MARCOM will notify the campus community of any upcoming new design or redesign of the university's web presence and lead the migration process. All university departments and units will have a period of 60 days to update their existing pages. MARCOM will provide guidance in this regard via web resources and consultation.

6. ENFORCEMENT

Any department or unit found to be responsible for web content that is in noncompliance with this procedure will be contacted by the Director of Web Services to correct the identified issues and bring the content into compliance. The immediate supervisor also will be contacted. If within 30 calendar days the resolution is not implemented, MARCOM will revoke access to the CMS and any pages in question and notify the division vice president or dean/director overseeing the noncompliant department or unit.

Related Statutes, Policies, or Requirements

Section 508 of the Rehabilitation Act
Texas Administrative Code, Chapter 206
System Policy *07.01, Ethics*

System Policy *09.02, Use of System Names and Indicia*
System Regulation *61.01.02, Public Information*
University Rule *29.01.99.C1, Security of Electronic Information Resources*
University Procedure *41.01.01.C0.01, Use of University Facilities*
University Procedure *09.02.99.C0.01, University Name and Indicia Usage*
University Procedure *09.02.99.C0.02, Branded Items*
University Procedure *29.01.04.C0.01, Electronic and Information Resources Accessibility*
University Procedure *61.99.99.C0.03, Compliance with Texas State Publications Depository Program*
University Procedure *61.99.99.C0.04, Social Media Guidelines*
University Standard *IT Acceptable Use*
University Standard *Cybersecurity Controls Catalog*

This procedure supersedes:

- *61.99.99.C2.01, Web Procedure*

Appendix

System Brand Guide
University Style Guide
University Web Style Guide

Contact Office

Contact for interpretation and clarification:	Director of Web Services 361.825.2420