The Chief Public Relations Officer, in consultation with the Director of Web Services, and pursuant to the authority of University of West Georgia (UWG) Policy 10.2, establishes the following procedures for Web Guidelines and Rules:

A. Statement of Purpose

The quality of the information published online has a direct effect on the reputation and image of UWG. Developed collaboratively by University Communications and Marketing (UCM), Information Technology Services, and the UWG Web Advisory Board, these web guidelines are necessary both to ensure consistency in the presentation and quality of UWG information online.

All web resources in the UWG web space must comply with these guidelines, all applicable UWG, federal, state, and local laws, regulations, and policies.

The UWG official website is a major component of our overall marketing, communication and recruitment strategy. Its ultimate goal is to provide a succinct, effective interface with our institution to enhance our reputation among key audiences to generate interest, inquiry, action and to create affinity for our institution.

The UWG official website:

- Attracts students with characteristics consistent with our UWG vision and who will choose UWG as a top choice university;
- Supports the institutional recruitment and enrollment plan, using an analytical approach to identify and reach “right-fit” students and other key constituencies;
- Elevates academic success through digital storytelling of academic distinction, programs, achievements and the transforming of lives throughout the region, state and beyond;
- Expands community awareness, visibility, and support of university activities and mutually beneficial partnerships; and
- Publicizes all university achievements that support the aim of operational effectiveness and sustainability.

The key audiences of the UWG official website are:
• Prospective students and their families;
• Alumni, donors, and friends;
• Community members; and
• Prospective employees.

The UWG official website along with the collection of official web applications in UWG web space is the internal communication and information channel for the University.

The key audiences of the UWG web space, which consists of official and unofficial websites and web applications, are:
• Current students, and
• Current employees.

B. Definitions

1. Official Website - A website that has been created or sponsored by the university, its schools, departments, units, or other administrative offices and that is used in the process of conducting official University business. In addition, web applications - both those developed in-house and those purchased from outside vendors - are considered official.

2. Top Level - pages include: UWG home page, all campaign landing pages, academics, future students, student services, campus life, about UWG pages, apply, search, directories, sitemap, legal, and all error pages.

3. Unit - A college, department, program, research center, administrative service, office or other operating unit.

4. University Communications & Marketing (UCM) - UWG's full-service marketing, communications and design center.

5. Unofficial Website - A website published by an individual such as a student or a university faculty or staff, or by a non-university organization, which is typically hosted on university servers but does not conduct official University business. These include student, faculty, and staff personal pages; pages created by students to fulfill academic requirements; student organization pages; affiliate web pages.

6. UWG Web Space - The entire collection of websites whose purpose for existence can be legitimately connected with University activities, including academic, research, administrative, and outreach activities. A website may reside on a non-UWG web server, or may not have a westga.edu domain name, but may still be considered part of the UWG Web space.

7. Web Application - Any software that delivers dynamically generated content intended to be rendered in a web browser.

8. Webpage - A (web) document rendered by a markup language, (e.g., xhtml, html, php), independent of its transmission protocol (e.g., http) and user agent (browser/reader).

9. Website - Any collection of web pages residing under a single domain and whose content is centered around a single organizational unit or workgroup, a university course, a research or business activity, or an area of academic content.
C. Principles & Guidelines

I. General Principles

a. The official website design must adhere to visual identity guidelines and reflect UWG brand with consistent theme including new fonts, colors, logos, and other graphical branding elements.

b. The official website must be consistent throughout with respect to theme, layout, navigation and content standards.

c. The official website must be easy to use, functional and adhere to current web technology standards.

d. The official website must provide a positive user experience on desktop, tablet, and mobile devices.

e. The official website must present consistent, accurate and timely information.

f. The official website must be optimized for major search engines.

g. The official website must be easy to use and functional for persons with disabilities and meet accessibility standards.

h. The official website must be maintained in a Content Management System (CMS) that is easy to use and makes it easy to develop new features.

II. Content Management System (CMS)

The UWG official website is managed through the OmniUpdate Campus Content Management System. All individuals who publish information on the UWG official website should use this CMS and associated modules.

Other CMS or web authoring tool can be used to publish information on the UWG official website under a condition that it provides both:

- Functionality necessary to support core administrative, academic, research, or other University business;
- Functionality not available in OmniUpdate Campus Content Management System.

As a service to the UWG content owners, the UCM provides support and training on the OmniUpdate Campus CMS for web authoring.

The procedure of obtaining and maintaining access to the OmniUpdate Campus CMS is described in UWG Procedure 8.1.4, Website Content Management System.

III. Official Web Templates
All official UWG webpages should utilize the official UWG web templates to maintain consistent branding standards.

The official UWG web templates are embedded in OmniUpdate Campus Content Management System and available to faculty and staff to develop and maintain their official unit's website.

Units and individuals with third party web applications should contact UCM web services prior to approximating the look and feel of the campus templates through local design.

UWG home page and other top level pages which serve as a gateway to the campus Web presence, utilize "home environment" templates that are reserved for only this use.

IV. Web Content Responsibilities

UWG home page and other top level official pages which provide an overview of UWG, academics, services, and activities are maintained by UCM.

Other official webpages are the responsibility of an academic or administrative units. These include, but are not limited to, university departments, divisions, colleges, programs and activities.

V. Keeping Content Current

All official University webpages must be maintained and up-to-date. Furthermore, only active files should be kept on the site. Inactive files, such as old documents, should be removed from web directories, unless there is a legal requirement for the content to remain online.

The UCM Web Services team performs periodic site reviews and sets stale content reminders in OU Campus CMS for out-of-date content.

VI. Appropriate Content Standards

Web content should be professional and consistent with the rest of the UWG website.

No "under construction" web pages are allowed. Every page should contain useful information before being published on a website.

All webpages in UWG Webspace must provide a link back to the UWG homepage.

The units responsible for the authoritative content on UWG official webpages should ensure that it is the best and most accurate source. Other units and sites should point to the authoritative content, rather than recreating it. Examples of authoritative content include, but are not limited to, department contact information, registration deadlines, enrollment numbers, and other.

All unit names used must be the official names as recognized by the University.
VII. Maintaining Visual Standards

All website content must adhere to the Visual Identity Guidelines and the Web Style Guide published by UCM on its website. UCM oversees the enforcement of these standards. The Web Style guide defines approved web fonts, web colors, web logos, headers, footers, and other approved web elements.

VIII. Situations Prompting Immediate Web Page Removal

- The page is inaccessible to site visitors with disabilities and does not provide an accessible alternative.
- The page violates local, state or federal law, USG or UWG policy.
- The page features unapproved commercial advertising.
- The page conveys disruptive or harmful misinformation.
- The page features inappropriate material, including obscene, harassing, or discriminatory language.
- The page contains copyrighted material without proper approval.
- The page compromises the security of the UWG Web Space.

IX. Website Addresses

All official UWG websites must have website addresses that include “westga.edu”.

UCM may grant an exception from this rule for a grandfathered non- “westga.edu” website addresses. In this case, an alternative “westga.edu” web address will be established and used as a primary web address.

Official hosted environment, third-party web applications are excluded from this requirement.

Any college, school, department, or other unit may request a friendly URL for its website homepage. All requests for friendly URLs should be approved by Communications and Marketing and executed by Information Technology Services.

X. Disclaimer for Personal Web Pages

Each personal web page must contain the official UWG disclaimer or provide a clearly displayed link to the official university-maintained disclaimer page located at https://www.westga.edu/disclaimer
XI. Institutional Responsibilities

**UCM** Web Services maintains the UWG website at the top-most level - setting direction, governance and information architecture strategy for all the sites in the domain. In conjunction with the ITS, the **UCM** Web Services team provides direction in web design and development in alignment with the UWG brand. The team maintains and supports the official Content Management System and associated modules. **UCM** Web Services provides content entry assistance and training to campus stakeholders, as well as design, layout, metrics, and information discoverability consulting.

The Office of Information Technology is responsible for supporting technically the college's internet site, [https://www.westga.edu/](https://www.westga.edu/)

The Web Advisory Board (WAB) advises on issues related to the UWG website as well as broader concerns relevant to the Web. The WAB proposes recommendations to **UCM**, and Information Technology Services, on matters relating to the content, design and overall functionality of the UWG website. The WAB also serves as an initial contact point and clearinghouse for policy matters regarding the website.

University departments, divisions, colleges, offices, and other units are responsible for maintaining their own web content in accordance with these web guidelines, all applicable UWG, federal, state, and local laws, regulations, and policies.

*Issued by the Chief Public Relations Officer, the ___ day of December, 2019.*

Signature, Chief Public Relations Officer

Reviewed by President:

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