



Policy Chapter: Chapter 14 Information Technology

Policy Number and Title: 14.007 Web Publishing

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## I. Policy Statement

The University of North Texas's web presence is the most utilized and essential communication tool for conveying all aspects of the University's mission.

The goal of UNT's web presence is to provide accessible, informative, consistent, and up-to-date website content that represent and promote the teaching, research, values, and culture of the University of North Texas to all its students, staff, colleagues, and external users.

This Policy provides guidance to support this overall goal and to comply with local, state, and federal laws. More specific information is available on the [University Brand Strategy and Communications \(UBSC\) website](#).

## II. Application of Policy

All Employees and Vendors Responsible for University Websites

## III. Policy Definitions

### A. *Branded Template*

"Branded template," in this policy, means a design system built within the CMS that content editors can use to create and edit their own content.

### B. *Content Management System (CMS)*

"Content management system" or "CMS," in this policy, means a software application used to store, edit, and publish web pages via a series of managed templates.

### C. *Domain*

"Domain," in this policy, denotes a top-level name entity on the Internet used most frequently to identify and connect with websites and other web services (e.g., email). UNT's primary domain name is "UNT.edu," although University websites may use other domain names with prior approval from UBSC.

### D. *University Website*

"University website," in this policy, means any and all websites which support the official operations of the University of North Texas, including:

1. all websites hosted on the UNT.edu domain;
2. all websites belonging to UNT, regardless of their domain, and all websites hosted on them, regardless of content; and
3. all web resources that represent UNT in an official capacity, regardless of their domain or where they are hosted.

Specific classes of websites may be granted exemption by UBSC on a case-by-case basis from some provisions of this policy because of the unique nature of their content or functional purpose.

**E. URL**

“URL,” in this policy, stands for “Uniform Resource Locator.” A URL is the address of a specific web page or file on the Internet.

**F. Web Content**

“Web content,” in this policy, means any content (i.e., text, data, images, documents, video and audio files) hosted on UNT servers or by outside firms that represents the work of the University. Such content is owned by the University, except as may otherwise be provided in the University's Intellectual Property Policy, in which case the content is licensed for use by the University.

**G. Website**

“Website,” in this policy, means a set of related web resources, generally consisting of a collection of web pages and organized under a particular domain name.

**IV. Policy Responsibilities**

**A. Website Ownership and Responsibility**

Website and content ownership and responsibility issues will be directed to the offices of deans, directors, or vice presidents who are ultimately responsible for all content in their website portfolio and the content editor who controls access to the web pages.

**B. Content Management System**

1. All university websites must be in the approved Content Management System (CMS), which includes the official University branded templates. Use of the official templates or elements outside of the CMS is not permitted except in cases approved by the Vice President of UBSC. Hosting of UNT websites on non-UNT servers must be approved by the VP of UBSC.
2. Any unit or individual seeking a complete exemption to the CMS or the University's branded website templates must provide a content management plan to the VP for UBSC that includes descriptions of:
  - a. the purpose and primary audience for the site;
  - b. how internal website access is managed and how UNT administration could access the website if needed; and
  - c. how compliance with World Wide Web Consortium (W3C), UNT identity guidelines, accessibility policy and laws, and all other applicable University policies will be maintained.

### **C. Web Content Accuracy**

UNT website content must be timely, accurate, non-duplicative, and consistent with University brand standards; University policies; and local, state, and federal laws. Website editors must, at a minimum, annually review website content to ensure its timeliness and accuracy.

### **D. Compliance**

#### **1. Accessibility**

All UNT websites and the services provided via those websites shall satisfy the standards for website accessibility per UNT Policy [14.005, Electronic and Information Resources Accessibility](#).

#### **2. Commercial Sales, Solicitations, and Advertisements via University Department or Organization Web Pages**

a. All commercial sales, solicitations, or advertisements by University departments on University websites must reflect the mission and purpose of the University and follow its contract policy. Unless the products sold are produced by academic or administrative departments within the University, a formal contract between the commercial organization and the University must be in place before a sale, solicitation, or advertisement is published on a University web page. Student organizations, the alumni association, the UNT Foundation, and other affiliated or outside organizations with websites hosted by the University must receive written permission from the Vice Presidents of Academic Affairs and Finance and Business Affairs before posting advertising or solicitations. Such advertising or solicitations must have a demonstrable benefit to the University to receive approval.

b. Unauthorized solicitations by individuals for commercial or personal gain are prohibited.

c. Corporate logos and external links advertising products may not exceed ten percent (10%) of any single web page's content as viewed on a single computer screen, unless an exemption to this rule is specifically approved by the Vice Presidents of Academic Affairs and Finance and Administration.

d. An exemption to the use of corporate logos and/or advertising may be made in designing University websites that provide links to free software downloads that provide necessary functionality for viewing web content, such as Adobe Acrobat.

#### **3. Privacy**

All University websites must link to the official University Privacy Statement on their top-level web page (also called the "home" or "index" page). If a University website collects information which does not fall within one of the categories defined in the University Privacy Statement, or uses information in a way not described in the

University Privacy Statement, then, in addition to the link to the University Privacy Statement, the website owner (i.e., the dean, director, VP, or their designee) must draft an additional website-specific privacy statement which describes the additional category or categories of information collected and how they are each used. Each website-specific privacy statement must be reviewed and approved by the University Office of Integrity and Compliance before it is published.

4. Legal and Intellectual Property Responsibility

All UNT websites are required to adhere to all applicable state and federal regulations and University policies and guidelines associated with security, risk measures, and intellectual property (i.e., copyright and trademark) compliance.

**V. References and Cross-References**

[Section 508 of the Rehabilitation Act](#)

[Web Content Accessibility Guidelines \(WCAG\) 2.1, Levels A & AA](#)

[Texas Administrative Code, Chapter 206, Subchapter C](#)

[UNT Policy 08.001 Copyright Compliance](#)

[UNT Policy 14.003 Acceptable Use](#)

[UNT Policy 14.005 Electronic and Information Resources Accessibility](#)

[UNT Policy 14.009 Privacy](#)

**VI. Revision History**

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