

61.99.99.R0.01 World Wide Web
Approved September 1, 1996
Revised September 15, 1998
Revised June 21, 2010



Procedure Statement

The web page is the primary portal through which Texas A&M University-Commerce is accessed. It is the initial point of contact for many constituent groups and provides information about university activities and educational opportunities to American and international audiences, including current students, parents, prospective students, faculty, staff, alumni, community, friends of the university, and others. The university's presence on the web promotes opportunities to enhance research, scholarship, and instruction both within the university and with the wider community. As with all external communications, the presence of Texas A&M University-Commerce on the web should promote a positive image of the university to other universities, accrediting agencies, funding agencies, media, prospective students, their families, and the public. The university encourages all departments, faculty, and students to create and publish pages on the World Wide Web.

Reason for Procedure

This procedure is intended to present recommended minimum standards for web pages created and published on the Texas A&M University-Commerce computer system.

Procedures and Responsibilities

1. GENERAL

- 1.1 Web pages are a privilege, not a right, and must not violate university rules/procedures, The Texas A&M University System (system) policies/regulations, state or federal laws, nor link directly to pages that do so. The Texas A&M University-Commerce wordmark and branding may be used only in accordance with university procedures.
- 1.2 Requests to maintain a web page on any university server should be referred to the web manager or other representative designated by the assistant vice president for marketing and communications. All web pages will reside on a university server to be determined and/or approved by Technology Services.

- 1.3 Home pages maintained on other university servers must be registered with Technology Services. This registration will provide information about the person owning the home page, the server the home page resides on, and the administrator of that server.
- 1.4 Publicly accessible web pages must abide by system regulations, state and federal accessibility laws, and University graphics and web management standards. Public pages are subject to review, edit, and rejection by the web manager.

2. TYPES OF PAGES

- 2.1 Official pages on the A&M-Commerce computer system must be created and maintained using the university's Content Management System (CMS) unless otherwise authorized by the web manager or a representative appointed by the assistant vice president for marketing and communications.
 - 2.1.1 Central pages are the university home page and subsequent pages that link directly from it, except as listed below in departmental/divisional pages, to be created by the web manager or a person agreed upon and designated by the assistant vice president for marketing and communications, web manager, or the director of technology services (to address both technical and public relations aspects of the web site).
 - 2.1.2 College/divisional/departmental/center pages, representing each specific academic and administrative entity, are to be created and maintained by a designated representative appointed by the head of the specific entity for which the page is to be created.
 - 2.1.3 Layout templates for pages must be approved by the web manager on behalf of the Marketing and Communications Department.
 - 2.1.4 All content within the page, including textual content, tables, links and other navigational structure, photographs, charts, or other images are subject to approval by the web manager or a representative of Marketing and Communications.
- 2.2 Individual professional pages may not be used for personal interests or for personal gain.
 - 2.2.1 Faculty/staff: for university-related and professional purposes in support of their university role (teaching, research, and/or other assigned duties).
 - 2.2.2 Students: in support of educational pursuits.
 - 2.2.3 Each personal page should include the following statement at the bottom of the page: "The views and opinions expressed on this page are strictly those of the page author."
 - 2.2.4 Faculty members may request class directories to be used in conjunction with courses being taught. The faculty member will be responsible for all material in the

class directory. Class directories not on Technology Services servers must be registered with Technology Services.

2.2.5 All professional pages should be housed on a specified faculty web server (faculty.tamu-commerce.edu).

2.3 Organizational pages.

2.3.1 Student organizations approved and sponsored by an A&M-Commerce faculty or staff member.

2.3.2 Professional organizations, sponsored by an A&M-Commerce faculty member.

2.3.3 Organizational pages should be created by a person designated by the university sponsor (as directed above).

2.3.4 The following statement should be included at the bottom of the page: “The views and opinions expressed on this page do not necessarily represent the views of the university.”

3. INTELLECTUAL PROPERTY

All members of the university community should be aware that property laws apply to the electronic environment. Users should assume that works communicated through a network are subject to copyright unless specifically stated otherwise. Unless permission of the author is obtained, utilization of any electronically transmitted information must comply with the Fair Use Doctrine and the Technology, Education, and Copyright Harmonization (TEACH) Act.

4. OVERSIGHT

Unless otherwise designated, final audit of all web pages and their content shall rest with the university’s web manager, who shall have the authority to deactivate any web page for cause. The author and supervisor of such deactivated material will be notified of such action and the reason within 24 hours after the deactivation. Persons wishing to appeal such a decision may do so to the assistant vice president for marketing and communications.

Related Statutes, Policies, or Requirements

System Policy [Section 61. Information and Communications](#)
[HB 2504, 81st Texas Legislative Session](#)
[Fair Use Doctrine](#)
[Technology, Education, and Copyright Harmonization \(TEACH\) Act](#)

Contact Office

Assistant Vice President for Marketing and Communications
903-468-8175