



THE UNIVERSITY OF THE WEST INDIES

Web Policy

1. Introduction

1.1. Purpose

This is the Web Policy for the University of the West Indies, [hereinafter “the UWI”]. This document contains the requirements for publishing official and unofficial UWI Web pages on web servers owned or maintained by or for the University.

This policy applies to all members of the University community who are website content owners, content providers or have published, currently publish or intend to publish content on any website owned or maintained by or for the UWI.

1.2. Scope

This policy defines the UWI’s responsibility for Web pages hosted on UWI web servers, locally or externally e.g. in the cloud. For the purpose of this policy, any user who creates or edits a Web page and adds it to a UWI Website is considered to have published that page.

2. Policy Review

This policy will be reviewed annually by the University Web Committee.

3.Key Definitions

Web page	A web page is a document written in HTML (hypertext mark-up language) and is translated by your Web browser. Web pages can either be static or dynamic. Static pages show the same content each time they are viewed. Dynamic pages have content that can change each time they are accessed. These pages are typically written in scripting languages such as PHP, Perl, ASP, or JSP.
Website	A Website is a collection of related web pages typically served from a single web domain.
Web server	A Web Server is a computer that stores web pages/websites and provides website visitors with access to these using World Wide Web formats and protocols.
Homepage	A home page is a web page that is the starting point of a web site. It is usually the first page of information accessed by a visitor.
Publishing/Posting	This is the process of updating an existing web page or creating a new one and then sending/placing the updates to a web server. Content published may include text, images, videos and other types of media.
Section	A section is a defined and structured unit within the University.

4. Web Pages

4.1. Official University Web Pages

A UWI Web page is considered official when it is published by an Office, a Division, a Department, a Faculty, a Unit or a Section (hereinafter collectively referred to as Section). Official UWI Web pages shall be considered University publications and must be hosted on a *.uwi.edu domain. Such Web pages are the responsibility of the appropriate Section and subject to review by the Marketing & Communications Office at the location (campus or Centre) under which Section falls.

To complete qualification as an official page, the page's files must be stored on servers managed by the UWI (locally or externally e.g. the cloud). UWI pages must use an official UWI web template with a UWI site header and footer.

Individual Sections may define additional conditions for the creation and publishing of web pages by faculty, staff and students under their supervision. These additional conditions may include more detailed guidelines and, where necessary and appropriate, additional restrictions but shall be consistent with this overall policy. Any additional conditions should not contradict any policy or any policy statement herein or any other policy of the University. In the event of such a contradiction, the University Policy which is contradicted will supersede.

4.2. Unofficial University Web Pages

Unofficial Web pages should satisfy either of the following conditions:

- Not formally acknowledged by an administrator of a Section.

- Not housed on a University managed Web server, or within the University's Internet domain (uwi.edu, *.uwi.edu, sta.uwi.edu, cavehill.uwi.edu, mona.uwi.edu, open.uwi.edu)

Student, faculty/ staff personal pages, and student organisations Web pages are considered unofficial Web pages.

Although the UWI encourages authors of these unofficial Web pages or Websites to adhere to standards of civility, professionalism, and University discourse, unofficial Web pages are the property and responsibility of those who create them and not the UWI.

The UWI may decide to create a link from an official University Web page to an unofficial Web page. The Homepage of the site to which the link is made should include the following disclaimer:

“The group of pages which represent the <<group/entity>> (replace ‘group’ as appropriate) are not official pages of The University of the West Indies, and do not reflect the views of the University. The University shall not be held liable or responsible for any injury incurred as a result of using this unofficial group of pages.”

5. Roles and Responsibilities

5.1. The University/Campus Webmaster and Web Team

The University/Campus Webmaster and Web team are responsible for:

- Working with Marketing & Communications to ensure adherence to the web policy
- Liaising with the technical team to ensure the availability and uptime of the web servers
- Implementing the underlying technology that allows web publishers/web editors better management of web content
- Collaborating with web publishers/ web editors on web projects
- Occasionally developing new material in collaboration with the relevant University sections (e.g. Marketing & Communications Office) to serve functions not controlled by any single Section within the University.

- Provision of Support and Training to web publishers/web editors.
- Planning and developing effective strategies for using the web to support the University's mission and goals
- Participating and collaborating in cross-campus initiatives when required.

5.2. Content Owner

Deans are usually the owners of content for faculty websites while Heads of Departments are owners of the content for Department websites. The Content Owner is ultimately responsible for all content posted on a Section's website.

5.3. Content Provider(s)

Content Providers are responsible for writing, editing and submitting information to be published on the UWI official pages. Content Providers should work closely with the Web Publisher/ Web Editor, after content is published, to ensure that it remains complete and accurate.

5.4. Web Publisher / Web Editor

Each Section is required to name at least one employee as Web Publisher/Web Editor. The Web Publisher is appointed by the Head of a Section or his/her elective, and has the primary responsibility for coordinating, reviewing, posting and maintaining information on that Section's web site.

Web Publishers are required to attend content management training sessions and should ensure that web pages originating from their Sections have been appropriately created or reviewed and updated by Content Owners. The Web Publisher is also responsible for compliance with all relevant UWI policies and guidelines [see section 6.1] and his/her activities will include but are not limited to:

- Adding and editing web documents
- Obtaining content updates from content owners and providers

- Identifying and fixing invalid links on the website
- Publishing new or updated web pages on the designated web server
- Collaborating with the Campus Webmaster and serving as the website's contact person

5.5. Marketing & Communications

The Marketing & Communications Office or any other person/body designated by the Campus Principal at the relevant campus at the relevant campus, or Vice Chancellor at Centre has the following responsibilities:

- Overall oversight of the UWI top level web pages
- Provision of imagery and artwork
- Informing the web team about new campus marketing initiatives and advising on how these are to be implemented online
- Review of official UWI pages

5.6. Web Administrator / Systems Engineer / Security Engineer

This role (which may involve more than one individual) has the responsibility for all network engineering functions of the website such as:

- Management of the web servers
- Backing up and archiving of server content
- Network security including establishment of firewalls and proxy servers
- Ensuring that the requisite performance standards such as - response time, bandwidth and connectivity targets are met
- Implementing URLs and aliases to URLs based on the structure indicated by the Webmaster

5.7. University Web Committee

The University Web Committee is charged with the responsibility of reviewing the policy annually to ensure it addresses the needs of the University community while keeping pace with changes in technology and reflecting the strategic vision of the University. The committee also has the authority to rule on disputes or requests that are considered biased, unjust or illogical or may require further discussion other than that offered at the campus level. All changes to this policy must be approved by the University Web Committee. The committee is comprised of:

- the Webmaster at each campus
- the University Director Marketing & Communications
- the University Chief Information Officer
- the Campus Chief Information Officer at each campus
- a designated representative from the UWI Legal unit

5.8. Campus Web Committee

The Campus Web Committee takes responsibility for evaluating web priorities and commitments for the UWI's Intranet and Internet activities. The committee advises the campus' Chief Information Officer on web policies and procedures; and provides status updates for UWI web projects and operations. Members of the committee include:

- all Webmasters
- the designated System Engineer/Administrator
- all Campus IT Managers
- representative(s) from Marketing & Communications
- a designated representative from the campus Legal unit

5.9. External Web Services Contractors

Departments that wish to enlist external contractors for web services must discuss their web requirements with both the campus' web team and the Marketing and Communications Office before contracting these services.

6. Policy Statements

6.1. Statement on Websites and Content

University policies and regulations that apply to the content of publications and communication apply to contents of web pages published using UWI web servers. All websites must:

- I. Comply with local laws governing copyrights, intellectual property, libel, and privacy
- II. Not violate any policy, rule or regulation of the University. Other Applicable Policies and Guidelines include:
 - UWI Copyright Policy
 - UWI Acceptable Use policy
 - UWI Social Media policy
 - Brand Identity Guidelines
- III. Requests for new websites and redesigns must be made to the Campus Webmaster
- IV. Be guided by the Writing for the Web Guidelines

6.2. Content Development Process

Each Section shall be granted sufficient but limited space for its own web site. These sites are considered official UWI web sites, and must conform to the requirements for official pages. Sections retain ownership of and responsibility for creating and maintaining their content as well as the accuracy of the content, while the publishing mechanism is the direct responsibility of the Webmasters or his/her elective.

Total ownership and responsibility of content resides with the Heads of the various Sections.

The general procedure for publishing this content is as follows:

- a) The content owner generates the content or establishes a content generation framework in his/her section.
- b) The content owner must appoint a Web Publisher/Web Editor. The content owner advises the web committee through the Campus Webmaster of this appointment and of any special conditions of their appointment.
- c) The publisher and author/editors develop the web pages' content in accordance with applicable policies.
- d) Subject to c) above, the content will be posted to the UWI website.

Authoring of new or existing content may be done on a UWI pre-production (development) server to avoid disrupting the performance of the production server. Changes made to content will be uploaded to the live site by the Webmaster or approved Web Publishers.

Update requests should be made through an online form or by email to keep the updating process organised and efficient.

6.3. Design Standards

Design templates approved by the UWI Web Committee must be used for top level pages.

For campus sites, templates are provided by the campus' web team and must include a campus site header and footer to maintain consistency across the University's web presence. Web pages must adhere to the *Brand Identity Guidelines*.

6.4. Development Standards

An approved Content Management System (CMS) is used to create and manage official pages and websites. The use of any other CMS is at the discretion of the Campus Webmaster.

6.5. Support and Training

Web Training sessions are offered periodically. Notification emails will be sent to Web Publishers/Web Editors who are encouraged to attend.

6.6. Assignment of Domain Names

The UWI domains are variations of *.uwi.edu (e.g. cavehill.uwi.edu, mona.uwi.edu, open.uwi.edu and sta.uwi.edu, my.uwi.edu). UWI does not grant unique domain names that are variations of the campus domain such as your_department.sta.uwi.edu.

Registering domain names outside of the UWI domain, which point to UWI IP addresses is strictly prohibited unless authorised by Campus IT Services.

6.7. Web Hosting

Any individual or Section which requires their website be hosted must first ensure the website meets the hosting requirements of the specific campus (these can be requested from the relevant campus' Web Team) and then request permission from the Campus Web Committee.

Acquiring server space does not guarantee a link from the official UWI website. The hosted site must adhere to this policy and other applicable policies.

6.8. Commercial Activities and Advertising

Advertising and commercial activities are not permitted on the UWI website. For special requests, contact Marketing & Communications.

7. Violations/Non-Compliance

The UWI reserves the right to refuse to host Web content, and to remove or modify Web content without permission from the Content Owner if inaccurate or in violation of this policy or any other applicable policy.

8. Appeals

Appeals regarding any of the guidelines in this policy may be made first to the Campus Webmaster and if a satisfactory response is not received, the appeal should be made to the Campus Web Committee. As a last resort, appeals may be made to the University Web Committee.