1. PURPOSE

This PS assigns responsibility for the maintenance of the official University of Houston-Downtown website and for the supervision of all other university-affiliated websites. It establishes guidelines to ensure that all websites which are created by the university administrative and academic units, organizations, or personnel and which are maintained on university servers reflect appropriate standards of editorial style, content accuracy and design.

2. DEFINITIONS

2.1 Website: A collection of linked documents and content associated with a single organization, person, group, or topic and usually sharing a server and a domain name.

2.2 Web page: A single page of content on a website.

3. POLICY

3.1 The university maintains an official website to disseminate information to various constituents, to facilitate the flow of communication within the university, to support certain application, admission and registration activities, and to further its overall educational mission. Individual units, campus organizations, and faculty, staff, and students may also create and maintain web pages on university servers for purposes consistent with UHD's educational mission. All publications, including electronic publications, which present information on behalf of the university are subject to publication guidelines and review procedures established by the University Relations office and must adhere to the UHD Graphic Standards, establishing brand and graphics standards for the university. Graphic Standards are available on the Office of University Relations website. Those who maintain web pages on university servers are expected to adhere to the provisions of PS 08.A.04 which establishes the legal use of all Information System resources. They are also expected to adhere to all applicable state and federal laws, including those pertaining to copyrights and trademarks.

Website guidelines for ensuring ADA accessibility and best practices are available on the Office of University Relations website.

3.2   Pages which Present Information on Behalf of the University as a Whole

The basic design and content of UHD's main or home web page and those additional pages which compose its core structure are the responsibility of the University Relations office. The ongoing management of the university's official home web page is the responsibility of the University Relations office. The content of any webpage presenting information on behalf of the university as a whole is subject to the review and approval of the University Relations Office.

3.3   Webpages of University Groups and Administrative and Academic Units

Recognized groups and units in the university may develop their own web pages under the general guidelines established. Units and organizations which develop their own webpages are responsible for their content, maintenance and conformance to standards

3.4   Other Webpages

The web pages of individuals or non-university affiliated groups may be linked to a unit's web page at the unit's discretion. The university assumes no responsibility for the content of such pages.

4. PROCEDURES

Procedures for implementing this policy are the responsibility of the University Relations office.

4.1   Web Page Manager

Each university unit which has a web page must designate a web page manager who will be responsible for seeing that the content is kept up to date and that the university's guidelines are adhered to.

5. REVIEW PROCESS

Responsible Party (Reviewer): Assistant Vice President of University Relations

Review: Every three years on or before May 1st.

Signed original on file in the Office of Human Resources.

6. POLICY HISTORY

Issue #1: 08/04/1997

Issue #2: 05/20/2015 – Reaffirmed as Issue #3

7. REFERENCES

PS 08.A.04
UHD Graphic Guidelines