



UNIVERSITY POLICY

SUBJECT: ADMINISTRATION **TITLE:** UMDNJ WEBSITE DESIGN AND CONTENT

CODING: 00-01-10-134:00 **ADOPTED:** 06/05/01 **AMENDED:** 06/05/01

I. PURPOSE

To set policy regarding University websites and web pages.

II. ACCOUNTABILITY

Under the Senior Vice President for Administration and Finance, the Vice President for Government and Public Affairs and Vice President for Information Services and Technology shall ensure compliance with this policy. The Deans and Vice Presidents shall implement this policy.

III. DEFINITIONS

University websites and web pages are websites and web pages contained on University servers and are categorized as follows:

- A. Official University websites and web pages** - are those that provide information about established University-recognized entities, such as its schools, patient-care units, administrative offices, research institutes, centers and programs, educational programs, clinical centers, institutes and programs.
- B. Faculty/professional websites and web pages** - are those that communicate research or scholarly activities of a University faculty member.
- C. Personal websites and web pages** - are those that provide information that is unrelated to the University.

IV. REFERENCES

Logo Usage Guidelines (copy located at <http://www.umdj.edu/logoweb>)

V. POLICY

Requirements:

1. No University website or web page of any category may have the effect of promoting illegal activities, harassing anyone inside or outside the University (including offensive or objectionable material or language or link to other sites that do), distribute copyrighted materials, be used for commercial purposes or personal gain unrelated to the University's missions.

2. Official University websites and web pages:
 - a. Information on official University websites and web pages represents the institution. These websites therefore must contain information which is accurate, timely and useful and must conform to this and all other University policies, standards and requirements.
 - b. Official University websites must comply with established standards as are any University or unit printed publications.
 - c. The pertinent Dean, Vice President or Department Chair has the ultimate responsibility for both the design and content of official University websites. These individuals or their designees must authorize the establishment, direct the evolution and make provisions for ongoing maintenance of any official University website and web page under their purview.
 - d. The home page of all Official University websites must bear the official logo of either the unit or the University, as illustrated in the Logo Usage Guidelines (copy located at <http://www.umdnj.edu/logoweb>). No other symbol, seal or logo can be substituted. To provide some flexibility in design, the name of the unit may be rendered in a single line next to the shield logomark with the name of the University denoted underneath. The font "trajan" must remain the same as in the official logo. To ensure adequate and visible branding, the logo must appear in the upper left hand corner and be of the following a minimum size:
 - i. University logo - 126x38 pixels
 - ii. School logo - 219x66 pixels
 - e. The logo must appear in either:
 - Red and black as described in the Logo Usage Guidelines
 - All black
 - Reversed out to white on a solid background
 - f. Official websites and web pages shall be reviewed by the responsible party at a minimum of at least once every 12 months with reviews documented by changing the revision date at the bottom of the home page. Failure to update a page in a timely fashion may result in removal of the page.
 - g. Official websites and web pages may be copyrighted; they themselves should not contain copyrighted materials without appropriate copyright permission.
 - h. The University Webmaster, with the approval of the Vice President for Information Services and Technologies (IST), reserves the right to remove pages for any reason.
3. Faculty/professional websites and web pages:
 - a. The individual Faculty/professional is responsible for the content of the website and web pages just as he or she would be responsible for a professional publication or other communication.
 - b. No UMDNJ or unit logo should appear on such pages, and there is no need for the disclaimer described for personal pages below.
4. Personal websites and web pages:
 - a. Must include the identity of the author(s)

- b. Must contain the following statement at the bottom of the Home page: "The views and opinions expressed in this page are strictly those of the author. The contents have not been reviewed or approved by the University of Medicine and Dentistry of New Jersey."
- c. No UMDNJ or unit logo should appear on such pages.

By Direction of the President:

Vice President for Government and Public Affairs

Vice President for Information Services and Technologies