



Proposal to Amend ARP

NOTE: POLICY SPONSORS COMPLETE FORM ONLY THROUGH SUMMARY BOX

No. and Title: <u>ARP 15.81 – Web Governance</u>	
Proposal Sponsors: Lenny Martinez, Chair Digital and Web Governance Committee and Director, Marketing, Web & Brand Development Name, Position and Contact Information: Lenny Martinez; jlmarti@nmsu.edu; 646-1883; Melissa Chavira; mchavira@nmsu.edu ; 646-4571	
Policy/Rule Administrator: AVP, Marketing and Communication Name, Position and Contact Information: Justin Bannister; jbannist@nmsu.edu ; 646-3221	
Summary: This proposal revises ARP 15.81 - Use of NMSU and NMSU-Hosted Personal Websites. The proposal was developed by the Executive Digital and Web Governance Board, comprised of representatives from the Chancellor’s office, ICT, VPR, Privacy and IT Compliance, Student Success and Dean of Students. The proposal strategically aligns with Goal 4 – Building a Robust University and Goal 2 – Elevate Research and Creativity. It updates and modernizes current ARP 15.81 to clarify the roles and responsibilities for the Executive Digital and Web Governance Committee, Web Liaisons, Web Content Publishers and Contributors relating to the maintenance and use of NMSU websites. Web design and content and web governance standards and associated SOP’s providing process guidance will be linked from the revised rule to the website where they will be published. Because the proposal is a substantive rewrite, a redlined compare version is not helpful; a copy of the current rule is attached for comparison.	
AAG Meeting Date: April 1, 2020	Review Period Ends*: June 1, 2020 <i>(*unless shortened)</i>
Assigned Review Track: <input type="checkbox"/> Academic Track <input checked="" type="checkbox"/> Administrative Track	

Assigned Review Groups:					
√	ACADEMIC DEANS COUNCIL (ADC)		EHS (Environmental Health and Safety)		OFS – OFFICE OF FACILITIES AND SERV.
	ADI	√	EMPLOYEE COUNCIL	√	POLICE
	ADMINISTRATION & FINANCE	√	FACULTY SENATE		PRESIDENT’S ADVISORY COUNCIL (PAC)
√	ARROWHEAD CENTER		UNIVERSITY ADVANCEMENT		REAL ESTATE
	ASSOCIATE DEANS ACADEMIC COUNCIL		HUMAN RESOURCE SERVICES		UNIVERSITY RESEARCH COUNCIL
√	ASSOCIATED STUDENTS OF NMSU		ICT – INFORMATION AND COMMUNICATION TECHNOLOGY		VP SAEM
√	COMMUNITY COLLEGE PRESIDENTS’ COUNCIL		NMDA		OTHER:

All Academic Track Proposals are Subject to Final Review and Recommendation by the Faculty Senate.

ALL PROPOSALS are Subject to Final Review and Recommendation by the University Administrative Council.

15.81 –Web Governance v041720

PART 1: PURPOSE

Consistent with direction from the NMSU Chancellor and applicable laws and regulations, this rule is adopted:

- A. To establish a formal Web Governance program to guide the development, deployment, delivery and maintenance of the NMSU digital image for internal and external audiences;
- B. To establish and maintain NMSU's Web Governance structure and associated rules and processes;
- C. To define the roles, responsibilities and accountability required of the Executive Digital and Web Governance Committee members, Web Liaisons and Web Content Publishers and Contributors in order to maintain a consistent and secure NMSU web presence;
- D. To authorize the Executive Digital and Web Governance Committee to establish, publish and implement web design and content standards for NMSU websites and associated implementing standards of operation (SOP's) relating to the use and maintenance of NMSU websites, consistent with applicable state and federal laws and regulations including those related to data privacy, accessibility and security.

PART 2: DEFINITIONS

Defined terms are capitalized to denote that the term is defined for purposes of this rule.

- A. **External/Public-Facing Website:** An Official NMSU Website built for prospective students, parents, alumni, donors, visitors and the general public, as a primary audience.
- B. **Internal/Non-Public Facing Website:** An Official NMSU Website built for internal business purposes serving current NMSU students, faculty, staff and authorized affiliates, as a primary audience.
- C. **MARCOMM:** Refers to the NMSU Office of Marketing and Communications.
- D. **Official NMSU Websites:** A university sponsored website representing the university, community colleges, colleges, departments or any other individual unit within the NMSU System.
- E. **Web Content Publisher and Contributors:** An NMSU employee responsible for maintaining one or more Official NMSU Websites on behalf of an NMSU Entity, and for coordinating with MARCOMM relating to the application of policies and rules, design and content standards and associated use and maintenance SOP's.
- F. **Web Governance:** Web Governance refers to the people, policies, rules, standards and SOP's that govern the creation and maintenance New Mexico State University official websites and other digital properties.

- G. **Web Liaison:** An employee, typically a supervisor, designated by the relevant senior administrator with significant responsibility for a major operational area to oversee management of an Official NMSU Website created and maintained by Web Content Publishers and Contributors.

PART 3: ROLES, RESPONSIBILITIES AND ACCOUNTABILITY

Web Governance will enhance the university's image through electronic means, while also providing web security, privacy protections, consistency, integrity, accessibility and quality. Effective Web Governance facilitates NMSU's ability to align the management of websites with the system-wide data governance program and align with institutional strategies and initiatives.

- A. **Web Governance Structure:** MARCOMM, with the concurrence of the Chancellor's Office, will establish a system-wide Web Governance Structure consisting of an external/public-facing web presence and a controlled internal/non-public web presence for Official NMSU Websites. All unofficial, NMSU hosted websites will be considered non-public facing.
- B. **Web Design and Content Standards:** MARCOMM with the concurrence of the executive leadership, may:
1. Amend or issue new web design and content standards, which may require amendment of other rules (e.g. [ARP 15.80](#)).
 2. Establish SOP's, forms and checklists or other tools to facilitate the implementation, application, and enforcement of the approved design and content standards (e.g. brand, logo), for consistency amongst all Official NMSU Websites, social presence, and other digital displays representing the university.

The design and web content standards and associated SOP's to assist the university community will be maintained at: <http://brand.nmsu.edu> and <http://webcomm.nmsu.edu>

- C. **Executive Digital and Web Governance Committee:** The Executive Digital and Web Governance Committee establishes, publishes and implements Web Governance standards and associated SOP's applicable primarily to the work of Web Liaisons and Web Content Publishers and Contributors throughout the NMSU system. These standards and associated SOP's will be published at <http://webcomm.nmsu.edu>.

PART 4: NMSU WEB GOVERNANCE STANDARDS

The Executive Digital and Web Governance Committee will work collaboratively with MARCOMM and university officials, including the Chief Privacy Officer and Chief Information Officer to establish, publish at <http://webcomm.nmsu.edu>, and implement Web Governance standards and associated SOP's, including but not limited to:

- A. Domain name and redirects
- B. Collecting personal information from prospective students;
- C. Use of copyrighted material;

- D. Mobile application development;
- E. Web security and infrastructure;
- F. Privacy compliance;
- G. Advertising and sponsorship;
- H. Digital web accessibility compliance;
- I. Third party and vendor solutions for web applications and integration with NMSU's digital image
- J. Review and approve websites produced and hosted by third party vendors
- K. Online presence for chartered students organization and clubs, supplemental instructional content, and personal webpages considered as "limited public forums" (See [RPM 3.63 – Freedom of Expression](#))

PART 5: DIGITAL ACCESSIBILILTY, PRIVACY AND SECURITY COMPLIANCE

- A. All Official NMSU web pages or web applications will comply with the requirements of the Americans with Disabilities Act and Section 508 of the Rehabilitation Act of 1973. All new or revised web pages and other web resources -- published, hosted, or otherwise provided by the university – will comport with the World Wide Web standards defined in the [Federal Rehabilitation Act Section 508 Subpart B §1194.22, paragraphs \(a\) through \(p\), excluding paragraphs \(b\) and \(k\)](#).
- B. Web Content Publishers and Contributors with take action consistent with privacy, security, accessibility and other applicable laws, regulations and this rule, including web design and content standards and associated SOP's.
- C. The NMSU IT Compliance Function will regularly monitor and report to the executive administration, using a risk-based approach, about compliance with this rule, including web design and content and other web governance standards and associated SOP's.



New Mexico State University

15.81 – Use of NMSU and NMSU-Hosted Personal Websites

 arp.nmsu.edu/15-81

PART 1: GUIDELINES FOR OFFICIAL NMSU WEBSITES

- A. **Roles and Responsibilities:** UCOMM is responsible, working in collaboration with ICT, for establishing consistent guidelines for Official NMSU Websites. Personal Websites are not subject to these guidelines, unless used by faculty for instructional purposes, which is discouraged. UCOMM will collaborate and coordinate with NMSU units throughout the system regarding the content and design of official NMSU web pages.
1. UCOMM will format and maintain and the “institution’s home pages” and will provide templates to ensure the online identity for the university follows consistent branding and design standards. Official NMSU Websites must use the approved web templates and themes provided by UCOMM. UCOMM will provide the documentation for the use of official NMSU templates and will issue periodic guidance to NMSU units regarding content and design specifications.
 2. The Associate Vice President of UCOMM, or designee, may convene an advisory web governance board, on an ad hoc basis, to assist with further development or amendment of web standards, resolution of complaints or other issues relating to the administration of this Rule. The web governance board shall consist of management representatives from UCOMM and ICT, and others from the university or local community as appropriate for the topic(s) to be discussed.
 3. Information and Communication Technologies (ICT) will provide standard web site space and grant access for NMSU Entities upon request and maintain the servers and systems in which these sites are located. ICT will provide the technical support to the NMSU Entities and web content managers to assist with the issues relating to creation, access and maintenance of their Official NMSU Websites. NMSU Entities that operate their own web servers are subject to administrative rules relating to NMSU Server Administration and Operation.
 4. NMSU Entities that publish a Web page must designate a regular staff or faculty employee to serve as a steward and point of contact for the website. The staff or faculty member designated to steward for the website shall also serve as liaison to UCOMM and ICT and ensure that the website stays in compliance with these website guidelines and other applicable university policies and rules.
 5. NMSU Entities are responsible for preparing the content, maintaining their own web pages and ensuring the content remains accurate and current to the university community or to the public, as appropriate.

- B. **Accessibility:** All university web pages shall comply with the requirements of the Americans with Disabilities Act and Section 508 of the Rehabilitation Act of 1973. NMSU Entities may consult with the Office of Institutional Equity and ICT for assistance with compliance with this requirement.
- C. **Use of Copyrighted Material:** Web page publishers and content managers are responsible for ensuring that the legal right to use any non-original content is obtained from the copyright owner. Non-original work (photographs, artwork or written content) is generally protected by U.S. copyright law and should be included on web pages only with written permission from the copyright owner. For use of electronic materials found on the internet, please contact the owner of the web page that is the source of the desired material to obtain permission.
- D. **Advertising and Sponsorship:** NMSU official and Instructional Websites shall not contain an endorsement of, nor solicitation for, any commercial enterprise, product or political affiliation. NMSU Entities may acknowledge contributors, donors or sponsors on web pages, including specially designated sponsors' pages. Recognition of sponsors may include names, a brief phrase describing the business, and a link to sponsor's Web sites. Sponsor's logos or trademarks may only be included with the written permission of the sponsor.

PART 2: GUIDELINES FOR PERSONAL AND STUDENT ORGANIZATION WEBSITES

NMSU grants individual students, faculty, staff, and recognized student organizations and clubs the privilege and opportunity to maintain a personal website, for personal enrichment and use. These websites will be referred to as "Personal Websites". Personal Websites, although hosted by NMSU, are not official NMSU sponsored websites and therefore shall not be entitled to web support from NMSU Information and Communication Technologies. Personal Websites are considered "limited public forums" (See **RPM 3.63 – Freedom of Expression**) and are subject to the following rules:

- A. **Link to Author Contact Information:** Each page of a Personal Website must contain a link to the current contact information of the website author.
- B. **Account Maintenance:** Personal Websites will be provided 5 GB of space. Accounts that have not been active for more than 180 days will be deactivated. Accounts inactive for more than 365 days will be purged. Website owners will be notified in advance of deactivation.

- C. **Required Disclaimer:** In a conspicuous location on each Personal Website homepage, either the university or the author, or both, shall post the following disclaimer: “This website is created and maintained by the website author and does not represent the views of NMSU.”
- D. **Use as an Instructional Tool:** Faculty members should not use a Personal Website for supplemental instructional purposes; rather, they should use NMSU’s course management software or the instructional web space provided by ICT. Faculty members who choose to use a Personal Website for instructional purposes will be subject to all NMSU policies and rules applicable in the workplace.
- E. **Chartered Student Organizations and Clubs:** Official chartered student organizations and clubs may use the student organization web space provided by ICT for their organization website upon approval through Campus Activities. Official student organization and clubs are permitted to use the NMSU templates and are not required to include the disclaimer.
- F. **Complaints or Concerns Regarding Personal Websites:** The university does not monitor or maintain the personal and student organization websites. Comments or concerns should be directed to the page authors, or may also be routed through the university’s confidential reporting system, EthicsPoint (<https://auditservices.nmsu.edu/reporting-line/>). Concerns and complaints will be reviewed and addressed in accordance with **RPM 3.63** and in consultation with the Web Governance Board and other appropriate NMSU officials, including but not limited to the Director of Campus Activities.

PART 3: GUIDELINES FOR WEBSITES USED FOR “INSTRUCTIONAL PURPOSES”

NMSU encourages faculty to use NMSU’s course management software for online instructional content or the web space provided for instructional use by ICT. NMSU will provide faculty the privilege and opportunity to maintain websites for supplemental instructional content or as an instructional tool. These websites will be referred to as “Instructional Websites”. **Instructional Websites are distinct from Official NMSU Websites, and are subject to the following rules:**

- A. **Use for Supplemental Instructional Content:** ICT will provide faculty will web space on teach.nmsu.edu for supplemental instructional content.
- B. **Use as an Instructional Tool:** ICT will provide faculty and students web space on study.nmsu.edu for instructional use. Websites on study.nmsu.edu will be reset on a semester basis.

- C. **Account Maintenance:** Web space provided for instructional purposes pursuant to this Part shall be provided 5 GB of space. Accounts that have not been active for more than 180 days will be deactivated. Accounts inactive for more than 365 days will be purged. Website owners will be notified in advance of deactivation.
- D. **Security:** Account maintenance should be in accordance with all university purge policies and procedures. Web pages that are used as supplemental instructional content or as an instructional tool shall:
 - 1. Only be available to users with NMSU accounts;
 - 2. Be accessed on campus or by VPN only;
 - 3. Not be crawled or indexed by search engines; and
 - 4. With the exception of branding guidelines, stay in compliance with NMSU website guidelines and other applicable university policies and rules.
- E. **Temporary Access:** In cases when faculty need provide access to non NMSU Entities, they can request assistance from ICT to provide guest accounts.

PART 4: DEFINITIONS

- A. **“NMSU Entity”:** An NMSU Entity, sometimes also referred to simply as a “unit”, is the term used to refer to a college, a department or any other individual administrative unit within the NMSU System. Private not-for-profit corporate entities recognized to be affiliated with NMSU for fundraising, research, public service, or student activity purposes, while subject to certain NMSU policies, rules and procedures are not considered “NMSU Entities”.
- B. **“Personal Website”:** A Personal Website is a personal web page published and maintained by individual faculty, staff, student, or student club or organization hosted by NMSU.
- C. **“Official NMSU Website”:** An official NMSU website is one that represents the university, its offices, divisions and departments, for the benefit of the university’s various audiences: students, employees and visitors.
- D. **“Instructional Website”:** An Instructional Website is a web page that is published, maintained, and created by faculty to contain supplemental instructional content; or a website that is provided for students to use as instructional tool that is hosted by NMSU.
- E. **“Institutional Homepages”:** The following websites are NMSU’s institutional homepages: nmsu.edu and inside.nmsu.edu.

PART 5: ADDITIONAL GUIDELINES AND TOOLS

Consistent with **ARP 15.80** and ARP 15.81, Rule Administrator may amend or issue supplemental design standards, or forms and checklists to facilitate the implementation, application, and enforcement of Rules **ARP 15.80** and ARP 15.81. Such supplemental information will be posted at: <http://brand.nmsu.edu>.

Details

Scope: NMSU System

Source: ARP Chapter 15 | Information Management and Data Security

Rule Administrator: AVP Marketing and Communication

Last Updated: 06/21/2016

Related

Cross-Reference:

RPM 3.63 – Freedom of Expression

ARP 15.80 – Use of NMSU Logo; University Communications

Revision History:

2017 Recompilation, formerly Rule 2.30 Parts 3–7

06/21/2016 Major revision approved by Chancellor

10/21/2015 former Policies 2.80 and 2.85 replicated by Board of Regents as initial Rules 2.80 and 2.85

Prior Revision History as Policies 2.80 and 2.85 not available
