1. Purpose Statement

Kennesaw State University (KSU or the University) encourages faculty, staff, and students to publish on the World Wide Web (WWW) within the constraints of existing laws and policies. Through this medium, KSU offers a rich opportunity for the institution and individuals associated with KSU. However, use of the WWW presents a dichotomy for policy makers to ensure the appropriate freedom of expression while maintaining a consistent, cohesive institutional presence.

This policy imparts minimal stylistic guidelines and provides general guidance to the legal implications of publishing on the World Wide Web. Development of WWW pages is subject to applicable University policies such as copyright, "fair use," and intellectual property rights; Federal Educational Rights and Privacy Act; Federal Computer Abuse Amendment Act; Federal Electronic Communications Privacy Act; and other applicable state and federal laws.

Failure to adhere to these and the policies described herein may ultimately lead to revocation of the privilege to use KSU computing resources.

2. Background

The Kennesaw State University World Wide Web Publishing Policy was created to comply with the University System of Georgia information technology policies. Pursuant to the USG policy, Kennesaw State University is required to establish and maintain "appropriate internal policies, standards, and procedures for preserving the integrity and security of each information system, paper file, or database."\(^1\)

\(^1\) USG Information Technology Handbook 5.3.1, Policy Management: Institution, USO, and GPLS Responsibilities,
3. Scope

The Kennesaw State University World Wide Web Publishing Policy addresses official Kennesaw State University home pages, other official ancillary pages, and unofficial/courtesy University pages. This document, along with the World Wide Web Publishing Standard, provides guidelines for all pages published by Kennesaw State University authorized users.

4. Exclusions or Exceptions

Exceptions to the World Wide Web Publishing Policy, outside of those previously discussed, will be evaluated on a case-by-case basis by the vice president of Operations/CIO or a designee.

5. Definitions

Definitions are available via the IT Glossary on the KSU Policy Portal at policy.kennesaw.edu.

6. Policy

Web Management Framework

The Office of University Relations oversees the appearance of official University home pages.

The Department of Enterprise Systems and Services (ESS) manages the resource and technical issues regarding web accounts. ESS and Information Technology Services (ITS) manage the University servers and system configuration. These offices will coordinate with University Relations to determine which pages are ready for publication on the server.

Standards for all World Wide Web pages are established by the Office of the Vice President for Academic Affairs in cooperation with the Office of University Relations. All KSU web pages must comply with these standards.
Official University Pages

For the purpose of this policy, an official University page may represent the University or an organizational unit of the University and is either hosted on, or linked from, www.kennesaw.edu. Examples include University colleges, academic departments, administrative offices, and University research outreach centers and institutes. There are two types of official University pages: official home and official ancillary. Official home pages refer to pages so designated by ESS and the first pages designated by major organizational units of the University. Official ancillary pages are any other pages associated with that home page and are so designated (for example, supporting information or associated student organizations).

ESS designates official home pages and University Relations must approve their design and content. If an official home page or official ancillary page links to an unofficial page, the official page must carry a disclaimer of Kennesaw State University for the content of the unofficial page.

Kennesaw State's WWW site is considered an official publication and external marketing tool as well as a campus-wide information source. As with printed publications, only approved University information will be communicated on the KSU home page and all institutional links.

Unofficial "Courtesy" University Pages

As campus resources allow, unofficial or "courtesy" pages may be accommodated within the University's network. For the purpose of this policy, an unofficial University page is any page published through the use of any resource belonging to KSU that does not fall into the category of official University pages. Examples include student organization pages, club pages, and professional organization promotional pages.

The University recognizes the impossibility of reviewing all information published electronically by KSU authorized users and, therefore, disclaims any responsibility for the content of unofficial pages. The University does reserve the right to review and investigate any page or pages published with the use of KSU resources and to enforce these policies with respect to such pages. The World Wide Web Publishing Standard is provided to guide and assist faculty, staff, and students who create an individual page or pages.

Policy Violations

Web sites that are found to be in violation of this policy or any other applicable University policy or regulation may be subject to revocation as well as other disciplinary actions.
External Documents and Links

- World Wide Web Publishing Standard

Review Schedule

The World Wide Web Publishing Policy will be reviewed annually by the Office of the Vice President for Operations/CIO or a designee.