

**Meredith College Web Site Policy**  
**2003 Oct 6 by the Campus Technology Committee**

**1.0 Overview**

This policy addresses all electronically published material either directly resident on or accessible by a hyperlink from Meredith College owned or leased equipment, access to this material, and related administrative and security functions.

**2.0 Purpose**

2.1 The Meredith College Web Site

The purpose of the Meredith College Web Site is to support all functions of the college through electronic and interactive communication with its various audiences, internal and external, with particular emphasis on student recruitment and marketing. This communication includes admissions, academic, administrative, promotional, development, alumnae-, parent-, and student-focused content, as well as temporary and targeted communication projects and goals. In aim and practice, the Meredith College Web Site embodies and expresses the mission of the college as it creates numerous communities of users.

2.2 The Meredith College Web Site Policy

The Web Site policy aims to facilitate effective use of the Web Site throughout the college, support the creation of community via the medium, and keep the college community informed of its responsibilities and opportunities in using the web. This policy defines and governs essential matters of access, content, and architecture of the web site. The Campus Technology Committee determines this policy, under the authority of Senior Management.

**3.0 Governing Principles, Laws, and Regulations**

3.1 Laws and Regulations

This section is not intended to offer legal advice, rather it is intended to provide information and sources of information for Meredith College community members who create, access or otherwise use the Meredith Web Site.

Content, access, and use of the Meredith College Web Site will comply with federal, state and local laws and regulations, with particular emphasis on, but not limited to, the following:

### 3.1.1 Copyright

All digital material found on the Meredith College web site is subject to two copyright laws.

The [Copyright Law of the United States \(Title 17 U.S.C.\)](#) governs photocopying or other reproductions of copyrighted materials. Web page creators must obtain permission from rights holders and/or creators before replication of texts, photographs, graphics, trademarks, video or sound clips on a College Web page. This responsibility and any subsequent liability rest with the Web page creator, not the College. Citations must be included on web pages to indicate the original authors of the copyrighted materials. Links to other sites do not require citations.

The [Digital Millennium Copyright Act of 1998](#) updates copyright law for a digital environment. The act covers five main areas, but Title II of the act has particular implications for institutions of higher education. It states that Online Service Providers (OSPs)<sup>1</sup> are eligible for certain limitations of liability provided that they follow particular guidelines. These include:

- Designating a campus agent who will receive notifications of copyright infringement. Meredith College's copyright agent is the Meredith College Chief Information Officer (CIO).
- Developing procedures for handling such complaints
- Providing ongoing education to the campus community about copyright law

Individuals publishing to the Meredith web site should be knowledgeable regarding copyright law. These resources may be useful in understanding copyright laws:

[Educause Current Issues: Digital Millennium Copyright Act](#)

[Crash Course in Copyright](#)

[US Copyright Office Summary of the Digital Millennium Copyright Act](#)

[US Copyright Office website](#)

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<sup>1</sup> Section 512(k)(1)(B) of the Digital Millennium Copyright Act, a service provider is defined as "a provider of online services or network access, or the operator of facilities therefor."

### 3.1.2 Trademark Infringement

Trademarks are protected by the Lanham Act ([Title 15, Chapter 22 of the U.S. Code](#)). Individuals are in violation of this law if they:

reproduce, counterfeit, copy, or colorably imitate a registered mark and apply such reproduction, counterfeit, copy, or colorable imitation to labels, signs, prints, packages, wrappers, receptacles or advertisements intended to be used in commerce upon or in connection with the sale, offering for sale, distribution, or advertising of goods or services on or in connection with which such use is likely to cause confusion, or to cause mistake, or to deceive ...<sup>2</sup>

Trademarks may be used in “fair use” in noncommercial activities; for instance, trademarks may be displayed on a web site if they are used in “teaching, scholarship, or research” or for “nonprofit educational purposes.”<sup>3</sup>

### 3.1.3 Libel & Indecency

In its statement of purpose, Meredith College was created to

*[foster] in all its activities and relationships the ideals of personal integrity, intellectual freedom, and academic excellence;*

In an effort to maintain these values, the Meredith website will not support indecency or libelous statements or links to indecent sites.

Libel is published information containing false or defamatory statements about another person, organization, company or institution.

Indecency is defined as offensive or obscene language, topics, or images.

North Carolina state laws relating to use of electronic communication to threaten, harass, slander, or display indecent conduct can be found [here](#) (§ 14-196.3, Cyberstalking).

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<sup>2</sup> [United States Code](#). Title 15, Chapter 22, Subchapter III, Sec. 1114(b).

<sup>3</sup> [United States Code](#). Title 17, Chapter 1, Sec. 107.

#### 3.1.4 Privacy (FERPA: Family Educational Rights & Privacy Act)

FERPA provisions relating to web use include:

Individuals and institutions may not share student academic information with outside parties, including the parents of an independent student (financial dependency must be proven) without written permission. The institution would be responsible if private student information was viewable through a non-secure website.

Directory information may be published and shared with outside parties. Students have the right to place blocks on their directory information. Directory information includes:

- Name, address, telephone number and e-mail address
- Date and place of birth and country of citizenship
- Dates of attendance, academic major, degrees and awards received
- Institutions attended
- Weight and height of athletic teams
- Participation in sports and activities

Statements on FERPA rights for faculty and advisors may be found at <http://www.meredith.edu/faculty/ferpa.htm> FERPA compliance issues may be addressed to Registrar, Meredith College, 3800 Hillsborough St., Raleigh, NC 27607.

#### 3.1.5 Americans with Disabilities Act

Meredith College complies with the Americans with Disabilities Act (ADA). For information regarding the college compliance plan, contact the coordinator of disability services at [ada@meredith.edu](mailto:ada@meredith.edu).

All College Web pages must be accessible to people with disabilities. If this is not possible, reasonable accommodations will be made to provide the same materials in other formats. Web pages must be designed to accommodate text-only browsers. If graphics are displayed, an alternative description of the graphic will be provided for the consideration of users with non-graphical browsers.

### 3.2 Mission of the College

Content, access and use of the Meredith College Web Site will reflect the mission of the college.

### 3.3 Meredith Honor Code

Meredith College students using the Meredith College Web Site are bound by the Honor Code.

### 3.4 Specific Regulatory Questions

Specific questions regarding regulatory statutes and their implementation with regards to the Meredith College Web Site may be addressed to the the CIO or the Campus Technology Committee.

## 4.0 **Roles & Responsibilities:**

The following list illustrates the entities and responsibilities for the implementation and adherence to the Meredith College Web Site Policy.

<b>Entity</b>	<b>Responsibilities</b>
President of the College & Senior Management Team	<ul style="list-style-type: none"> <li>-Serves as governing authority.</li> <li>-Serves as final arbiter in disputes regarding interpretation and implementation of this policy.</li> </ul>
Campus Tech Com	<ul style="list-style-type: none"> <li>- approves the policy</li> <li>-changes the policy as necessary</li> <li>fields exceptional cases, makes singular judgments as necessary</li> <li>- advises the Web Development Team on matters of content, direction and design</li> </ul>
Technology Services	<ul style="list-style-type: none"> <li>-Maintains and upgrades server/network infrastructure necessary to support the needs of the Meredith College Web Site.</li> <li>-implements policy established by CTC</li> <li>-Provides the CTC with technical recommendations for the Web Site</li> <li>Provides disaster recovery services for the Web Site. -</li> <li>Facilitates electronic publishing for departments and organizations.</li> <li>-Monitors and enforces security on the web site.</li> <li>Develop and maintain backup plan and disaster recovery plan for web.</li> </ul>
Web Development Team (in Marketing)	<ul style="list-style-type: none"> <li>- creates design of the web site</li> <li>- implements design and indexing of the site in general.</li> <li>- develops content of the top levels of the site.</li> </ul>
Departments and Organizations	<ul style="list-style-type: none"> <li>-Manage content of departmental and organizational subsets of the Web Site, generally starting at the department level.</li> </ul>
Everyone	<ul style="list-style-type: none"> <li>-responsible for monitoring the site and making suggestions and/or reporting problems first to the responsible party for that part of the site and then to the CIO if the issues are not resolved.</li> </ul>

## 5.0 Access

The college may maintain public and private content areas on the Web Site. Users should use only those resources to which they have been granted or naturally have access. Cracking into unauthorized areas is prohibited and may, in some cases, be violations of the law.

### 5.1 Terms of Use

Material on the Meredith College Web Site is provided for the use of the Meredith College community and is protected by the copyright provisions afforded. Individuals, organizations and other legal entities wishing to establish a direct link to the Meredith College Web Site must receive written permission from the Meredith College Office of Marketing and Communication. Only Meredith College Web Publishers are authorized to edit web pages on the Meredith College Web Site. Any intrusions or unauthorized use of the Meredith College Web Site may be prosecuted.

## 5.2 Privacy

- 5.2.1 **General Privacy Statement:** The Meredith College website collects personally identifiable data, such as first names, addresses, and e-mail addresses by voluntary submission only. This information will not be released, sold, or distributed to anyone outside of the College.
- 5.2.2 **FERPA:** Access policies governing student records will comply with the Family Educational Records Privacy Act (FERPA).
- 5.2.3 **Security:** Access to non-public portions of the Web Site will be controlled through the Meredith College approved [security policy and procedures](#) for the Web Site. Security procedures other than those approved for use on the Web Site are prohibited.

## 6.0 Architecture

This section defines the general logical structure of the Meredith College Web Site.

### 6.1 Definition of Levels

The Meredith College Home Page is level 1. Every page you can get to in one click from there is level 2. All pages from there are level 3, etc.. (Level X means X is the (minimum) number of clicks to get to it within our site, including the click to the home page itself to start).

"Top level pages" are **navigation** pages that everyone has to go through to get anywhere. "Top level pages" will be used to refer to the Home Page and level-2 (and level-3 for particularly complex parts of our organization). "Department level pages" will refer to the pages for a specific department, office or organization.



## 6.2 Control of levels.

The college's web site emanates from the home page in the sense that you can get everywhere from there. The Web Development Team has authorship of the home page and other top level pages and provides the site structure in which departments offices and organizations can have pages. As such, the Web Team has a dual role: while they control the content of the top with an eye on marketing, they must also provide the navigation on those pages to get to content areas controlled by departments, offices and organizations, the department-level pages. This navigation should be as succinct as is reasonable; the web team should not attempt to insert content on the way to a department, office or organization page that is the prerogative of the dept., office or organization.

Each department, office or organization will be author and controller of its web pages, noting that there are some minimal requirements in this policy and possible future ones as determined by Campus Tech.

While actual authorship of the Home Page (and top level pages) is with the Web Team, Campus Tech Committee sets the general parameters for it and approves major changes to it. (See content management (next section) for more on this.) This includes the level for departmental level pages (currently 3, will probably have to go to 4 to clean up the top.)

## 6.3 Speed

Normally, internal pages should load within 5 seconds on the high speed network and with a reasonably up-to-date computer. Pages are exempt if loading detailed graphics or other time consuming operations are essential to the content, but the average page should not become so 'clever' as to take more than 5 seconds to display.

## 7.0 Content

Content of the web site includes all pages created internally. Content stored on the Blackboard system is governed by a separate policy.

### 7.1. Permission for photographs

Web authors/publishers must obtain legal permission to use photographs of individuals. A release form is available at:

<http://www.meredith.edu/m&c/web-photo-release.doc/>.

### 7.2. Commercial Content and Promotional Activity

The use of the web site for private business or commercial activity is prohibited. Departments or organizations may use the Site for fund raising activities for school purposes. If you're not sure, check with the CTC.

### 7.3 Links

Links to external sites are permitted, as long as the author/publisher tracks their status and content and removes inactive or outdated links. Content of links must be consistent with the college mission.

## 7.4 Contact Information

All top-level pages and the top department-level pages (department, office or organization home pages) must include a link to (or contact information for) a feedback person, someone to email (or call) if the web page itself needs fixing. Feedback persons must respond to inquiries and concerns that they receive. Pages at all levels are encouraged to list a feedback person. The link will be centered at the bottom of the page and look like "feedback for this page: smithj@meredith.edu" where the email address is the link and this has normal plain text and link colors.

## 7.5 College Identity

The top level pages will have a uniform design and a link back to the home page.

Authors of pages below the top department-level who expect external audiences are strongly urged to include a visual representation of the college identity on their pages. The wordmark and seal are available through the Office of Marketing and Communications.

## 7.6 Content Management

### 7.6.1 Author Responsibilities

Authors/publishers of web pages are responsible for maintaining links, updating content, and insuring that pages function as designed.

### 7.6.2 Review Process

Marketing / Web development team will ask all authors to review the content of their site at the beginning of the academic year. It is also suggested that they review content areas around theirs, their department, whatever. As always, it is the responsibility of anyone finding errors to let the person responsible for that content know.

### 7.6.3 Removal of Web Content

The college OTS reserves the right to remove any page from its servers at any time without prior notification to the author/publisher. Reasons for removal include, but are not limited to, the following:

- Violation of web site policy
- Design/technical problems that cause server conflicts
- Misuse of technology resources
- Lapsed timeliness of page content

Within 3 days (and assuming here that the page is not simply restored) OTS must notify the author of the reason for removal of the page. OTS and the

author will ordinarily discuss and come to agreement about the fate of the problem page. If they cannot come to agreement, the author can bring the matter to the Campus Tech Committee for review.

## 8.0 Publishing

Groups or individuals are responsible for information they publish; they should be aware of College policies pertaining to confidentiality and the use of computers on campus. Web publishers at Meredith College may not use the web server in any manner prohibited by law or disallowed by licenses, contracts, copyrights or College regulations.

### 8.1 Who Can Publish

Pages on the lower levels of the Meredith College Web Site (department-level and below) may be created by department, offices, organizations, groups or members of the Meredith community as OTS becomes able to handle the traffic.

All of holders of web publishing accounts may obtain publishing space on the Meredith College web server, which is maintained by the Office of Technology Services (OTS).

The [Obtaining An Account](#) document outlines the procedure of requesting a web publishing account.

### 8.2 Responsibilities of Web Publishers

The web publisher will be the contact for the group or department wanting to publish information to the Meredith College web site. Web publishers are responsible for creating and maintaining their information, answering questions about their pages and updating information on their pages as necessary. Authors should follow *this* policy.

Failure to maintain up-to-date information on their web pages may result in the removal of links to the group's pages from the College's top-level pages and/or removal of the group's files from the web server.

Web publishers must use only the computing resources which they are authorized to use and in the manner and extent authorized by OTS and must design and operate their sites to avoid consuming an unreasonable amount of bandwidth, disk space and CPU time, or interfering with the activity of other users.

### 8.4 Web Publishing Training

Tech Services, as part of granting web access, may require that publishers take some training (from Tech Services) on how to use the site properly.

The following documents are available as resources for Meredith College web publishers:

- [Web Development Tools](#) – provides an outline of recommended software packages to aid in the web publishing process.
- [Creating Your Website](#) – provides an overview of the process of creating your web site for Meredith College.

Web Publishing training courses are available through the Office of Technology Services. Current offerings are listed at <http://www.techsupport.meredith.edu/courses>.

## **9.0 Use of Resources**

To ensure stable operation of the web server and equitable allocation of resources, usage limits may be established as needed by OTS, taking into consideration such factors as available resources, number of users, patterns of use, and expected growth in demand for this campus-wide service. Organizations requiring more space may submit their request directly to the Meredith College CIO.

## **10.0 Web Policy Administration**

Suggestions for modifications to this policy or concerns about the web policy and its implementation should be submitted to the Campus Tech at [t](mailto:t) and/or the Chief Information Officer at [cio@meredith.edu](mailto:cio@meredith.edu).