

University of Wisconsin Oshkosh Web Policy and Procedures

What is the World Wide Web?

The Web or World Wide Web (WWW) is an information system running over the Internet. It provides information electronically through the use of hypertext. A variety of multimedia techniques make it easy to roam, browse, and contribute to the Web.

- Information placed on the Web is formatted using HyperText Markup Language (HTML). The approved UW Oshkosh standard is HTML 3.2 or greater, defined in <http://www.w3.org/TR/REC-html32.html> HTML documents have an extension of .html or .htm.
- Graphics included in Web pages are usually in a Graphics Image Format (.gif) or Joint Photographic Experts Group (.jpg).
- HTML documents will look different depending on what browser is used to access the Web. Browsers are the software programs that allow people to view Web documents. Common browsers are Netscape, Internet Explorer, and Lynx (a text-only browser). Netscape is the standard Web browser for UW Oshkosh.
- Universal Resource Locators (URLs) are the detailed names used to access information. For example, <http://www.uwosh.edu/> is the URL for the University of Wisconsin Oshkosh home page.

Types of Browsers

While Netscape is the standard browser for UW Oshkosh, the University recognizes that external Web users seeking to access the University's Web pages may be using other browsers. Web page authors are urged to keep this fact in mind when creating Web pages. Likewise, users creating PDF (Portable Document Format) files should consider creating duplicate versions in a Web standard format (such as .txt, .html, or .htm) for readers who are incapable of reading PDF files.

Acceptable Use Policy

Access to University computing and networking resources is a privilege available to all members of the University community. Certain responsibilities accompany that privilege. The University of Wisconsin Oshkosh Statement of Acceptable Use of Computing Resources can be viewed at <http://www.acs.uwosh.edu/documentation/acceptable-use.html>.

Definitions

1 Official Page. An official page speaks for the University of Wisconsin Oshkosh and its programs and departments. Official pages represent colleges, departments and other University offices and programs. They include information such as University and department policies, forms, course information, institutional statistics, financial aid information, and recruitment information.

2 Personal Page. A personal page is one created by individual faculty, staff and students. Personal pages can be linked from departmental and program pages, but only with the approval of those in charge of those pages.

Standards for Web Pages

All web publishers, whether they are publishing official or personal (see definitions above) pages, are responsible for the contents of their pages. They must adhere to the Acceptable Use Policy. University resources may not be used to distribute Web pages for personal business or gain.

UW Oshkosh will not edit or review personal home pages. The University does not accept responsibility for the contents of these pages; page-authors are responsible for the contents. However, if a violation of University policies on personal pages linked from the UW Oshkosh Web is discovered, the University will remove the link. Those responsible for department and program home pages on the UW Oshkosh Web must make sure that personal and other pages they link to do not violate University policies and local, state and federal laws.

The Acceptable Use Policy and laws regarding publishing and copyright apply to all pages.

All official pages must be approved by the University News and Publications or an individual designated by that division.

There will be no effort to curtail the creative and experimental efforts of departments and programs that publish an official Web page. Any review is intended to insure that all official information is accurate, is consistent with University policies and local, state and federal laws, and supports the University's goals in education, research and community service. This includes links to other pages. An official page may be considered in violation if it contains links to a page that violates this policy.

Institutional departments and offices are encouraged to develop distinctive and creative Web pages. The image and reputation of UW Oshkosh will in part be determined by our presence on the Web, and that presence should embody the elements of our University. Review of official pages by University News and Publications will seek to insure that factual information is presented in a way that is easily accessible. University News and Publications will encourage publishers to develop UW Oshkosh pages that are visually appealing and well written.

Minimum Standards for Web Pages

The following minimum standards apply to all pages:

1. Documents and graphics should be clear. Page designs should emphasize brevity and judicious use of graphics in order to encourage the use of UW Oshkosh web pages and help people find the information they are seeking.
 - a. Loading of the page should be completed in a reasonable amount of time. A delay can discourage viewing of the page.
 - b. Large graphics delay viewing and should be avoided.
 - c. Each page should be written so that it can be understood out of context.
2. All documents must be accurate. Departments and offices displaying official information on such things as enrollments and courses must link to data provided by offices that are responsible for keeping such information. They should not create new documents with the same information.
3. All documents should have correct grammar and punctuation.
4. Acronyms should not be used as a first reference.

5. All references to institutional units, departments, buildings should use the names found in the University phone book.
6. The name of the department/program must appear at the top of each page.
7. Official University pages should have a direct reference to UW Oshkosh.
8. Each page must provide a way of contacting the person responsible for maintaining the page (for example, phone number or e-mail address) and the date of the last revision. All files should be updated regularly, where appropriate. Outdated information should be replaced or removed.
9. Page publishers must obtain the express written permission of those owning an image or photo, and all those pictured in an image or photo, used in a page.
10. Publishers must obtain the express written permission of the person or organization that owns a trademark that is used on a page. Publishers must also obtain the express written permission of persons or organizations owning the copyright of any material that is used on a page.
11. Each page must have a link back to the UW Oshkosh Home Page (<http://www.uwosh.edu>).

CGI Scripts

CGI (Common Gateway Interface) scripts allow the author of a web page to receive input from a viewer of the page, manipulate the data passed in, and pass back a customized response. Examples of some applications driven by CGI scripts are counters, feedback forms, guestbooks, database queries, clickable image maps, and mail list maintenance.

CGI scripts must be approved and will be installed in a system directory. Departmental, personal, and organizational directories will not be allowed to act as CGI directories. To add a new script to the server, source code must be provided, and the technical and/or security administrator will evaluate the source, compile and install the script.

Approvals

All official University of Wisconsin Oshkosh Web pages must be reviewed and approved by University News and Publications or someone designated by that division. Specific information that is published on Web pages must be reviewed and approved by the department responsible for that data. For example, financial aid information must be reviewed by the Financial Aid office and registration information would need to be reviewed by the Registrar's office

Steps for Submitting

1. Submitter must have the page already loaded on the server.
2. Submitter should follow instructions to scan their Web page.
3. Once the page adheres to this policy, submitter should send an e-mail message to webmaster@uwosh.edu requesting that a link be made to the page.
4. University News and Publications will review the page. The submitter will then receive notification that the link has been made or an explanation of what needs to be changed before a link will be made.

Other Servers

Approval from the Information Technology Division is required for departments to set up their own Web servers. Those departments interested in setting up departmental Web servers should contact the Director of Academic Computing. The UW Oshkosh home page will maintain links to official pages only.

Disk Space

Standard amounts of disk space will be allocated to official pages and personal pages. Departments requiring large amounts of disk space may be required to purchase their own Web server.