

POLICY #5.55

SUBJECT: Web Services

I. PURPOSE

The purpose of this Policy is to govern Southern Utah University's web presence ensuring an accurate and consistent content, and an appropriate aesthetic and message.

II. REFERENCES

- A. Southern Utah University [Policy 5.51 Information Technology Resources](#)
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III. DEFINITIONS

N/A

IV. POLICY

- A. Scope: This Policy governs all public facing web sites appearing on the World Wide Web created by or for Southern Utah University (SUU) and which purport to be officially part of the University. It does not include third-party web content created with third-party tools for professional profiles/portfolios in regard to SUU work.
- B. Web sites must comply with all copyright and accessibility laws of the United States, all other applicable local, state, and federal laws, and applicable policies (including but not limited to [Policy 5.51](#), rules and guidelines of Southern Utah University), including those defined below.
- C. All web sites will adhere to the standards set forth in the Southern Utah University web requirements at the link in [Section V](#). Links to current applicable laws are available in the requirements and are hereby incorporated into this Policy by reference.
- D. Any unit wishing to conduct web-based commercial activity, including receipt of online credit card payments, must receive permission from the SUU Bursar to ensure proper security and receipting procedures are being followed.
- E. Links to commercial entities must be related to the University's mission of instruction, service, and research and must not imply endorsement by the University.
- F. All names used to represent the University must be official names recognized by the Office of Marketing Communication and can be found in the University Branding Guidelines.
- G. All University entities with a web presence, excluding faculty/staff pages, will have a designated Web Liaison, as assigned by their respective director/chair, to serve as a contact

with Web Services. Web Liaisons are responsible for factually accurate content, high editorial standards, and timeliness of information. Instructions and responsibilities for Web Liaisons can be found at the link in [Section V](#).

- H. Web Services retains authority to approve, disapprove, or modify the development of all materials on SUU web servers. The creation of unique domain names associated with SUU must receive prior approval from Web Services, IT Operations, and Marketing Communication.

V. RELEVANT FORMS/LINKS

- [SUU Web Services](#)
- [Office of Marketing Communication](#)

VI. QUESTIONS/RESPONSIBLE OFFICE

The responsible office for this Policy is the [Vice President for Finance](#). For questions about this Policy, contact [Web Services](#).

VII. POLICY ADOPTION AND AMENDMENT DATES

Date Approved: [October 10, 2003](#)

Amended: August 24, 2017