Radford University Website Standards and Procedures – May 13, 2024

Outline:

1.0 - Introduction

This document is a companion piece to Radford University's Website Governance Policy. It presents the principles that guided development of the policy, definitions of key terms, the roles and responsibilities of individuals who will be permitted to create and manage

web content, the standards and procedures that explain how authorized employees should edit web content to adhere to the policy, as well as additional considerations.

2.0 - Guiding Principles

The following principles guided decision-making of the team charged with creating the Website Governance Policy and the Website Standards and Procedures. These principles are consistent with the values of Radford University and must be maintained by all employees working on the university website.

- **2.1 - The website belongs to the university.** Radford employees who are assigned specific roles and responsibilities in this document are stewards—not owners—of the university's website. When making strategic decisions regarding specific webpages within their respective sections of the website, these employees must recognize and respect the larger objectives and goals of the university and the role the overall website plays in accomplishing them.

- **2.2 - The website is the university's primary marketing channel.** While the website serves many internal and external audiences, prospective students and their families are its primary audience. Decisions about design, architecture, features, functionality and content should be prioritized to address the needs of that audience. The homepage, global navigation, and enrollment-focused pages (described below in Section 3.5, Level 1 Websites/Pages) are intended to share with prospective students those elements that make Radford University unique, encouraging them to further explore the site, apply for the best-fit program and ultimately enroll at the university.

- **2.3 - The website is mission-critical**. www.radford.edu plays a critical role in the success of the university, both in terms of fulfilling its mission, achieving its near-term objectives and advancing its long-term goals. As such, it is a valuable strategic asset that must be adequately supported, resourced, maintained and governed.

- **2.4 - The website is strategic.** Decisions about the website's design, architecture, features, functionality and content should be made by the university's Marketing and Communication team and Information Technology Services team—with the input of various university stakeholders—always considering the university's mission, near-term business objectives and long-term strategic goals.

- **2.5 - The website reflects the ideal of "one university."** All official university webpages (within the www.radford.edu domain) must follow brand standards and

writing style guidelines and be aligned with the university's brand in terms of look, feel and messaging.

- **2.6 - The website is accessible.** Content on all websites/pages must be accessible in accordance with [Web Content Accessibility Guidelines (WCAG) 2.0](#) to ensure an inclusive and equitable experience across the university's diverse internal and external constituencies.

- **2.7 - The website is user-focused.** Content on all websites/pages must have clearly defined target audiences and metrics for measuring usability and outcomes. For every page, it is essential to consider several key questions:
    - Who is the primary audience for this page?
    - What information do they need to make their decisions?
    - What actions or transactions do they need/want to take, and how can we facilitate them?

- **2.8 - The website reflects data-based decisions.** The Marketing and Communication team will work with Content Owners and Content Editors to use data and input from everyday users to assess the effectiveness of websites/pages and make continuous improvements.

3.0 - Definitions
Following are definitions of key terms used in this document.

- **3.1 - Accessibility:** For the purposes of this document, accessibility refers to Radford University's objective that visitors to the Radford University website—regardless of physical or technological readiness—will have the opportunity for appropriate access to its content.

- **3.2 - Branding Guidelines:** These are the guidelines found in the [brand guide](#) that dictate the overall look, feel and messaging of website content, including colors, typography and logos, as well as brand pillar messages, personality and voice.

- **3.3 - Content Management System:** A content management system (CMS) helps users create, manage and modify content on a website without the need for advanced technical knowledge or skills (i.e., without needing to know how to write HTML code). A CMS allows users to create and update dynamic web content within prescribed page templates featuring various layout features and style elements that align with the brand**.** The Radford University website uses a designated CMS.

- **3.4 – Domain Names:** The Domain Name System (DNS) is an Internet-wide distributed database of signifiers that translate Internet Protocol (IP) addresses into easily memorable names.

- **3.5 - Level 1 Websites/Pages:** These are websites and individual webpages on the Radford University website that represent the university as a whole ([homepage](#), [About,](#) [Locations](#), [Rankings and Accolades](#), [Our History](#), and [Mission, Vision and Core Values](#)), as well as enrollment-focused pages ([Student Life](#), [Visit](#), [Admissions](#), [Academic Program finder](#) and [academic program pages](#)). These do not include websites or webpages for colleges, departments, centers, institutes or administrative units. With a few exceptions, Level 1 Website/Pages are editable only by Marketing and Communication employees.

- **3.6 - Level 2 Websites/Pages:** These are websites and individual webpages on the Radford University website that represent individual colleges, departments, centers, institutes or administrative units of the university. While a Content Owner might oversee multiple Level 2 Websites/Pages, each of these websites/pages has one Content Editor who develops and maintains its content (within prescribed templates).

- **3.7 - Standards and Procedures:** Standards are the minimum requirements that must be met across key aspects of the university website—from accessibility and branding to data integrity and security—to ensure that the Website Governance Policy is upheld. Procedures are the steps that must be taken by authorized individuals to meet those standards to ensure that the website is being managed in an efficient, effective, secure and accessible manner.

- **3.8 - Radford web server**: The university's official central World Wide Web server is located at the address https://www.radford.edu/.

- **3.9 - Radford University website**: The Radford University website consists of all the content on www.radford.edu.

- **3.10 - Template:** A template is the predesigned structure, styling and layout for a specific type of webpage. Templates define navigation, typography, heading styles, content areas and types of content (among other things), allowing users to quickly create a well-designed webpage that is consistent with other similar pages on a website. There are several approved templates for different types of pages (e.g., academic program pages, department pages) on the www.radford.edu website.

- **3.11 - Website**: A website is a group of webpages structured to provide a coherent body of information about a particular college, department, program, center, institute or administrative unit.

- **3.12 - Writing Style Guidelines:** These are the guidelines found in the [writing style guide](#) that dictate copywriting style across the university website to ensure consistency, quality and professionalism.

4.0 - Roles and Responsibilities

Following are the roles and responsibilities of those individuals and teams that will guide the strategic direction of the website, update its content and maintain its efficient, effective, secure and accessible operation.

- **4.1 - Website Governance Committee:** This committee is responsible for broad oversight of the strategic direction of www.radford.edu, as well as proper budget investment and staffing required to maintain the website. It also acts as an advisory board to the AVP for Information Technology Services and the AVP for Strategic Communication and serves as the final arbitrator for decisions regarding website governance and standards. Members include:
  - Vice President for Enrollment Management and Strategic Communication
  - Vice President for Economic Development and Corporate Education
  - Director of Digital Communication and Marketing (within Marketing and Communication)
  - Senior Director of Web and Enterprise Systems (within Information Technology Services)
  - Senior Director of Operations and Administration (within Economic Development and Corporate Education)
  - Representative from Academic Affairs
  - Representative from Student Affairs
  - Representative from Undergraduate Admissions
  - Representative from Graduate Admissions
  - Representative from the Center for Accessibility Services

- **4.2 - AVP for Information Technology Services and CIO:** Responsible for overseeing the people and infrastructure (e.g., hardware, software, servers) that allow for the successful operation of all technical aspects of the website. Ensures appropriate investment in ITS' people and infrastructure to preserve the efficient, effective, secure and accessible technical operation of the website. Leads strategic decision-making regarding all these investments.

- **4.3 - AVP for Strategic Communication:** Responsible for determining the strategic marketing and communication direction of www.radford.edu to support the university's enrollment efforts, promote its brand and bolster its reputation. Ensures appropriate investment in Marketing and Communication's people and resources to preserve the marketing and communication effectiveness of the website. Leads strategic decision-making regarding all these investments.

- **4.4 - Director of Digital Communication and Marketing and Team:** Assign Content Owners and Content Editors for all colleges, departments, centers, institutes and administrative units, as well as provide CMS training for all permitted users. Perform all updates to university-owned pages and recruitment-focused pages. Review, approve and publish changes to other websites and webpages. Lead day-to-day decision-making for questions, concerns and issues regarding www.radford.edu. Ensure site quality and content integrity for all Level 1 and Level 2 Websites/Pages. Ensure that all text, photo, videos and PDFs—whether posted themselves or with the assistance of other users—are in accordance with the governance guidelines and ADA compliance/web accessibility. Research, evaluate and share best practices, industry trends and web analytics reporting—including high-level trends, insights and goals—during governance committee meetings.

- **4.5 - Senior Director of Web and Enterprise Systems and Team:** Serve as the caretakers of the web infrastructure. Responsible for the configuration and setup of the CMS software and databases, including identifying and implementing optimization opportunities and security/permissions. Set up, manage and maintain development, staging and production environments. Coordinate installation, maintenance and version upgrades with vendors. Maintain and upgrade any necessary web related software and services, including analytics, calendar and curriculum. Ensure site compliance with all legal, regulatory and university standards, including accessibility, security and protection of personal information.

- **4.6 - Content Owners:** As Content Owners, each dean or a designee and each VP/division head or a designee is responsible for: 1) ensuring that the content within their Level 2 Websites/Pages is accurate, up to date and aligned with their strategic priorities, and 2) identifying an employee on their team who serves as the Content Editor for each Level 2 Website/Page within their scope of responsibility. These Content Owners are not Content Editors, but they are ultimately responsible for the content of their section. Each Level 2 Website/Page will have one Content Owner and one Content Editor. (**Note:** The AVP for Strategic Communication and the AVP for Information Technology Services/CIO will meet individually with deans and

VP/division heads to discuss the roles and responsibilities of Content Owners and Content Editors, answer their questions and assist them in making decisions about Content Owners and Content Editors.)

- **4.7 - Content Editors:** CMS-trained staff within colleges, departments, centers, institutes and administrative units who have access to edit content and create draft webpages in the CMS at the direction of their Content Owner. They submit their edited content to be reviewed and published by Content Publishers. Content Editors across campus are trained on the CMS and authorized to use the CMS to edit content in their assigned areas of the website, which will be defined and enforced by the Digital Communication and Marketing Team. Each Level 2 Website/Page area will have one Content Editor, selected by their Content Owner.

- **4.8 - Content Publishers:** Digital Communication and Marketing staff who are trained in the CMS and work closely with Content Editors. They will review, approve/deny and publish content updates from Content Editors within the CMS. These Content Publishers will also serve as back-ups for any Content Editors who are not available to make updates. In addition, they will work with Content Editors to conduct periodic reviews of content on their Level 2 Websites/Pages to remove/refresh outdated content, including updating promotional material, recapping events after they occur and ensuring that all links connect to "live" webpages.

5.0 - Standards and Procedures

The following Standards and Procedures explain how authorized employees should address a whole range of issues—from accessibility and branding to data integrity and security—to adhere to the Website Governance Policy as they create and maintain web content.

- **5.1 - Accessibility**
  - <u>Standard</u>
    - The Office of Information Technology Services and the Office of Marketing and Communication oversee the accessibility of www.radford.edu.
    - Websites must adhere to [Web Content Accessibility Guidelines (WCAG) 2.0](#).
  - <u>Procedures</u>

- Users permitted to work on the website should use [best practices](#) as well as tools available through the CMS to ensure compliance with this standard.
- Instructions on how to use the accessibility checker in the new CMS will be included in the CMS training.
- Notifications regarding non-compliance will be sent out regularly from the Marketing and Communication team and Web and Enterprise Systems team based on automated accessibility scans of the site.

- **5.2 - Analytics**
  - Standard
    - The Digital Communication and Marketing team and Web and Enterprise Systems team utilize the CMS and Google Analytics 4 to collect and analyze search terms and other data related to the use of the university website.
  - Procedures
    - If you wish to view this data as it relates to your website, please submit a Get Help ticket on [ITOneStop](#).

- **5.3 - Branding and Writing Style**
  - Standard
    - The Marketing and Communication team is responsible for ensuring brand compliance across all www.radford.edu sections.
    - All content on www.radford.edu should align with the university's branding look, feel and messaging as defined in the [Branding Guidelines](#), as well as follow the [Writing Style Guide](#).
  - Procedures
    - Content Editors should refer to these two resources as they create and/or update content within their respective websites/pages.
    - Websites cannot use unofficial logos or seals on any page. This includes, but is not limited to, outdated or modified Radford University logos or seals that do not follow the rules outlined in the [Branding Guidelines](#). This includes any third party-hosted sites/applications that are branded for Radford University.
    - Please contact the Office of Marketing and Communication at branding@radford.edu with any questions or comments regarding branding and writing style guidelines.

- **5.4 - Browser Compatibility and Mobile Responsiveness**

- o Standards
    - ▪ Modern browsers (web and mobile) will be supported in accordance with the CMS requirements. Radford University will comply with their supported browsers and versions.
    - ▪ The entire Radford University website has been configured to be mobile "friendly" and have appropriate mobile functionality.
- o Procedures
    - ▪ When Content Editors add content, images and features, they must be careful to ensure the mobile friendliness of these items. Websites must provide content that is equally available, visible and navigable on any device.
    - ▪ Any content changes that are made should be reviewed in both web and mobile browsers and in the various browser products. This should include, at a minimum, Chrome, Firefox, Safari and Edge.
    - ▪ If you require assistance with this, please submit a Get Help ticket on ITOneStop.

- **5.5 - Catalog Information**
    - o Standard
        - ▪ The Radford University Undergraduate and Graduate Course Catalogs are the definitive resources for course information. Course information that duplicates a catalog page, instead of linking to it, can cause confusion for students when outdated content is found or information presented on different webpages is not consistent.
    - o Procedures
        - ▪ Content Editors should not duplicate information on their Level 2 Websites/Pages from Radford University's Undergraduate and Graduate Course Catalogs unless approved by the Director of Digital Communication and Marketing. If you need to provide course information on a Level 2 Website/Page, you should only present course information that supplements and links to the corresponding official catalog pages.

- **5.6 - Commercial Promotion**
    - o Standard
        - ▪ Websites within www.radford.edu must not promote commercial activity outside of official university business. Sites on the university CMS may be revenue-producing as long as they are conducting university business. The AVP for Strategic Communication is responsible for maintaining this standard.

- Procedures
  - Do not place advertisements for commercial products or enterprises on the university website.
  - Links from www.radford.edu pages to commercial organizations and businesses or for promotional purposes are generally not permitted.
  - Pages located on university servers may not be used to promote commercial activity, personal business, nonprofit organizations and/or religious groups (outside of student organizations) or to promote personal financial gain, except as may be permitted by other university policy or regulation.
  - Content Editors may place an image of a commercial organization's logo on their Level 2 Websites/Pages but they are not allowed to link directly to the commercial organization's website.
  - Exceptions to this include the use of partner logos to promote partnerships that the Division of Economic Development and Corporate Education has formed with municipalities, convention and visitors bureaus, and other entities throughout the New River Valley and beyond.
  - Requests for an exception to this standard should be sent to webcomm@radford.edu, and they will be reviewed by the AVP for Strategic Communication on a case-by-case basis.

- **5.7 - Contact Information**
  - Standard
    - Basic contact information for the university should appear in the footer of all webpages on www.radford.edu. Websites must provide contact information on every page. This information allows website visitors to make inquiries or get additional information if they need it.
  - Procedures
    - Content Editors should ensure that the footer of every webpage within their Level 2 Websites presents the following basic contact information for the university:
      - Physical address or mailing address
      - Phone number

- **5.8 - Content Management System - Permissions, Roles and Training**
  - Standard
    - The Director of Digital Communication and Marketing or a delegate will approve/deny all content management system (CMS) access requests for Content Editors. The Senior Director of Web and

Enterprise Systems or a delegate will actually grant permissions in the Radford University CMS to Content Editors. A user's permissions and privileges are based on their role for a specific website or set of webpages.

- o Procedures
    - All employees permitted to create and/or update websites/pages within the university website must undergo required CMS training before being granted access. These authorized, CMS-trained users must also adhere to the Website Governance Policy, as well as the guiding principles, roles and responsibilities, and standards and procedures provided in this document.
    - The Digital Communication and Marketing team and the Web and Enterprise Systems team provide CMS training to all Content Editors who are granted permissions in the CMS.
    - Content Editors can edit content within their Level 2 Websites/Pages, including adding, editing or deleting text, images and other graphic elements. Content Editors will have access to a set of tools to use on their website/page as they choose. These will be introduced during CMS training. Please consult with the Director of Digital Communication and Marketing at webcomm@radford.edu if you require a feature that is not available on your toolbar.
    - Content Editors will be required to submit a Get Help ticket on ITOneStop to request the creation of new pages. Please include information that will justify creation of the new page. New Level 2 Websites/Pages will only be created by the Digital Communication and Marketing team or the Web and Enterprise Systems team.
    - Content Editors are not allowed to enter programming/source code to alter site functionality, such as html, css or javascript. If you have a need that requires additional coding, please submit a Get Help ticket on ITOneStop.
    - All updates to pages will require the approval of Content Publishers on the Digital Communication and Marketing team before being published to a live website. Content Publishers will approve edits in the order they are submitted and will typically be completed within 3 business days of submission. To request escalated approval, contact the Digital Communication and Marketing team at webcomm@radford.edu to discuss your situation.
    - If the authorized Content Editor for your Level 2 Website/Page is out of the office and you need to make an urgent content update, please submit a Get Help ticket in ITOneStop with a detailed description of

the edits that need to be made and the URL of the impacted webpage(s).

- For colleges, academic departments, centers, institutes or administrative units that do not have an assigned Content Editor, please submit a Get Help ticket in ITOneStop with a detailed description of the edits that need to be made and the URL of the impacted webpage(s).

- If the authorized Content Editor for your Level 2 Website/Page leaves Radford University, your Content Owner should email Marketing and Communication at webcomm@radford.edu with the name of the employee who will serve as the new Content Editor for your site.

- Each year, the Digital Communication and Marketing team and Web and Enterprise Systems team will review user access to ensure that those Content Editors who have access are completing regular updates and participating in ongoing training sessions. Inactive users will be notified, and their accounts will be deactivated.

- **5.9 - Data Integrity**
  - Standard
    - The Radford University website must be regarded as a trustworthy source by our internal and external audiences. Presenting clear, accurate and up-to-date statistics, metrics and other forms of data is key to earning that trust. To ensure the integrity of data presented on our website, employees on the Marketing and Communication team and Web and Enterprise Systems team working on Level 1 Websites/Pages, as well as Content Owners and Content Editors working on Level 2 Websites/Pages, should take every reasonable step to ensure the clarity, accuracy and currency of their data. The AVP for Strategic Communication is responsible for ensuring this data integrity.
  - Procedures
    - Content Editors trained and authorized to work with the CMS should maintain a list of sources for the data they present on their Level 1 and Level 2 Websites/Pages. They should work with the Marketing and Communication team to develop a plan to review and update those statistics, metrics or other data regularly.
    - If statistics, metrics or other data cannot easily be accompanied by a citation, or if the information is likely to change within a 12-month period, the source information must be kept on file and accessible to anyone who requests it.

- Content Owners and Content Editors should review and update statistics, metrics and other data on their Level 2 Websites/Pages at least once every 12 months.
- The Digital Communication and Marketing team will conduct content reviews/audits before the fall and spring terms, informing Content Owners and Content Editors of any data integrity concerns identified on their websites/pages.

- **5.10 – Domain Names and Redirects**
  - Standard
    - Domain names are part of the identity of Radford University and communicate the university's image and reputation to the public. Consistent domain use may also be a tool for users to better locate services. So, domains should be assigned in an easily recognizable and predictable structure, and they should be used appropriately and properly aligned with institutional goals. Only authorized employees within Information Technology Services and Marketing and Communication can assign domain names.
  - Procedures
    - Technical or business reasons may sometimes necessitate non-www.radford.edu domain names for administrative unit, college or department websites, especially in cases of co-branded partnerships or vendor-hosted services. In such cases, whenever possible, authorized members of these teams will create web redirects under www.radford.edu for promotional purposes. Content Editors should direct questions related to domain names to webcomm@radford.edu.

- **5.11 – File and Folder Management**
  - Standard
    - Content Editors will have access to folders within their websites to store images and a variety of files. These folders are configured to only allow specific file types. Contents of these folders may be reviewed by the Digital Communication and Marketing team or the Web and Enterprise Systems team during semi-annual content reviews/audits.
    - The images folder will allow jpg, gif, svg and png file types. Only PDF files will be allowed in the PDF folder. Old, published files stored in Content Editors' folders may still be viewed by Google and other search engines, and they will display in search results.

- Procedures
  - **PDFs** - Content Editors should not use or link to PDFs unless necessary. If website visitors are meant to read content on screen, it should be posted as HTML (within the body of a webpage). If website visitors are meant to print the content in order to read it (for a long report or manual), you may post content as a PDF. HTML is the preferred method for web content. You should only use PDFs when there is no other way to post the content on the web. All PDFs posted on college, department or administrative unit websites must include a creation and/or update date, as well as the official departmental logo lock up provided by Marketing and Communication. They should also be accessible and mobile responsive. Information about creating accessible PDFs can be found on the WebAIM site. Please be sure to review your PDF files before adding or replacing them.
  - **MSWord files** - MSWord files are not recommended for use on websites. If you need to include a MSWord file for your site, please submit a Get Help ticket on ITOneStop to request an exception.
  - **PCF files** - In a department main/root directory, only pcf files will be allowed – these are the webpage files.
  - **Image sizing** – Various tools/snippets that you use on your website may have different image-sizing requirements. These will be addressed during CMS training. Appropriate sizing of images is imperative for the quality of the site. Improper sizing can cause fuzzy or stretched images to appear on your live website. Image file uploads will not allow files over 1M. If the PDF or image is already part of another website, please link to it instead of making a copy in your PDF or image folder.
  - **Naming files** – The CMS will not allow special characters or spaces in file names for images and PDF files. Only alphabetic characters, numbers and dashes (-) are permitted. Recommended file names should:
    - Be less than 30 characters in length, not including the extension.
    - Be short and descriptive of the contents of the file.
    - Not contain the names or initials of individuals.
    - Use keywords as much as possible.
    - Use month and year if you want to swap out old images later.
    - Be professional and recognizable by the university community.
    - Examples include:

- president-convocation-2024.jpg
- biology-research-frogs.png
- choral-concert-sept-2024.gif
- students-muse-quad.jpg
  - **Short URLs** - The structure of the site folders and pages has been created in a way that reduces the number of short URLs needed. However, if a short link/URL is needed, please submit a Get Help ticket on ITOneStop with the current URL, the desired short URL and the justification for making the change. If you have a short URL that is already on your printed materials or a URL that is largely shared outside of Radford University, please include this information. Short URLs will be in the format of www.radford.edu/**your-requested-name**.
  - **Content review/audits** - The Digital Communication and Marketing team and Web and Enterprise Systems team will conduct content reviews/audits at least twice a year before the start of the fall and spring terms. Deadlines for fall and spring updates will be published and communicated to all Content Owners and Content Editors. Deadlines will be approximately 2 weeks before the start of the term.

- **5.12 - Global Header and Footer for University and Third-Party Hosted Sites**
  - <u>Standard</u>
    - All websites in the CMS will use the global header and footer unless an alternate header/footer has been approved and created through Marketing and Communication.
  - <u>Procedures</u>
    - Content Editors requesting an alternate header or footer for their Level 2 Website/Page should obtain the approval of the Office of Marketing and Communication. Please submit requests to webcomm@radford.edu.
  - <u>Standard</u>
    - Third-party hosted sites or applications that include official Radford University branding must also use the global header and footer if possible. Third-party applications/site branding should be reviewed and approved by the Senior Director of Web and Enterprise Systems or the Director of Digital Communication and Marketing.
  - <u>Procedures</u>
    - The best practice is to acquire sizing requirements from the hosted vendor so that appropriately sized images may be provided. Images that are not appropriately sized may look fuzzy or stretched. Logos,

images and logo lock ups must be used as provided by Marketing and Communication; altering these images or using just a part of the image is not allowed.
- For assistance with third-party sites or hosted applications, please submit a Get Help ticket on ITOneStop.

- **5.13 - Inappropriate Content**
  - Standard
    - The Radford University website may not contain content that is derogatory, defamatory, obscene or offensive. Such material includes, but is not limited to, slurs, epithets or anything that might be construed as harassment or disparagement based on race, color, national origin, gender, sexual orientation, age, disability, or religious or political beliefs.
  - Procedures
    - Employees may not post or transmit material that is derogatory, defamatory, obscene or offensive on the Radford University website, as defined by the Standard above.
    - In addition, you may not use the university website to solicit or proselytize others for commercial purposes, causes, outside organizations, chain messages or other non-job-related purposes.

- **5.14 - Level 1 Websites/Pages**
  - Standard
    - Level 1 Websites/Pages must use the approved CMS for website authoring.
    - Overall responsibility for the creation and management of these pages is the responsibility of the AVP for Strategic Communication.
    - Only authorized and properly trained employees on the Marketing and Communication team and Web and Enterprise Systems team can create, edit and publish content to Level 1 Websites/Pages.
    - The academic program pages will be based on the SCHEV- and SACSCOC-approved programs and degrees.
    - Predefined templates will determine which features and functionalities of the CMS are available for these pages.
  - Procedures
    - To request a new Level 1 Website/Page to be created, please complete and submit a Get Help ticket on ITOneStop.

- **5.15 - Level 2 Websites/Pages**

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- Standard
  - Level 2 Websites/Pages must use the approved CMS for website authoring.
- Procedures
  - Level 2 Websites/Pages can be edited by only two groups of employees: 1) authorized and properly trained Content Publishers and Content Editors, and 2) authorized and properly trained Marketing and Communication employees and Web and Enterprise Systems employees.
  - Content Editors must adhere to the predefined templates that determine which features and functionalities of the CMS are available for these pages.
  - Once Content Editors have completed content updates in the CMS, they will submit them within the CMS to be reviewed, approved and published by Content Publishers.
  - Only authorized and properly trained employees on the Marketing and Communication team and Web and Enterprise Systems team can create new Level 2 Websites/Pages and publish content to those websites/pages.
  - To request a new Level 2 Website/Page to be created, please complete and submit a Get Help ticket on ITOneStop.

- **5.16 – Externally Facing Microsites and Third-Party Sites**
  - Standard
    - The Digital Communication and Marketing Team, in collaboration with the Web and Enterprise Systems team, must review and approve all externally facing microsites and third-party sites to be displayed on the public website. These sites must follow the Web Governance Policy and its Standards and Procedures.
    - Microsites funded by Radford University must have Radford University branding and be approved by the Office of Marketing and Communication.
  - Procedures
    - Requests regarding microsites and third-party sites should be submitted to webcomm@radford.edu.
    - There are other third-party sites/applications that may or may not have a custom domain, but they are branded similarly. Many of these applications are made available through the OneCampus portal. For assistance with third-party application branding, please submit a Get Help ticket on ITOneStop.

- **5.17 - Navigation Tags and Links**
    - Standard
        - Websites must use tags and links that allow website visitors to easily navigate the site to find the information they are looking for.
    - Procedures
        - Content Editors, as well as Digital Communication and Marketing employees and Web and Enterprise Systems employees, should use appropriate navigation tags to generate links to navigate the site. This ensures that: 1) website visitors can easily navigate within the CMS, and 2) the link will be updated automatically in case a section is renamed or moved. The best practice is to only hardcode links to external websites.

- **5.18 – Official University Data**
    - Standard
        - The Office of Marketing and Communication is responsible for maintaining official university data on official university webpages. This includes:
            - Tuition, fees and scholarship information.
            - Academic calendars and college deadlines.
            - Course listings and degree course requirements (maintained by the Registrar's Office). ***Note:*** *The only course description that can appear on the university webpage is the one written by the Registrar's Office. Web editors may link to the course as it appears on the course catalog page or reproduce the course description on a web page. Editors cannot post a link to a MSWord document or a PDF that includes the department's own course description. Such content will be removed.*
            - Course descriptions other than those provided in the [Undergraduate and Graduate Course Catalogs](#).
            - Academic requirements listed in the [Undergraduate and Graduate Course Catalogs](#).
            - College news stories or announcements published by Marketing and Communication
            - Events posted to the university calendar.
            - New content referencing Radford University's mission, vision, core values, statement of purpose, bylaws, honor code and accreditation.

- o <u>Procedures</u>
  - To avoid posting conflicts or duplicate information appearing on www.radford.edu, Content Editors in colleges, departments, centers, institutes and administrative units shall not copy and change official university information. Rather, they should link to the official university webpage featuring that official university data. Websites/ pages that present content found to be in violation will be removed.

- **5.19 - Online Payments**
  - o <u>Standard</u>
    - Web forms used to conduct online payments on www.radford.edu must use an authorized vendor approved by the Radford University Controller.
  - o <u>Procedures</u>
    - If a college, department, center, institute or other administrative unit needs to require payment on a web form (for event registration, etc.), it must use an authorized vendor in accordance with the Standard above.
    - If you have questions about online payment forms or would like a list of authorized vendors, please contact the Controller's Office with any questions at 540-831-5760.

- **5.20 – Other Sites Related to Faculty Profiles/Research Labs, Course Information and Student Organizations**
  - o <u>Standard</u>
    - The Digital Communication and Marketing Team, in collaboration with Information Technology Services, must review and approve other websites related to faculty profiles/labs, course information and student organizations.
  - o <u>Procedures</u>
    - Faculty profiles are available in the CMS and can be used for campus and departmental directories. Information about the use of faculty profiles will be published and communicated to the campus community.
    - Websites for course information, syllabi or other content related to course material/content being published for student consumption should be contained in the Desire 2 Learn learning management system. For assistance, please submit a Get Help ticket on ITOneStop.

- Websites for student clubs, Greek organizations, sports teams, etc. are provided through RUInvolved (Student Activities), Athletics or Rec Sports. Please contact those groups for assistance or questions related to these types of websites.
- Other academic-related information can be published on sites.radford.edu. A "sites" website can be requested via a Get Help ticket on ITOneStop. These sites are approved on a case-by-case basis and are maintained by the requester. These are considered official university pages and should be appropriately branded. The "site" is a public html folder that is added to the user's H drive. Users must be able to create and update the folder with appropriate html, images and styling files. Limited support is available from Information Technology Services and Marketing and Communication. Sites.radford.edu is not part of the university website CMS platform. To request this option, submit a Get Help ticket on ITOneStop.
- There are parts of the Radford University website that are hosted by other entities. For example, the catalog/curriculum pages are hosted by our catalog provider/vendor. These pages have been branded to match our site and have a URL that starts with "catalog.radford.edu." These types of sites have been approved for a custom domain and other features that allow them to be merged into our site structure in a way that looks and feels like the main website.

- **5.21 – Security**
  - Standard
    - The AVP of Information Technology Services/CIO and the Web and Enterprise Systems team are responsible for ensuring that the university website complies with Radford's Information Technology Security Policy.
  - Procedures
    - All authorized, CMS-trained users must follow security guidelines presented in CMS training and comply with the Information Technology Security Policy.
    - If users suspect the security of their websites/pages has been compromised, they should contact IT Security immediately at itsecurity@radford.edu.

- **5.22 – Web Forms**
  - Standard

- - Radford University websites/pages can only use university-approved third-party services, such as Qualtrics and Slate, to embed web forms into our official websites.
  - o Procedures
    - - The university website CMS does not provide a form creation tool. Form/workflow tools recommended for use with the website include Qualtrics or Kuali Build. For help with a form, please enter a Get Help ticket on ITOneStop.
    - - Forms can be linked to a page from other form tools.
    - - Web forms may not be used to collect highly sensitive data such as:
      - - Social security numbers and bank account information
      - - Credit card information — this should only be collected via approved university procedures for collecting such data.
      - - HIPAA-protected health information.
      - - Driver's license number, national ID number and passport/visa numbers.
      - - Financial/tax information.
    - - Web form creators must consider the university's ethical responsibilities, business interests and applicable laws and regulations. All web forms that require personal information from a user must post a link to the Radford University Internet Privacy Statement.

6.0 - Additional Considerations
- **6.1 - A-Z Directory/Index and Academic Program Webpages**
  - o A-Z Directory/Index webpages and academic program pages are considered Level 1 Websites/Pages and, as such, are created and managed by the Office of Marketing and Communication.

- **6.2 - Blogs**
  - o Websites acting as the primary web presence for a unit must not be a blog. While a unit's website may incorporate blog components or link to a blog, websites that only function as a blog cannot be the primary website or only form of web presence for a college, department, center, institute or administrative unit.

- **6.3 - Copyright**
  - o Websites must comply with the copyright elements of Radford University's Acceptable Use Policy for University Computers and IT Systems (PDF).

- **6.4 - Links to the Radford University Homepage**
    - The Radford University homepage link must go to https://www.radford.edu and must have Radford University spelled out. This is typically included in the website's template header and/or footer alongside other contact information.

- **6.5 - Unit Context**
    - Websites for an administrative unit that serves a specific part of the university (e.g., Finance and Administration or Human Resources) must include the unit name prefixed or in conjunction with its title or parent unit. Specifying what part of the university your unit serves is important, especially when there are multiple units of the same or similar name dotted across the university.