



Title: Management of External Website and Acceptable Use

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**Implementing Procedure For Policy: N/A**

Date Approved: 02/24/05

Division: Marketing and Public Relations

Date Revised: 06/14/06

Date Revised: 02/14/11

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Purpose

College of Central Florida maintains a public website, www.CF.edu, as a tool to communicate the college mission and vision as well as an informational and marketing tool for college educational programs and services.

Ownership

College of Central Florida has a distributed ownership model for its website. The Manager of Communications and Web Design is responsible for the CF content management system (CMS) interface, functionality and usability as well as being the liaison to college departments and trainer to faculty and staff who update content through the CMS. The Marketing and Public Relations Director and Manager of Marketing and Public Relations also have administrative access and responsibility for review of information and publishing to the public website.

Acceptable Use

CF world-wide web presence is inclusive of College policy on equal access and opportunity. The public website is the College’s online “front door” where visitors will be greeted in an informative and professional manner. Information provided on the external website will support security and integrity of documents.

Content managers, as CF employees, must have a signed Security and Appropriate Use Agreement on file with Human Resources. The agreement documents that the user has received training on CF’s Computer and Data Resources Security and Appropriate Use Policies and Procedures (Policy 3.21 Technology Use, 3.24 Information Security, and 3.25 Appropriate Use Policy/Information Technology Resources).

Unacceptable Use

- It is not acceptable to use CF’s Web server in a manner that intentionally or negligently disrupts normal network use and service. Such disruption would include the intentional or negligent propagation of computer viruses, the violation of personal privacy, and unauthorized access to protected and/or private network resources.
- All state and federal copyright laws will be followed at the College of Central Florida. In general, copied images, documents, audio clips, video clips, or software may not be used unless written permission from the creator is provided.
- By law, account holders may not upload any commercial software or any other kind of material they don’t have the right to share with other people. Likewise, account holders may not download any software or material without the right or license to use, such as commercial software, from other Internet users. Account holders may not upload anything that will violate local, state, or federal law.
- The use of personal Web pages to support commercial endeavors is strictly prohibited. Examples include promoting or advertising goods or services; soliciting customers or investors;

selling and distributing information, images, or computer programs; and obtaining advertisers to support the site.

Posting or otherwise transmitting any content that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, of malicious intent, or racially, ethnically or otherwise objectionable is strictly prohibited.

### Publishing Permissions

Faculty and staff directly involved in the learning process and those responsible for dissemination of information about College programs and services (such as registration, financial aid, library, etc.) will be granted permission to edit the College website by administrators in their area. The Manager of Communications and Web Design will be responsible for user permissions and training users on the CMS.

Users will be responsible for accuracy of department and program information to be published. Marketing and Public Relations staff will be responsible for proofing and ultimately publishing pages to the CMS.

### Responsibility for Content and Publication Rights

Faculty and staff who are granted an account on the CF Web server agree to take full responsibility for the content of the information being presented. For the purposes of this procedure, "acceptable use" is defined as "dissemination of documents that support learning and teaching and/or serve to disseminate information about CF and its programs." Account holders shall be responsible for unauthorized access made through their username and password. The person in whose name an account is issued is responsible at all times for its proper use. Users should practice "safe computing" by establishing appropriate access restrictions for their account and guarding their password.

The Marketing and Public Relations Director, Manager of Marketing and Public Relations along with the Manager of Communications and Web Design have administrative access and responsibility for review of information and publishing to the College website. Information will be reviewed for general content, grammar, punctuation and adherence to college style as stated in the Marketing and Public Relations style guide. Information integrity is the responsibility of the supervisor responsible for the assigned section.

At all times the College reserves the right to remove any materials that are determined to be in violation of this procedure or College policies, which may be illegal, or which may conflict with the mission or philosophy of CF.

### Design Requirements

The CF marketing website is structured into editable sections. Stakeholders are able to edit template sections with their information. A list of the standardized editable areas is listed below. Any additional customization will be considered on a need basis. Requests should be made to the Manager of Communications and Web Design.

- Choice of an image, an image slider, video or nothing at the top
- Page name
- Sub-header for brief one-line description of page
- An editable rich-text area for information, photo(s) and links to pertinent information
- An optional html code insertion area to pull in an external webpage (such as a page directly from the college catalog)
- A department navigation box which includes
  - Department header name
  - Links to appropriate department pages or files

- A “My Story” sub-section on the far right panel under the structured site ACTION NAVIGATION for personal story inclusion.

Incremental formal training sessions will be available three times a year. Personal instruction and help will be provided on an as needed basis by the Manager of Communication and Web Design.

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This procedure may be modified as deemed appropriate by the College of Central Florida. Users are encouraged to periodically review the current procedure as posted on the CF Intranet.

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Vice President of Institutional Effectiveness and College Relations

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Date

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Approved by President

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Date