


Name of Policy: University websites Policy Number: 3364-45-07 Approving Officer: President Responsible Agent: Vice President Marketing and Communications Scope: All University of Toledo campuses		 Original effective date: June 27, 2022	
Key words: Website, web, internet, marketing, communications, web content management, technology, accessibility, ADA, hardware, software, procurement, disability, equal, web content accessibility, WCAG 2.1, level AA, 508, 504, compliance, governance, training, brand, FERPA, copyright, brand, logos			
<input checked="" type="checkbox"/>	New policy proposal	<input type="checkbox"/>	Minor/technical revision of existing policy
<input type="checkbox"/>	Major revision of existing policy	<input type="checkbox"/>	Reaffirmation of existing policy

(A) Policy statement

The University of Toledo public-facing websites managed within UToledo's CMS (content management system) are managed by Office of Marketing and Communications, which ensures that websites reflect the University brand and are compliant, accessible and strategic.

(B) Purpose of policy

The purpose of this policy is to ensure strategic focus, accessibility, compliance, quality, continuity, optimization, marketing and brand integrity for all websites that represent The University of Toledo and all associated umbrella brands (i.e., UToledo Alumni Association, UToledo Foundation, University of Toledo Medical Center and UToledo Physicians).

(C) Scope

All university web and digital properties managed in the University of Toledo official web content management system and hosted by The University of Toledo including, but not limited to, utoledo.edu, myUT.utoledo.edu, utmc.utoledo.edu, toledoalumni.org and utfoundation.org.

(D) Procedure

(1) Accessibility

In accordance with the University of Toledo's Technology Accessibility Policy, University websites must be accessible and meet or exceed the Web Content Accessibility Guidelines (WCAG) 2.1 AA level.

(2) Accuracy

All site content should be current and accurate. It should directly support the University's enrollment initiatives, patient access, reputation and brand.

The appropriate academic and administrative unit(s) that publishes information on an official University website is fully responsible for maintaining accurate and up-to-date content, as well as editing content per the University's writing style guide.

(3) Binary Files

All binary files requesting to be used on the UToledo website, including but not limited to, pdfs, Word docs, Excel spreadsheets and Powerpoint presentations, are required to be reviewed for best practice, compliance and brand by the Office of Marketing and Communications.

(4) Brand Alignment

University websites must align with the University brand, writing style guide and web standards outlined in The University of Toledo brand guide and web governance plan.

(5) Content Management System

The Office of Marketing and Communications manages the setup and management of the University web content management system. The office reserves the right to assign web roles or remove user access as needed to ensure University policies, Federal and State laws, Web Content Accessibility Guidelines (WCAG) 2.1 AA level, web standards and University brand are followed.

The University of Toledo maintains a single web content management system to manage University websites. No web content can be built outside the web content management system without permission of the Office of Marketing and Communications, with the exception of business solutions managed by Information Systems and approved third-party applications.

Within the content management system, users cannot do the following without permission and coordination of the Office of Marketing and Communications:

- Create unique site or URL structure
- Alter functionality
- Add or delete code or CSS
- Create content, folders, URLs or webpages that interferes with enrollment strategy or strategic search engine optimization
- Create designs, fonts, colors or visual identity outside the University web template and brand guide
- Create different templates, layouts, elements, components, gadgets and snippets

(6) Domains and web addresses

Official University websites must use the University's domain: utoledo.edu, unless written permission is provided in advance. Office of Marketing and Communications, in collaboration with Information Technology, maintain all official url domain registrations.

(7) Fundraising

Non-university fundraising may not be conducted on any University web page.

(8) Images

All images must comply with copyright laws, FERPA and University policies. Images must be original content or considered public domain.

(9) Outsourcing

University websites cannot be outsourced, built, designed or hosted outside the University CMS without approval and coordination of the Office of Marketing and Communications.

(10) Personal Use

Access to the University CMS and publishing rights are restricted to those managing and maintaining official University of Toledo websites. Using University resources for commercial or personal use is prohibited.

(11) Prohibited content

Website content that meets University policies, Federal and State laws, Web Content Accessibility Guidelines (WCAG) 2.1 AA level, web standards, and University brand can be published on University of Toledo web pages.

Prohibited content includes:

- Copyrighted or licensed materials for which the necessary permissions for use have not been obtained
- Advertising of non-university entities, businesses, organizations or products
- Material or speech that is unlawful, unless it includes a disclaimer for illustrative academic purposes only
- Material that is intended to damage, to interfere with, or place an excessive load on a computer system or network
- Content that implies institutional endorsement of entities, businesses, organizations, products, projects or services
- Content that is inconsistent with the University's mission
- External links to pages that are inconsistent with the University's mission

(12) Site monitoring

Office of Marketing and Communications will actively monitor the University's web presence to ensure University policies, Federal and State laws, Web Content Accessibility Guidelines (WCAG) 2.1 AA level, web standards and University brand are followed.

(13) Third-Party Logos

Use of third-party logos on the University website must be approved by the Office of Marketing and Communications.

(14) Third-party software implementation and website integration

All free, open-source and purchasing of third-party software and plug-ins must follow Procurement Policy and Technology Accessibility Policy and procedures. They must comply with applicable standards of Section 504 of the Rehabilitation Act of 1973 as well as the Web Content Accessibility Guidelines (WCAG) 2.1 AA level.

The Office of Marketing and Communications must review and approve prior to purchase all plugins and third-party applications being used on the University website. The Office of Marketing and Communications will review for compatibility and ensure cohesive and effective implementation into the website.

(15) Training

Mandatory annual ADA compliance training and web role-based training is required to receive access to the University's web CMS to update and maintain University websites.

(16) University logos and seal

Use of University logos and seals must follow the University policy and brand guide.

(17) Videos and digital media

Videos may not be uploaded to the University web server.

All video and digital media embedded in the University website must comply with federal copyright, Web Content Accessibility Guidelines (WCAG) 2.1 AA level and University policies.

Videos produced by and for University marketing and enrollment use must follow University policies, Federal and State laws, Web Content Accessibility Guidelines (WCAG) 2.1 AA level and University brand.

(E) Enforcement

Those with access to the University web CMS who do not follow University policies, Federal and State laws, Web Content Accessibility Guidelines (WCAG) 2.1 AA level, web guidelines and University brand guidelines will receive notification from the Office of Marketing and Communication and steps to remedy the violation. The marketing team will copy the website manager and/or immediate supervisor.

The Office of Marketing and Communications reserves the right to take immediate action to remediate issues involving ADA compliance web accessibility, Web Content Accessibility Guidelines (WCAG) 2.1 AA level or violation of Federal and State laws.

(F) Related Policies

- Policy 3364-15-15 Technology Accessibility
- Policy 3364-50-02 Nondiscrimination
- Policy 3364-45-02 Permission and proper use of university and UPMC name, logos, seals and associated marks
- Policy 3364-25-127 Mandatory Training

- 3364-40-15 Procurement Policy

(G) References

- Americans with Disability Act 1990
- Section 508 of the Rehabilitation Act
- Section 504 of the Rehabilitation Act of 1973
- Federal Trademark Act of 1946
- Copyright Law of the United States (Title 17)
- Digital Millennium Copyright Act 1998
- University of Toledo brand guide
- University of Toledo web privacy
- FERPA and confidentiality
- Web Content Accessibility Guidelines (WCAG) 2.1 AA level

<p>Approved by:</p> <p><u>/s/</u> Gregory C. Postel, M.D. President</p> <p><u>June 27, 2022</u> Date</p> <p><i>Review/Revision Completed by: Vice President of Marketing and Communications; Senior Leadership Team</i></p>	<p>Policies Superseded by This Policy:</p> <p><i>None</i></p> <p>Initial effective date: June 27, 2022</p> <p>Next review date: June 27, 2025</p>
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