

## Policies and Procedures for the Drake Web Site

### 1. Introduction

This document describes policies and procedures for the Drake web site. The objectives of these policies and procedures include:

- i Provide accurate and timely information about Drake that is easily accessible to prospective students, alumni and other external constituencies.
- ii Provide accurate and timely information that is easily accessible to members of the Drake community.
- iii Enable the web to be used for the teaching, learning, research and service missions of Drake.
- iv Provide opportunities for creative use of the web by Drake faculty, students and staff.
- v Maximize the effectiveness of the Drake site as a tool for marketing and communication.

### 2. Definition of type of web page: Official, academic and unofficial information

**Official** information about the University is that describing its schools, colleges, programs, and administrative departments.

**Academic** information is that created by the faculty for teaching, research and service purposes, and is less controlled, to give faculty freedom to do their work.

**Unofficial** information covers all other types, and is subject to little control.

Each web page is assigned to one of three “maintenance” **Levels**. Each Level, 1, 2 or 3, **is based on type of content information and carries specific requirements for the hardware servers on which they run**. Any academic or administrative unit that has significant traffic from outside the university must have a Level 1 or Level 2 page, as defined below.

**Official information** is assigned to **Level 1**. Policies for Level 1 pages are described below:

- i The pages are owned by Drake (even if they are outsourced) and should assert copyright.
- ii The appearance must follow the Drake branding guidelines. The Web Policy Committee (WPC) oversees approval and enforcement at Level 1.
- iii School and college pages need to meet a set of functional requirements, presented in a consistent structure, including:
  - A brief statement about the school or college and its distinctive characteristics.
  - Information about key administrators (especially those whom visitors to the page should contact for more information) including phone numbers or email links.
  - Courses of study. These would link to the Program Sheets on other Level 1 pages.
  - Basic curriculum information.
  - Information on courses and requirements for majors and concentrations.
  - List of Departments (detailed department information may on be Level 2 pages, see below).
  - List of faculty (detailed information may be on departmental Level 2 pages).
  - Links to student organizations and activities of particular interest in that school/college (which may be on Level 3 pages).
  - Other information of interest to current and prospective students.
  - A link to the Alumni pages relevant to that school/college.
  - Some school pages have additional, different functional requirements, and schools should have the freedom to address those in the way that works best, within overall guidelines.
- iv Level 1 pages must be located on Level 1 hardware servers (see below).

- v The content on Level 1 pages must conform to Drake's Acceptable Use policy (at <http://www.drake.edu/it/cio/usepolicy.html>) and Drake's Right to Privacy policy (at <http://www.drake.edu/dos/handbook/procedures/privacy.html>).

**Academic information** is assigned to **Level 2**. These pages contain pedagogical, library and related faculty material. Detailed information about academic departments and programs may also reside on Level 2 pages.

- i These pages are owned by Drake, *except for*:
  - Those items described in the Intellectual Property Policy in the University Faculty Handbook as being owned by the faculty members who created them.
  - Material created by students as part of courses, which belong to their creators.
- ii Department and program pages must have contact information for visitors seeking more information.
- iii Departmental information: every department should have a web page with links to sub-pages maintained by faculty on their courses, research, etc.
- iv Department and program pages must have links to Level 1 pages where students can determine any general academic requirements of their school or college, and of the Drake Curriculum.
- v There must be a link from a department page back to its school page.
- vi These pages may also contain pedagogical systems, software and information, controlled by faculty teaching those courses.
- vii At the request of a faculty member, space may be provided for Level 2 pages created by students as part of a course, in server space provided by the school or college. If faculty members want the pages to remain longer than 3 months after the end of a semester, they should specify the required time to the appropriate web administrator.
- viii Cowles Library and the Law Library pages are Level 2.
- ix Summer Web Program pages are Level 2.
- x Level 2 pages must be located on Level 1 or Level 2 hardware servers (see below).
- xi The content on Level 2 pages must conform to Drake's Acceptable Use policy (at <http://www.drake.edu/it/cio/usepolicy.html>) and Drake's Right to Privacy policy (at <http://www.drake.edu/dos/handbook/procedures/privacy.html>).

**Unofficial information** (student organizations, personal and other unofficial information) is assigned to **Level 3**.

- i These pages are not owned by Drake, but by the organization or individual who created them. Drake shall not be liable or responsible for any information or content on Level 3 pages.
- ii Student organization pages are Level 3 pages. If a student organization wishes to be linked from a higher-level page, it must be registered with the Student Life Center.
- iii Personal pages created by students not as part of a course are Level 3 pages.
- iv Level 3 pages must be located on Level 3 hardware servers (see below).
- v The content on Level 3 pages must conform to Drake's Acceptable Use policy (at <http://www.drake.edu/it/cio/usepolicy.html>) and Drake's Right to Privacy policy (at <http://www.drake.edu/dos/handbook/procedures/privacy.html>).

### 3. Hardware Servers: Policies for Different Levels

**Level 1 hardware servers** are the home of **Level 1 pages**, with the following policies:

- i The only users permitted login accounts to these servers are those authorized by the host (server) owner<sup>1</sup>(or designee) at the request of a Level 1 page owner.
- ii Level 1 servers must have redundant power supplies and be connected to an Uninterruptible Power Supply.
- iii Meet OIT standards for security settings, including up-to-date security-related patch levels, and mail-server anti-relay rules.
- iv Must be configured with mirrored system disks, and RAID-5 disks for applications.
- v Must have a regular backup schedule, with daily incremental backups, and weekly and monthly full backups. The backup media must have an approved retention schedule: minimum monthly backups to be archived for two years and must be stored in a separate building.
- vi Servers to which Level 1 pages are outsourced must by contract meet these requirements.
- vii Operating systems in use include Solaris, Mac OS and OS X, Linux, Windows 2000, Windows XP, OpenVMS, and Tru64 depending on available system administration skills support and assistance needs, need for Front Page extensions (in the CPBA), etc.
- viii Any page on a Level 1 server not starting with “www” must have a redirect link from a www version of the URL.

The services described in items ii, iii and iv are available in the Dial Computer Center, and machines may be hosted there as long as there are available resources. The owner of any Level 1 server not hosted in Dial is responsible for providing these services themselves.

**Level 2 hardware servers** are the home of **Level 2 pages**, with the following policies:

- i The only users permitted login accounts to these servers are those authorized by the host owner (or designee) at the request of a Level 2 page owner.
- ii These servers must have a regular backup schedule, with daily incremental backups, and weekly and monthly full backups. The backup media must have an approved retention schedule (which may be less long than Level 1 servers). Backup media must be stored in a separate building.
- iii Level 2 servers must meet OIT standards for security settings, as described under Level 1 machines.
- iv One of the operating systems listed for Level 1 machines should be used.
- v Departmental servers (and servers with departmental pages) should be at least at Level 2. Note: academic departments must be on their college server (i.e. at Level 1) or linked from it.
- vi Major academic applications (e.g. Blackboard, Summer Web pages) should be on Level 1 or 2 servers (preferably each on its own).
- vii Any page on a Level 2 server not starting with “www” must have a redirect link from a www version of the URL.

**Level 3 servers** are the home of **all other pages**. Anyone may set up and operate their own Level 3 server, and set their own policies on to whom they give login access, what the backup schedule will be, etc. The only requirements are:

- i They must meet OIT standards for security settings.
- ii No official or academic pages (as defined above) are allowed on these servers, except or experimental academic work which would not be allowed on a Level 2 server.

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<sup>1</sup>See the document “Drake Server Matrix” for the names of Drake’s Level 1 and 2 hardware and software servers, and their owners.

#### 4. Privacy Rights

In accordance with Federal law, unless the student consents in writing, the only type of information about a student that may be placed on any level website is “Directory Information” as defined in the Drake University Right to Privacy Policy, Part II (G) in the Student Handbook. Even Directory Information must be kept confidential if the student has requested in writing that his/her Directory Information be kept private. It is the responsibility of each Page Owner, before placing any personal information on a website, to check with the Registrar’s Office to determine whether that student has requested his/her Directory Information remain private and to otherwise comply with the University’s Right to Privacy Policy. The University will not be liable for a Page Owner’s unauthorized release of an individual’s private information.

- i All confidential personal information must be on machines to which all access is password-protected, and which meets OIT’s standards for security.
- ii The Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001 (USA PATRIOT Act) expands the authority of local, state and federal law enforcement to gain access to stored electronic data and communications. The USA PATRIOT Act also expands the ways in which law enforcement officials may track Internet usage and conduct computer network surveillance. The USA PATRIOT Act is applicable to all Page Owners and their computer work. For more information on the USA PATRIOT Act, see the University’s Acceptable Use Policy.

#### 5. Responsibilities of Page Owners

- i The content of a page is the responsibility of the page owner<sup>2</sup>, including the responsibility for making sure that their pages follow the Acceptable Use and Right To Privacy policies.
- ii Official pages must be maintained with current and relevant information, and the page owner may designate page administrators to maintain that content on their behalf.
- iii Official and academic pages must meet the appropriate standards for accessibility by users with disabilities.
- iv If a posting changes any previous policy, the page owner must communicate what the changes are to affected groups, via means such as meetings, the publication On Campus, e-mail, etc.
- v An email Contact link to the page owner or administrator must be provided, so readers can comment on the page content (such comments are likely to be about inaccurate or outdated information).
- vi Administrators of official pages must register their name, URL and email address with the University Web Editor.
- vii Administrators must notify the **Web Editor** if they wish to have links from Level 1 pages, or if they subsequently change the addresses of those pages.
- viii A page owner has sole responsibility for granting links from their page.
- ix Before granting a link to other page owners, page owners must make a good faith effort to inform the new page owners about their responsibilities, and must get an acknowledgment of this.
- x Page owners have the responsibility for ensuring that such lower-level pages which violate policies are de-linked from their own pages.
- xi The goal is that Level 1 page owners should move all their pages to Level 1 servers, and Level 2 page owners should have their pages on Level 1 or 2 servers.

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<sup>2</sup> The page owner is the person who has responsibility for the area with which the page deals; e.g. the Dean “owns” the home page of the college or school. In practice, the creation and maintenance of the page will often be done by a staff support person or outside contractor. This person is the “page administrator”, responsible to the page owner. Use of the phrase “page owner” in this context is not meant to indicate legal ownership or title.

## **6. Copyright and Licenses**

- i Page owners (or administrators) should assert copyright when they own it.
- ii Page users must not violate the copyright of pages they are reading or using. (See also the Acceptable Use Policy).
- iii Page owners (or administrators) are responsible for complying with all relevant copyright laws, including but not limited to those laws outlined in the Acceptable Use policy.
- iv The Cowles Library is responsible for the managing, selecting and licensing electronic data bases for campus-wide use, while the Law Library performs this function for the Law School.

## **7. Control and sanctions**

The Web Policy Committee has responsibility for monitoring compliance with policy when it receives reports or complaints about possible breaches.

If the WPC believes the complaint is justified, and that a page is not in compliance<sup>3</sup>, it will ask the page owner to make changes to bring it into compliance. If agreement cannot be reached, different procedures will be used, depending on the status of the page owner.

### **i Students:**

Complaints of alleged breaches of policy by students will be filed according to the Code of Student Conduct.

If the Judicial Board agrees that the page is in violation, the page owner will be asked to correct the problem, and the WPC has the power to enforce the Board's decision.

If the WPC and the Board disagree, the matter will be referred to the Dean of Students for a decision.

Complaints of alleged breaches of policy by officially recognized student publications will be referred to the Board of Student Communications.

### **ii Faculty**

Complaints of alleged breaches of policy by faculty will be reported to the appropriate Dean.

If the complaint cannot be resolved through discussion between the Dean and the faculty member, the matter will be referred to the Provost and if necessary the Committee on Academic Freedom and Tenure.

### **iii Staff members**

Complaints of alleged breaches of policy by staff members will be reported to the appropriate manager.

If, following departmental procedures, the manager agrees the page is in violation, the page owner will be asked to correct the problem, and the WPC has the power to enforce the manager's decision.

If the WPC and the manager disagree, the matter will be referred to the appropriate Vice President for a decision.

If a complaint has been received from the Campus Copyright Agent<sup>4</sup> about an alleged copyright violation under the Digital Millennium Copyright Act, a page may be temporarily removed while the established DMCA procedures are followed (see <http://www.drake.edu/it/cio/Copyright.html>).

## **8. Leaving Drake University**

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<sup>3</sup> Examples of non-compliance may include, but are not limited to, Level 1 or 2 pages which contain information which is incorrect or seriously out of date, any pages which violate the Acceptable Use or Right to Privacy policies, or any pages which violate copyright policies or any laws.

<sup>4</sup> Currently, Assistant to the Provost Sandra Smeltzer

- i It is the responsibility of any page owner leaving Drake to copy and remove any unofficial page material. This includes faculty members who have left Drake and are not officially on leave, staff members who have left, and students who are no longer enrolled.
- ii Login accounts to servers will be disabled under existing OIT policies, i.e. at the time a person leaves Drake.
- iii After a six-month period, Web administrators may delete these pages, and are not responsible for archiving them. Drake will not be responsible for any deleted material.
- iv At the request of a Dean, an exception will be made for faculty and student materials (e.g. portfolios), which will be left linked to the School or College, for the length of time specified by the Dean.

## 9. Support

The University will provide the following support for units as they adopt these policies:

- i Publish the list of mutually-agreed functional requirements for School pages.
- ii Provide a check-list on security and backup procedures for servers, and provide training as resources allow.
- iii Provide templates for official pages, after the branding guidelines have been announced.
- iv Maintain the program sheet repository with procedures by which sheets and changes can be linked to any school/college pages which need that information.
- v Provide and maintain a single repository for course catalogs, with similar procedures.

## 10. Role and Membership of the WPC

The role of the WPC is to plan the strategic development and use of the web at Drake, recommend priorities for resources, recommend policies and establish technical standards. The WPC makes proposals to the Provost and Cabinet for approval, and then oversees their operation and enforcement.

Faculty, staff, and students are appointed as members of the WPC by the Provost. The University Web Editor will be a member of the committee. The Director of Marketing and Communications and the Chief Information Officer serve as co-chairs. The current members of the Committee are:

Sharon Pilmer	Director of Marketing and Communications
Paul Morris	Chief Information Officer
Daniel Alexander	Associate Professor, Mathematics
John Edwards	Director, Law Library
Todd Evans	Associate Professor, Journalism and Mass Communications
Leslie Mamoorian	Associate Director, International Admissions
Mark Kostek	Associate Director, Athletics
Missy DeYoung	University Web Editor
Janet Wise	Assistant to Dean of Students
Robert Wood	Associate Professor, Information Systems