



Eastern Kentucky University

Policy and Regulation Library

Administrative Regulation: 11.2.6ADR

Responsible Office(s): Information Technology

Effective: August 31, 2023

Next Review Date: Fall 2028

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Web Governance

Statement

Eastern Kentucky University's (EKU) web presence is a virtual representation of the University as a place and as a community. The University's web presence must embody the culture, atmosphere, and experience of EKU. The University aspires for all guests to have an accurate, unified, accessible, and easy-to-use web experience consistent with its brand and values.

This Regulation will ensure a consistent look and feel for EKU's web presence through standardized processes, roles, responsibilities, and practices. A unified site with consistent, accurate messaging and a seamless user experience strengthens the University and supports EKU's constituents.

EKU's guiding web principles are to put users first, deliver timely and accurate information, remain consistent with its brand, comply with relevant State and Federal laws, and maintain a digital presence that aligns with EKU's strategic plan.

All University-sponsored websites are strategic assets that belong to the University, not any particular department or division. Campus units serve as caretakers of their websites, experts in their content, and stewards of the EKU brand.

This Regulation establishes the principles that guide practices regarding EKU's web presence. This presence includes any online information or service representing all or part of the University.

Entities Affected

The entire University community, external constituents, and guests.

Procedures

To have a site hosted on the eku.edu domain, use the University's content management system (CMS), and access ECU branding resources, a campus unit must abide by the following principles:

I. Content, Quality, and Workflow

- A. All public-facing content must adhere to ECU web and editorial guidelines as well as current accessibility standards. For more information please see Administrative Regulation 1.3.5, Website and Other Technology Accessibility.
- B. The Information Technology (IT) Department and University Marketing (CMO) has full access to all areas of all ECU digital properties, and has broad authority to oversee, edit and remove content that does not comply with this Regulation. IT will set the strategic direction for the overall information architecture. All ECU pages must follow the navigation structure.
- C. All ECU departments must use a University-approved CMS. No other CMS can be used for public-facing websites.
- D. The website shall not serve as a document repository for web content that is outdated and no longer meant for public consumption. Document archives will be housed by each department, who shall be responsible for ensuring dated content is downloaded and maintained internally.
- E. All content on all University-affiliated websites must be audited annually. Static (undated) content must be reviewed by Content Strategists for continued accuracy and dated content must be updated/removed. If there is no one to review the content, IT may remove or simplify the site.

II. Logos and Branding

- A. Official ECU Branding is the only visual identity system that may be adopted for a University-sponsored website.
- B. Content Strategists cannot alter the existing ECU logos and branding, and in no cases may departments or units create their own logo or graphic representation without the approval of CBM. No exceptions.
- C. The university has the full legal right and obligation to protect its materials; and non-authorized uses may violate University Policy or Regulation, various handbooks, and the ECU values.

III. Mobile Applications and Third-Party Software

Campus units should contact IT prior to developing and launching public-facing mobile applications, web portals, or other third-party software to ensure the applications follow ECU branding standards, as well as best practices for Americans with Disabilities Act (ADA) compliance/accessibility.

IV. Metrics

Website performance measurement tools may be embedded in all site pages to generate web analytic data, and this decision lies within the discretion of IT. Analysis of these metrics can assist in marketing decisions to allow for continued improvement of the sites.

Departments shall not add any metric tracking script to any University-affiliated site without approval from IT and University Marketing because the addition of metric tracking scripts can result in inaccurate data collection, processing, and/or reporting.

IT and University Marketing may place third-party tracking code on eku.edu pages provided the request meets these requirements:

- A. The third-party platform will be paid for and actively managed by the requestor for at least three (3) months to support statistical analysis of data generated.
- B. The third-party code does not interfere with any existing tracking code on the page(s) (e.g., Google Analytics, etc.) nor does it negatively impact server, site, or page load performance in any way.

V. Multimedia

- A. Campus units are encouraged to use photography on their sites. Photography should be appropriate to the subject matter on the website.
- B. Campus units must have consent to use images not owned by ECU. Photo release waivers may be obtained from the University Counsel website.
- C. Content Strategists may embed photos/images in a page on their website. Please note, all photography and/or images must depict the University in a professional manner and be consistent with ECU brand standards. Clip art, cartoons, and/or inappropriate imagery are not acceptable on the ECU website. IT and University Marketing has broad authority to remove images, photos, and/or graphics that do not comply with this Regulation and/or meet the ECU brand standards.
- D. Photos and Videos
 - a. Photos and Videos must meet ECU's social media criteria and guidelines as outlined in Administrative Regulation 11.2.5, Social Media Communications The campus unit is responsible for keeping images or videos up to date, and for providing images, captions, and other maintenance.

- b. Campus units must ensure a uniform, professional look to all faculty and staff photos featured on the official directory pages.
- c. The same policies involving the unauthorized use of copyrighted material (whether EKU's or another party's) apply to photos and videos as on the rest of the website's content.

VI. Links

- A. All links must comply with current web content accessibility guidelines.
- B. Links directing guests off an EKU website should open in a new tab or window.
- C. Links to external organizations may be provided as an additional resource, where appropriate, but no link to an external organization shall be presented in such a way as to be interpreted as an endorsement.
- D. All email addresses should be hyperlinked.
- E. It is the responsibility of Content Strategists to monitor for broken links and to update any broken links in a timely fashion.
- F. Using university resources for private gain is strictly prohibited. This includes, but is not limited to, the use of affiliate links on University websites that have not followed a procurement and approval process.

VII. Web Help/Support

- A. Training: Content Strategists must complete CMS and website accessibility training before being granted CMS access to their EKU website. It is the Content Strategist's responsibility to remain up-to-date on changes to the CMS workflow process and complete additional training as needed. In some cases, IT may require mandatory CMS or website accessibility retraining at its discretion.
- B. Account Access
 - a. CMS access will be revoked for any Content Strategists who do not fulfill training requirements as outlined by IT.
 - b. CMS accounts are for individual use only.
 - c. Inactive accounts will be reviewed on a case-by-case basis to determine if continued access is required.
 - d. Requests for site access must be submitted by the campus unit supervisor through the IT web request form. Access change requests from other users will not be processed. Students may edit content within the eku.edu domain under review by the area's content strategist.
- C. Website Help Requests
 - a. Requests for general assistance for a University-sponsored website must be submitted through the web request form. Please allow one to two business days for a response.

- b. Any requests submitted directly to a member of the IT team will be redirected to the web request form.

VIII. Emergency Requests

- a. In the case of a web emergency, such as an outage, please send an email to web@eku.edu or call 859-622-3000.
- b. For all other urgent requests, please submit the IT web request form. Requests due to operational issues such as lack of training, failure to plan for employee turnover, or lack of a backup Content Strategist do not constitute an emergency and will be processed accordingly.

IX. Major Projects and Initiatives

Major projects, such as site redesigns, significant content changes, and new site launches must be completed in conjunction with and under the oversight of IT. Such requests will be placed in the IT queue according to department and strategic priorities. To initiate this process, submit the IT web request form.

X. Copyright

- A. Copyright violation is a serious offense that comes with strict penalties for which the University itself may be held liable. It is the Content Strategist's responsibility to ensure that their content, including text, images, video, documents, and music, complies with all copyright laws. Content on EKU websites that infringes on copyright will immediately be removed by IT, and the appropriate unit will be notified.
- B. EKU is obligated and empowered by law to actively monitor the use of its own copyrighted materials and to protect them as necessary from unauthorized use, even by members of the EKU community, whether on websites or on official social media accounts. For example, unauthorized use of the EKU logo on student or departmental projects may constitute a copyright violation (as well as a violation of University Policy), particularly if such materials are made publicly available.
- C. Secure and document prior authorization for all uses of the EKU logo and other copyrighted materials in online media. Unauthorized and/or inappropriate use of copyrighted materials may result in sanctions, such as the removal of web pages and disciplinary action against individuals and organizations by their authorized governing bodies and may have to pay any associated penalties and fines that result.

XI. Third-Party Advertising

No third-party advertising is allowed on the EKU website, such as banner ads or Affiliate Links. These will be promptly removed.

Definitions

- **Affiliate Links:** Any link that generates revenue on behalf of a third-party.
- **Campus Unit:** Any college, department, program, center, institute, administrative office, or university extension.
- **Content Strategists:** One or two Full-time or part-time University employees responsible for the day-to-day maintenance of their unit's University-affiliated website. Content Strategists are the only employees in their unit with the authority to edit or publish content on University-affiliated websites.
- **EKU Branding:** Guidelines identified in the University Brand Guide maintained by Communications and Brand Management.
- **University:** Eastern Kentucky University (EKU)
- **University-Sponsored Event:** An event sponsored by a department or unit affiliated with the University.
- **University-Sponsored Website:** A website needed by a campus unit affiliated with the University.

Responsibilities

- Information Technology (IT)
 - IT serves as the owner and primary manager of the University's web environment, including all EKU-hosted web infrastructure and integrations with third-party platforms. IT is responsible for:
 - Hosting, maintaining, and upgrading web applications such as EKU Direct, the course management system, and Banner-related web interfaces
 - Ensuring site performance, system security, and compliance with accessibility and compatibility standards in collaboration with Marketing and CBM
 - Coordinating with third-party vendors for externally hosted services
 - Overseeing web governance and site administration, including the management of Content Strategists and Site Owners to ensure alignment with established standards and guidelines
- Marketing
 - Oversees content strategy, organization, and consistency across EKU-branded websites. Marketing is responsible for:
 - Ensuring that web content aligns with institutional priorities and audience needs

- Providing guidance to Content Strategists and Site Owners on messaging, tone, and editorial standards
 - Collaborating with IT and CBM on accessibility, compliance, and overall web governance
- Communications and Brand Management (CBM)
 - CBM partners with IT and Marketing to maintain brand integrity and visual consistency across all ECU web properties. CBM is responsible for:
 - Defining and enforcing ECU's visual identity, brand standards, and design templates
 - Guiding the University's overarching positioning and messaging framework in coordination with Marketing
- Site Owners
 - Site Owners must be unit supervisors at ECU and should have ultimate responsibility for the accuracy of the content on their site. Their responsibilities include:
 - Guiding the overall strategic direction of their department's positioning and messaging
 - Creating original content and/or collaborating with the Content Strategist to do so
 - Identifying a primary and secondary Content Strategist for their department
 - Requesting permission changes for Content Strategists (both granting and terminating access)
 - Ensuring Content Strategists complete and remain up to date with CMS training
 - Approving all department-specific content on University-affiliated websites
- Content Strategists
 - Each department must have a year-round staff member (full-time or part-time) identified and trained as the primary publisher and a second year-round staff member (full-time or part-time) identified and trained as the secondary publisher. No other employees may edit or publish content on University-affiliated websites. Content Strategists are responsible for the day-to-day maintenance of their website. Their responsibilities include:
 - Ensuring all content, including text, photos, videos, and PDFs, is in accordance with the governance guidelines and Administrative Regulation 11.2.1, Acceptable Use of Information Technology Resources
 - Creating content at the direction of, or in collaboration with, the department's Site Owner

- Completing and remaining up to date on CMS training

Violations of the Regulation

Violations of this Regulation will be handled on a case-by-case basis under Regulation 8.3.3, Employee Conduct, and continued and egregious violations will incur significant penalties, up to removal of a site or other digital property from the eku.edu domain.

Cases of ADA compliance/web accessibility violations will be handled on a case-by-case basis under Administrative Regulation 1.3.5, Website and Other Technology Accessibility.

Regulation Adoption Review and Approval

Regulation Issued

<u>Date</u>	<u>Entity</u>	<u>Action</u>
December 18, 2025	University Counsel	Editorial Revision
August 31, 2023	President	Approved
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