

UNM Web Policy Draft #6

11/29/2010

Note: Underlined text represents a link to a supporting document.

1. Introduction

Web sites and web-based services are a key way that UNM provides information and services to its constituents. The University recognizes the need to maintain consistently high standards in the delivery of web sites and web-based services. This policy will ensure everyone associated with UNM web sites and web-based services present a consistent vision for the UNM Web presence that:

- Provides a positive, understandable and a comprehensive institutional image
- Provides for content that can be easily generated
- Provides for easy access to information
- Uses international standards for accessibility

It is the policy of the University of New Mexico that employees read, understand and follow the policies, requirements and standards referenced in this document.

2. Applicability

2.1: This policy applies to all UNM staff, faculty, students and contractors authorized to develop websites for any part of UNM.

2.2: The Web Requirements will address specific recommendations for institutional websites, research and instructional and personal websites.

3. Web Governance: Three groups will guide the decision making for UNM websites. These groups and their roles are:

3.1: The UNM Web Advisory Committee (WAC): The committee creates and recommends policies pertaining to the Web, explores new initiatives and strategies, and receives and reviews suggestions for changes and improvements to UNM Websites. The WAC is composed of a broad representation from all areas of UNM. The committee will work to improve communication and cooperation

among the various UNM entities with web related responsibilities. The committee's charge includes main campus, north campus and branch campuses.

3.2: The UNM Marketing Director or their designee will be responsible for establishing graphical standards for the UNM Websites. The UCAM will also advise the WAC on marketing aspects of UNM Websites.

3.3: The Office of the CIO: The Office of the CIO advises the WAC regarding the tools and infrastructure used by UNM to support the web efforts and may also provide that infrastructure. The Office of the CIO also advises the WAC on security and confidentiality issues.

4. Compliance with UNM Web Policy

4.1: The UNM Marketing Director or their designee will oversee compliance with this policy.

4.2: The WAC has the authority to require UNM staff, faculty, students and contractors to make changes necessary to bring websites into compliance with UNM Web Requirements

4.3: Departments, program, branch campuses or organizational entities of UNM may have web policies specific to their websites, but such policies will not supersede the UNM Web Policy.

4.4: Failure to comply could result in progressive action to bring the website into compliance as directed by the appropriate Vice President or their designee. In severe cases such as security and legal issues, the site may need to be immediately shut down. For more detailed guidelines about compliance issues see the UNM Web Requirements.

5. Exception Request Process

5.1: The policies and procedures defined in this policy may not be applicable to all UNM websites. Therefore, a process to grant exceptions has been created. For more detailed guidelines about the exception process see the UNM Web Requirements.

6. Confidentiality and Security

6.1: UNM public facing websites will not post confidential information. In case of public facing web sites that gather confidential information as part of an online service, the information will be stored in a secure manner, and all information gathered will be used only for its intended purpose.

7. Supporting Policies and Documents

All UNM Websites will adhere to the following UNM policies and guidelines:

- University External Graphic Identification Standards (1010)
- UNM Acceptable Computer Use Policy (2500)
- UNM Computer Use Guidelines (2510)
- UNM Computer Security Controls and Guidelines (2520)
- UNM IT Security Policy (2550)
- UNM Web Requirements Document