

WORLD WIDE WEB PUBLISHING POLICY

Preamble

The Western Kentucky University Internet address identifies those who are associated with Western Kentucky University. This association contributes to the public image and representation of the University. Users of this University Internet service are effectively publishing under the University banner, as pages or chapters in an on-line University publication. As provider of the publishing services the University has every right to expect appropriate standards of general structure, organization, and appearance, and that information is accessible through a logical framework, with adequate clarity to serve those who wish to access it.

World Wide Web Page Policy

World Wide Web pages are an effective means of communicating information both within the University and to the growing community of Internet users. This policy and its accompanying implementation procedures seek to enlarge the use of this resource by faculty, staff, and students while protecting the legitimate interests of the University.

Classes of Pages

Web pages may have either an official or a personal status. Official pages may be either a departmental or professional type. Departmental pages are analogous to entries in the University catalog. They may be created and maintained by either academic or administrative departments for the purposes of describing their programs and activities (e.g., the Department of Geography and Geology could design a page to describe their major and minor programs, or the Office of Admissions could build the capability for requesting admission forms). The head of each department bears the ultimate responsibility for the accuracy of their pages.

Professional pages may be created and maintained by faculty or staff members or by University-sponsored programs and organizations. Faculty members might use such pages to provide copies of syllabi, present vitae, describe research or public service, or post other information related to their professional activities. Pointers to professional pages may be included in departmental pages. Individual faculty or staff members are responsible for their professional pages. Programs and organization directors and their University sponsors are responsible for their professional pages.

Personal pages may be created and maintained by individual students, faculty, or staff members and by University-related social and recreational organizations. Such pages may provide individuals and groups with an outlet for presenting themselves and their views to the Internet public. Personal pages are not official representations of the University, and this status must be prominently stated. Pointers to personal pages may be included in departmental or professional pages at the discretion of the persons responsible for those pages. Students are responsible for their personal pages.

Registration and Review of Web Pages

All web pages that reside on University-owned computers or that depend upon University-owned communications for access must be registered with the Information Resources Committee or its designated agent. Registration includes agreement to abide by the World Wide Web Publishing Policy and the Computing Ethics policy. The account (communications link) of a non-registered web page is subject to suspension. To register, to the University's web page (www.wku.edu), Info Tech web site.

Web pages in the departmental and professional classes represent the University to the public and are subject to peer review by the respective department for form and for compliance with any guidelines for University publications and the University's computing Ethics Policy. Only departmental web pages that have been reviewed and approved by the respective department head may display the university logo, or any other registered symbol, of Western Kentucky University, or use the name of the University in the title or in any heading.

Personal web pages must include the name of the person or organization creating them in the page title, and they may not use the University's name or symbols. Anonymous or pseudonymous authorship is not permitted. The name and electronic mail address of the individual responsible for the page must appear in the body or footer of the page.

Acceptable Use

Web publications using University computers or utilizing the University Internet connection or address may only be used for instruction, research, or public service. With the exception of consulting which qualifies as University public service, use of University computing resources to promote for-profit enterprise or activity is not acceptable. For instance, while faculty members who provide private consulting services related to their disciplines might briefly describe these on their personal or professional pages and provide information for direct personal contact, enterprises that fail to meet this definition should not be promoted through the University network. In no case would public description of specific service offerings and prices be appropriate on a University subsidized Web service.

Individuals and organizations are reminded that their pages may be viewed by any person with network access, on- or off-campus, and should always be in good taste. Any statement, act, or offer which could lead to criminal or civil action if made in public, over a telephone, or through the mail should be viewed as equally subject to legal action if made over the Internet.

Support of Web Pages

The support of World Wide Web pages consumes disk space, communications capacity, and personnel time. University resources are subject to limitations and competing demands, and the priority order of reasonable support for web pages is departmental, professional, and personal. Thus, the Information Technology Division's Network Department may determine the need to set rules for maximum size of pages residing on the University's multi-user systems and or restrictions on access hours (wherever the page resides). Such rules may vary between classes,

and the committee may create exception within a class, e.g., personal pages created by students as an instructional requirement might be given a higher priority than other pages of that type. Complaints or questions about Web policies or about the form and/or content of any particular page should be directed to the IT Webmaster at webmaster@wku.edu.

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