1. PURPOSE

1.1 In support of its mission to focus on higher education needs in South Texas and the State and on urban and coastal issues, Texas A&M University-Corpus Christi uses/will use the World Wide Web in the following ways:

(1) As an information resource for
   (a) current students, faculty and staff
   (b) alumni
   (c) governing bodies and agencies
   (d) current and prospective donors
   (e) the general public
   (f) scholarly researchers

(2) As a marketing device to
   (a) prospective students
   (b) prospective employees
   (c) prospective donors
   (d) the interested public

(3) As a medium to support course delivery or instruction

(4) As a delivery method for education (distance education, online courses and/or degrees)

(5) As a method of online commerce for
   (a) online registration
   (b) University Services: Bookstore, etc.
   (c) Alumni office
   (d) Intercollegiate Athletics

(6) As a medium for collaborative computing

(7) As a medium to provide other services as the technology develops

1.2 This document describes University procedures with respect to the creation, maintenance, and administration of web resources at TAMU-CC.

2. STRUCTURE

2.1 Texas A&M University-Corpus Christi's World Wide Web pages are considered University publications for the general public as well as campus-only information resources. The Publications Office oversees the structure and development of the TAMU-CC web site, including the main home page (http://www.tamucc.edu) and determines the guidelines for consistent graphic design, writing style, and accuracy of information for this page and the pages linked from it.

2.2 Computing and Media Services provides and maintains the network and computing infrastructure and assigns accounts on the University’s main web servers to support departmental, faculty, student, and student organization web pages.

2.3 Various other University offices and organizations may maintain web servers using University equipment and staffing. These procedures apply to any TAMU-CC web server, web server administrator, web server account owner, or web page publisher.

3 GUIDELINES APPLICABLE TO ALL WEB PAGES

3.1 The TAMU-CC web site includes official, academic, and unofficial pages. Official pages are those of university offices or departments sanctioned by the president of TAMU-CC or his/her designee. Academic pages are those which are used for and/or in direct support of course delivery or instruction. Unofficial pages are those remaining mission-related pages which may appear on a TAMU-CC web site, including, but not limited to, staff, faculty, and student personal pages and student or employee organization pages.

3.2 The following statement (or a link to such) must appear on any official TAMU-CC web page that provides links to unofficial pages: "The views and opinions expressed on unofficial and personal pages at TAMU-CC are strictly those of the page authors. The content of these pages have not been reviewed or approved by Texas A&M University-Corpus Christi." This disclaimer statement should immediately precede links to unofficial pages.

3.3 To oversee the development and maintenance of official pages on the TAMU-CC web site, the Director of Publications and/or his/her designee shall be appointed University Web Coordinator. To oversee the development and maintenance of academic pages on the TAMU-CC web site, the Provost shall appoint an Academic Web Coordinator. Each office or department of the University wishing to link official pages from the main University web page shall designate a Departmental Web Coordinator to oversee the development and maintenance of those pages. Departments maintaining a web server should designate the web server administrator as their departmental web coordinator. All web coordinators must be on-going employees of the University.
3.3.1 Duties of the University Web Coordinator

(1) Design and maintain the University web site's home page, along with the navigation methods.
(2) Develop and make available to Departmental Web Coordinators and departmental web page authors templates consistent with the main page design.
(3) Oversee and coordinate training for web coordinators on web page development and maintenance.
(4) Gather and report statistics on the University’s web site usage with the aid and cooperation of the Departmental Web Coordinators/web server administrators.
(5) Maintain an updated list of all campus web coordinators.
(6) Develop, test and institute an orderly plan to roll out periodic revisions of the University's web site.
(7) Serve as chair of the University Web Committee.
(8) Make timely responses to e-mail requests generated by the contact information on the main University page.
(9) Develop and maintain the content of a University intranet.
(10) Monitor and ensure compliance with federal and state laws and regulations, System policies and University rules, regulations and guidelines applicable to the web.

3.3.2 Duties of the Academic Web Coordinator

(1) Develop and maintain web pages used for instructional delivery.
(2) Develop guidelines for academic web page authors as needed, including coordination of design and navigation with the University's official web pages.
(3) Monitor and ensure compliance with guidelines for pages developed in support of instructional delivery.
(4) Serve as a member of the University Web Committee.

3.3.3 Duties of the Departmental Web Coordinators

(1) Oversee the design and maintenance of departmental web sites, including adherence to design criteria developed by the University Web Coordinator.
(2) Monitor all departmental web pages for accuracy of information, regular updating of information and compliance with federal and state laws and regulations, System policies and University rules, regulations and guidelines applicable to the web.
(3) Ensure timely responses to e-mail requests generated by contact information on any and all departmental web pages.
(4) Serve as a member of the University Web Committee.
(5) Provide the University Web Coordinator suggestions for improvement and feedback on design tests for periodic revisions of the University's web site.
(6) For those who are also server administrators, provide the University Web Coordinator server logs on a regular basis to be used for gathering usage statistics.

3.4 TAMU-CC web page authors and publishers are responsible for the content of their pages and are subject to all federal and state laws, codes, TAMU System policies, TAMU-CC rules and standards pertaining to publications and computing ethics. These include, but are not limited to:

- System Policy 07.01 - Ethics Policy, TAMUS Employees
- System Policy 09.02 - Use of System Names and Indicia
- System Regulation 61.01.01 - Publications
- System Regulation 21.99.10 - Use of Unlicensed Software
- University Rule 33.04.99.C1 - Use of University Facilities
- University Rule 61.01.01.C2 - Compliance with Texas State Publication Depository Program
- University Rule 1.2.25* - Reproduction of Copyrighted Materials
- University Rule 7.9.1* - University Identification Guidelines
- University Rule 7.9.2* - Coordination and Distribution of Brochures and Related Publications

*Rule numbers will change.

In addition, the University, Academic and Departmental Web Coordinators may have additional requirements beyond the requirements listed here. Web page authors are responsible for determining any rules that apply to the pages they create.

3.5 The names, initials, seals, logos, and mascots associated with Texas A&M University-Corpus Christi are owned by the University. Any representation of University marks (art work or graphics) such as the University seal, Wave of the Future, or any other identity mark must adhere to the University Identification Guidelines and be approved by the Director of Publications.

3.6 Without specific authorization from the President or his/her designated agent, TAMU-CC web servers may not be used for the following:

(1) Advertising or server space for non-university persons or organizations.
(a) A web advertisement consists of any text or graphics placed on a web page in exchange for payment, goods, or services from a non-TAMU-CC organization.

(b) The following examples do not constitute advertisements:

(i) General interest links to commercial web sites that may be of interest to web viewers and that are available free of charge (e.g., links to AltaVista, Yahoo!);

(ii) Information that relates to or supports the teaching, research, or service mission of the university, such as academic departmental conferences; or

(iii) Listings of sponsors for a performance or special event.

(2) Activities that would provide non-university-related personal monetary gain; or

(3) Activities that would provide direct financial benefit to any non-TAMU-CC organization.

3.6 In general, TAMU-CC does not grant unique domain names that are not a part of the tamucc.edu domain.

3.7 The University reserves the right to remove from any TAMU-CC web server any page that is in violation of the law, is in conflict with University rules or interests, or is detrimental to the performance of TAMU-CC computing or network services.

4. GUIDELINES FOR OFFICIAL PAGES

4.1 Official web pages are those of University offices or departments sanctioned by the president of TAMU-CC or his/her designees. These include official University publications, college and department pages, and other similar pages.

4.2 All official pages shall use a consistent graphic design and navigation method as developed by the University Web Coordinator in consultation with members of the University Web Committee.

4.3 Departmental Web Coordinators are responsible for ensuring that all departmental web page authors use the University design, present accurate data and regularly update any material they publish on the University's web servers. Authors who have received accounts for official TAMU-CC web pages must adhere to TAMU-CC publishing guidelines, including:

University Identification Guidelines (Rule 7.9.1)
Use of the University Seal and Logo
The Texas A&M University System Style Guidelines
Other publishing guidelines shall be developed by the University Web Coordinator, presented to the University Web Committee for approval, and made available via a University intranet.

5. GUIDELINES FOR UNOFFICIAL PAGES

5.1 Unofficial web pages are mission-related pages that are neither official University publications nor directly related to an academic course. These may include but are not limited to: staff, faculty, and student personal web pages; student organization web pages; and other pages that may be hosted on University web servers but are not official web pages.

5.2 Texas A&M University-Corpus Christi is not responsible for the content of unofficial pages. The University reserves the right to remove from any TAMU-CC web server any page that may be in violation of the law, University Rules, or is detrimental to the operation of the TAMU-CC computing or network facilities.

5.3 A disclaimer statement (or a link to such) must appear on any page that can be reasonably construed as a point of entry into a collection of unofficial web pages. The disclaimer must read: "The views and opinions expressed on unofficial and personal pages at Texas A&M University-Corpus Christi are strictly those of the page authors. The content of these pages has not been reviewed or approved by TAMU-CC."

5.4 Server space for unofficial pages may be made available to the persons or groups listed below under the conditions described below. Note that this item does not constitute a guarantee of (or entitlement to) web server facilities at TAMU-CC.

5.4.1 Staff, faculty, and students may use TAMU-CC web servers to develop "personal" web pages consistent with the University mission. Such pages are subject to review and approval of those University entities charged with review of these groups: staff pages are subject to review by the Staff Advisory Council, department heads/directors, and the appropriate vice president; faculty pages are subject to review by the Faculty Senate, other faculty review committees, and the appropriate college deans; student pages are subject to review by the Office of the Vice President for Student Affairs.

5.4.2 Student organizations may receive space as approved by the Office of Student Activities.

5.4.3 Individuals or non-profit organizations which have letters of agreement with TAMU-CC may receive space.
5.4.4 Professional, non-profit organizations sponsored by a TAMU-CC faculty or staff member and whose mission is directly tied to the University's mission may receive space on University web servers; the sponsoring faculty or staff member assumes responsibility for the development and maintenance of the web pages.

5.5 Support for unofficial pages is not guaranteed and is provided on an "as available" basis.

6. GUIDELINES FOR ACADEMIC PAGES

6.1 Academic pages are those pages which are used for and/or in direct support of course delivery or instruction. This includes pages created for distribution to students in a course (e.g., course notes, syllabi, assignments) and pages created by students in order to fulfill course requirements.

6.2 The course instructor is responsible for the content and maintenance of academic pages used during the course, including those pages created by students for the course. At the completion of a course, responsibility for a course's academic pages transfers to the pages' owners, who may choose to either remove them or maintain them as unofficial pages (section 5).

6.3 At minimum, the course number should appear on each academic page. Home pages for a course must include the course number, semester, and instructor name(s).

6.4 Training and support for development and maintenance of academic pages is the responsibility of the instructor using such pages. Various campus organizations/units (e.g., the Center for Teaching Excellence) periodically provide training for web page development and maintenance.

6.5 Additional academic page guidelines may be developed by the Academic Web Coordinator and established through a process to be determined by the Provost.

7. Implementation

Following a new design roll out, official web page authors will have a period of 20 working days to update their existing pages. Any departments not complying after 20 working days will be issued a reminder by the University Web Coordinator. Departments will then have 10 working days to bring the pages into compliance. Official pages not in compliance after that time will have their links removed from the main University web page.

Contact for Interpretation: Director of Marketing and Communications