

**Suffolk University**  
**Web Policy**  
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## Introduction

(To be created at the end of the web policy creation process)

The University Web Policy Task Force consists of members of University Administration, UMS/Web Services, MIS, Network Services Group, the College of Arts and Sciences, the Sawyer School of Management and Suffolk Law School.

This Web Policy may be revised by Suffolk University in its sole discretion. Descriptions of procedures to be followed by Suffolk University or its employees pursuant to this Web Policy are intended to provide guidance and shall not be construed to create any contractual obligations to users of the Suffolk University Website, e-mail system, web servers or computer facilities or any third party.

This Web Policy is divided into four sections:

1. Internal Guidelines designed to assist the University in maximizing the effective use by Suffolk University and its constituent groups of the University's websites and of the World Wide Web.
2. A listing of Ongoing Projects and Directives that will, in the future, be integrated into this Web Policy.
3. Statements by Suffolk University Pertaining to Certain Federal Statutory Obligations.
4. Rules for Suffolk Website Users that will be published on a webpage linked the Suffolk University Website home page and will list the basic rules for persons using the Suffolk Website.

## **University Mission Statement**

This web policy will follow and adheres to the mission, vision and values of Suffolk University as defined in the University Mission Statement.

See the University Mission Statement at [http://www.suffolk.edu/mission\\_statement/](http://www.suffolk.edu/mission_statement/)

### **1. INTERNAL GUIDELINES**

These Internal Guidelines include information about the proper use of the World Wide Web at Suffolk University and the Suffolk University Website and various structural and administrative procedures relating to such use.

#### **Web Servers and the Suffolk University Network**

All Suffolk University servers will be housed in a location where the environment meets the hardware manufacturers recommendations, including power and air-conditioning. Wherever possible, uninterruptible power supplies (UPS) will be in place, and the server room environmental conditions monitored. Access to the server room area will be restricted to authorized personnel only.

Storage and Back-up Tape(s): All Suffolk University Computer Center(s) Servers are backed up to tape each night. Tape(s) for each server are sent to an off-site storage facility at the end of each week. These tape(s) are on a 6-month rotation. Four times a year, a complete system backup is stored off-site on a permanent basis. Backup tape(s) are stored on-site in a fireproof safe in a secure area at the Management Information Systems (MIS) office.

Each server's operating system and respective software will be kept up to date, with special attention given to timely installation of security updates.

Whenever possible, servers will have redundancy to prevent a single point of failure (e.g. dual, hot swappable power supplies, and disk storage). Appropriate personnel will review both the hardware and software platforms to insure servers are capable of performing the tasks assigned to them.

#### **Domain Names**

Suffolk University domain names and domain name registration are an essential component of a consistent and navigable website structure.

See the Domain Name Policy and Guidelines at [http://www.suffolk.edu/admin/policies/domain\\_name/](http://www.suffolk.edu/admin/policies/domain_name/)

## **eLearning Tools**

University/College logo and images consistent with the University's overall presentation and branding will be visible on all e-learning products [i.e. Blackboard], within the product's customization capabilities.

The entry or login page will identify the content therein as a product of Suffolk University teaching staff or administration. All teaching materials included in a 'course' will remain the property of the instructor. Each course will bear an approved logo and/or text reference or image, in compliance with the University's identity and logo.

Faculty members are encouraged to post their course syllabi and course materials on university maintained elearning tools and servers. A faculty member who chooses to post materials on their personal web site or web page where the internet service is provided by a non-Suffolk vendor or non-Suffolk University web server is responsible for ensuring reliable student access to those materials.

See the Elearning Policy at <http://www.suffolk.edu/admin/policies/elearning/>.

## **Virtual Private Network (VPN)**

Virtual Private Networks (VPN) are secured private network connections, made accessible through a publicly accessible infrastructure, such as the Internet or the public telephone network. For security reasons, VPNs typically employ some combination of encryption, digital certificates, strong user authentication and access. Also, a VPN provides connectivity to many machines behind a gateway or firewall.

See the Virtual Private Network Policy at <http://www.suffolk.edu/admin/policies/vpn/>.

## **eCommerce**

eCommerce is the conduct of business over the Internet and the World Wide Web, including the sale of goods, services and information. The assistant treasurer and the bursar are responsible for selecting the University's eCommerce vendors, which must adhere to financial standards and security measures set by the University. The Management Information Systems (MIS) office is responsible for the electronic security standards for the University.

Any school, department, administrative or organizational unit, faculty member, institute, alumni office or student organization of Suffolk University wishing to engage in eCommerce utilizing any University websites or other facilities must first receive written approval from the finance area and, where applicable, the advancement office.

## **Financial Information**

The assistant treasurer and the bursar are responsible for all financial information that appears on the Suffolk University web sites, web pages and web facilities as well as collecting any and all money for the University. Therefore, the bursar's office must be involved in all expressions, including dissemination on web sites, web pages and web facilities, of financial information.

All web sites, web pages and web facilities providing financial information regarding Suffolk University or links to financial information must be reviewed and approved by the bursar to insure compliance. Standards for the posting of financial information on web sites, web pages and web facilities will be implemented University-wide.

See the financial information posting standards at <http://www.suffolk.edu/webservices/financial/>

### **Alumni Relations and Development including Fundraising, Gifts, Grants and Corporate Sponsorships**

Suffolk University appreciates and depends upon the generosity of alumni, faculty, staff and friends to support its mission and programs. Gifts must be solicited, accepted, processed, recorded, and acknowledged in a manner that protects the interests of both the institution and its donors.

Alumni Relations and Fundraising activity including gifts, grants and corporate sponsorships on any Suffolk University web sites, web pages and web facilities must comply with existing university policies. Any such pages must be reviewed and approved by the Office of Advancement.

### **Advertising**

The name and reputation of Suffolk University may not be used to support or endorse any individual, organization, business enterprise, product or service, nor may the name and reputation be used for any advertising or fundraising on or in any individual or personal web sites, web pages and web facilities. If advertising appears on a University web site, web page and web facility, the individual responsible for the content will be asked to remove it. If the ad is not removed or if its presence requires immediate removal the content or the page upon which it resides will be removed by a University web staff. The responsible party will be notified and directed to the Web Policy section as appropriate.

### **External Links**

All links from the University's web sites, web pages and web facilities to external sites must reflect the mission, vision and values of the institution. Any links violating these tenets must be removed. In most circumstances the individual responsible for the page content will be asked to remove the link. If the link is not removed or if its presence requires immediate removal, the link

or the page upon which it resides will be removed by University web staff. The responsible party will be notified and directed to the web policy section as appropriate.

If the University becomes aware of links to its web sites, web pages and web facilities from an external web sites, web pages and web facilities, which violate the University's web policy, the party responsible for the external site will be contacted by the appropriate units' web manager and asked to remove the link. If the link is not removed, its presence will be reported to the University's risk manager.

Prohibited links include:

- violations of contractual agreements entered into by the University;
- private business for the purpose of buying a product or purchasing a service, i.e. businesses owned and/or operated by a University employee or student; and
- fund raising sites outside the institution. This includes instances in which a University employee solicits donations for a charity or support for runs, walks, races, etc. However, formal University affiliation with an organization or charitable activity is allowed. An example of such an activity is the United Way with whom the University solicits donations. (Please see alumni relations and development policy section above).

There may be instances in which links to private businesses or non-profit organizations are acceptable, i.e. to accrediting organizations, professional organizations, employers recruiting students or alumni, or government resource sites.

## **External Websites**

In the interest of preserving the integrity of the University name and brand image, presentation of Suffolk University information on external sites, and presentation of logo and appropriate disclaimers on external web sites of the University are monitored and managed by University web site teams.

Suffolk University business is presented by websites managed internally. Suffolk University encourages external groups or affiliates (e.g. institutes, student organizations, departments, alumni organizations, faculty) to use University web space. The University provides assistance, as well as oversight, to ensure these sites fulfill the mission, vision, and values of the University.

Any exception to this policy must meet the requirements of the Oversight, Special Requests and Exceptions Guidelines.

The Suffolk University Web Policy Task Force may require the external website to present the Suffolk University website logo and/or the Suffolk University website logo with a content disclaimer.

**EXAMPLE: [Content Disclaimer: The information presented here does not necessarily reflect the opinion and priorities of Suffolk University or its affiliated organizations.]**

## **Oversight, Special Requests and Exceptions**

Special situations may arise that warrant exception to the Suffolk University Web Policy. All requests for exceptions and notifications of exceptions to or omissions from the policy must be brought to the attention of the organizational unit's web services group and its dean or vice president. The dean or vice president, with the appropriate web services group, will make a decision about the request. A written report regarding the decision will be given to the Web Policy Task Force, for discussion at their next regularly scheduled meeting.

If the dean or vice president determines that the request warrants further review by Suffolk University's Web Policy Task Force, the Task Force will review the request and determine if an exception is reasonable. If the Web Policy Task Force concurs the request is warranted, the request will then be forwarded to the submitting dean or vice president for final approval. Upon approval, a team from the Web Policy Task Force will meet with the organizational unit to determine next steps in the development of that unit's web sites, web pages and web facilities.

The University Web Policy Task Force consists of members of University Administration including UMS/Web Services, MIS/Network Services Group, and Advancement as well as representatives of the College of Arts and Sciences, the Sawyer School of Management and Suffolk Law School.

The Web Policy Task Force meets two times per year and may be convened as necessary at other times.

## **School Closing Information and Safety Procedures**

In the event of a Natural Disaster, information as to whether school is closed or delayed will be available by calling the University switchboard at 617-573-8000 and/or going to the Suffolk University Website homepage at <http://www.suffolk.edu/index.html>. A Natural Disaster is any natural event in which the University may be put in jeopardy (i.e.: major flood, blizzard, or hurricane).

For other safety-related information, see the University Safety Procedures at <http://www.suffolk.edu/sec/>

## **501(c)(3) Non-profit Status of the University**

To maintain exempt status pursuant to I.R.C. §501(c)(3), the use of University resources such as e-mail and web sites, web pages and web facilities, is prohibited if any part of the activity is devoted to propaganda, or otherwise attempts to influence, participate, or intervene in any

political campaign on behalf of, or in opposition to, any candidate for public office. This restriction on the use of the e-mail system shall not apply to e-mails addressed to recipients known personally to the sender of the e-mail that express the political views of the sender.

## **Web site, Web page and Web Facility Creation Standard Guidelines**

Each school or administrative unit's individual or additional web standards must be in compliance with and reference the overall University-wide web standards. University-wide web standards and guidelines are produced and updated with the help of all University website managers and producers, including MIS, UMS/Web Services, the College of Arts & Sciences, Sawyer School of Management and Suffolk Law School.

See the University-wide web standards at <http://www.suffolk.edu/webservices/standards>

## **Use of Suffolk University Name and/or Logo Graphic Identity**

A Suffolk University website is defined as a set of web sites, web pages and web facilities, both internal and external, that represents any school, department, administrative or organizational unit, faculty member, institute, alumni office or student organization of Suffolk University.

All Suffolk University web sites, web pages and web facilities must contain the approved Suffolk University graphic, which is reviewed and approved on a regular basis. This graphic must hyperlink to each unit's homepage. Each unit's homepage and all sublevel pages must exhibit a text link to <http://www.suffolk.edu>.

Web sites, web pages and web facilities should be produced using the template system and graphic standards developed by Suffolk University to establish and maintain a consistent public image and to reinforce the mission and identity of Suffolk University. This policy does not apply to personal web sites and web pages created by individual faculty, staff and students unless they choose to use the Suffolk University Name and/or Logo Graphic Identity.

See the University Website Guidelines including approved University templates and graphics at <http://www.suffolk.edu/webservices/guidelines/> .

## **Web Site, Web Page and Web Facility Developers**

Suffolk University web site, web page and web facility developers include:

- UMS/Web Services
- Law/Web Services
- College of Arts & Sciences/Academic Computing
- Sawyer School/Office of Technology Management

## Statistics

Our goal is to provide a reliable, university-wide statistical picture of web site, web page and web facility activity at Suffolk University. Statistics are distributed quarterly on or about January 15, March 15, June 15 and September 15 showing 2-years of trend data.

To ensure reliability, statistics are gathered by accessing the log files through one statistics server. Every 3 months each web unit will forward their logs to the statistics server for compilation into a final, university-wide report showing incident and trend data.

The final report will consist of 3 parts:

- a one page, executive summary showing 10 key statistics agreed upon by the University;
- a 3-page summary showing 25-30 additional statistics figures; and
- a comprehensive report that each unit will produce and maintain at their office locations and produce upon request.

## 2. ONGOING PROJECTS AND DIRECTIVES

This Section describes several ongoing projects and directives that, when completed, will be integrated into the Internal Guidelines and the Rules for Website Users, as deemed appropriate.

### Security Policy

The university-wide security policy is currently under construction and will be referenced here when completed.

See the University Security Policy at <http://www.suffolk.edu/admin/policies/security/>

### Portal and Intranet

The Suffolk University portal, i.e. Campus Cruiser, is currently being implemented. A university-wide policy regarding the use of and responsibilities of the users regarding CampusCruiser will be fully implemented once CampusCruiser is fully operational. Once CampusCruiser becomes available to all faculty, staff and students, it should become the primary internal communication tool for the University

See the Portal Policy at <http://www.suffolk.edu/admin/policies/portal/>

### Search Engine

All Suffolk University websites will use a common search engine, which shall be determined by the Web Policy Task Force and posted in the Internal Guidelines.

## **Accessibility/ADA Guidelines**

Web site, web pages and web facility accessibility guidelines for Suffolk University are currently being created and will be available at <http://www.suffolk.edu/webservices/accessibility/>.

## **Intellectual Property**

A university-wide faculty intellectual property policy has been compiled and is currently being reviewed by all three academic units.

See the Intellectual Property Policy at [http://www.suffolk.edu/admin/policies/intellectual\\_property/](http://www.suffolk.edu/admin/policies/intellectual_property/)

## **Emergency Recovery/Crisis Management Plan**

An emergency recovery/crisis management plan is currently being created. Pertinent information about the use of the Suffolk University websites relative to this issue will be posted here and links to appropriate documents referenced.

### **3. STATEMENTS PERTAINING TO CERTAIN FEDERAL LAWS.**

## **Accessibility/ADA Guidelines**

Suffolk University is committed to providing access to web-based information in accordance with the Americans with Disabilities Act of 1990 and the Rehabilitation Act of 1973, amended.

- Detailed information may be obtained at <http://www.access-board.gov/sec508/508standards.htm>.
- Information on the World Wide Web Consortiums Web Accessibility Initiative may be obtained at <http://www.w3c.org/WAI/>.

## **Family Educational Rights and Privacy Act (FERPA)**

Suffolk University complies with the Family Educational Rights and Privacy Act (FERPA). The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds from the U.S. Department of Education.

See our two FERPA policies at:

- Colleges Policy -- <http://www.suffolk.edu/ferpa/>
- Law School Policy -- <http://www.law.suffolk.edu/stuservices/directory.html>

#### **4. RULES FOR SUFFOLK WEBSITE USERS**

This section describes certain basic rules that apply to all users of the Suffolk University Website. Persons who wish to add content or link web pages to the Suffolk University Website or engage in other activities that may affect the operation of the Suffolk University Website, e-mail system, or web servers should consult the Internal Guidelines at [LIST URL].

#### **Responsible Use of Computing and Information Resources**

In support of the University's mission of teaching, research and service, Suffolk provides access to computing and information resources within institutional priorities and financial capabilities. The University encourages faculty, staff and students to make full use of these resources. Use of the computing and information resources is a privilege extended in good faith to faculty, staff and students. Users are expected to abide by the Responsible Use of Computing and Information Resources Policy.

(See the Responsible Use of Computing and Information Resources Policy at [http://www.suffolk.edu/admin/policies/computer\\_use/](http://www.suffolk.edu/admin/policies/computer_use/).)

#### **Accountability and Compliance with University Web Policy**

Suffolk University's web sites, web pages and web facilities will not be used for the:

- creation or transmission (other than for research or teaching purposes) of any offensive, obscene or indecent images or material;
- creation or transmission of any material likely to cause annoyance, inconvenience or needless anxiety;
- creation or transmission of defamatory material;
- storage or transmission of material that infringes on copyright/intellectual property rights, laws and policies; and
- purposes unrelated to the staff member's employment or to the research, educational, community service or administrative purposes of the University.

Members of the Suffolk University community are expected to follow all other policies, rules, or procedures established to manage computers or network systems, including those established to control access to, or the use of, computer data, files, or other information. Those who cannot accept these standards of behavior will be denied use of Suffolk University computers or network systems. Violators may also be subject to penalties under University regulations and under state and federal laws.

#### **Electronic Mail (Email) Policy**

Electronic mail services, commonly referred to as email, are available to all registered Suffolk University faculty, staff and students. Users are expected to abide by the University's Electronic Mail Policy.

See the Electronic Mail (Email) Policy at <http://www.suffolk.edu/admin/policies/email/>.

## **Copyright Policy – Including Photographs, Audio, Video and Licensed Materials**

The use of copyrighted materials on any Suffolk University web sites, web pages and web facilities is not allowed without written permission from the copyright holder. Copyrighted material may include, but is not limited to,

- Text from a copyrighted publication;
- Photographs from University publications, any Suffolk University web sites, web pages and web facilities, other publications or other web sites, web pages and web facilities;
- Graphs;
- Cartoons;
- Images from newspapers, magazines or other websites;
- Recorded music;
- Audio materials; and
- Video materials.

The Technology, Education and Copyright Harmonization Act of 2002 or TEACH Act (17 USC §101 et seq.) allows the use of certain copyrighted works in the context of “mediated instructional activities” that are similar to the type of performance or display that would take place in a live classroom setting. To qualify, an electronic transmission may only be accessible to students for a finite period of time and the students must be informed that the materials used in connection with the course may be subject to copyright protection.

Copyright compliance is the responsible of the person who posts the content. When in doubt, get permission.

See the Copyright Policy at <http://www.suffolk.edu/admin/policies/copyright/>.

## **eLearning Tools**

Faculty members are encouraged to post their course syllabi and course materials on university maintained elearning tools and servers. A faculty member who chooses to post materials on their personal web site or web page where the internet service is provided by a non-Suffolk vendor or non-Suffolk University web server is responsible for ensuring reliable student access to those materials.

See the Elearning Policy at <http://www.suffolk.edu/admin/policies/elearning/>.

## **eCommerce, Alumni Relations, Fundraising and Financial Information**

Any school, department, administrative or organizational unit, faculty member, institute, alumni office or student organization of Suffolk University wishing to engage in eCommerce, solicit gifts, grants or otherwise engage in fundraising, provide financial information about Suffolk University or any of its programs or accept funds over the Internet must first receive written approval from the finance area and, where applicable, the advancement office (fundraising) or the bursar (financial information) and must follow the applicable rules for such usage. For details, consult the Internal Guidelines at [ADD URL]

## **Advertising**

Commercial advertising is prohibited on University web sites, web pages and web facilities. This includes ads for businesses or services owned and/or operated by a University employee. Only community advertising approved by the University pursuant to the organizational unit's web services group or its dean or vice president as appropriate may appear on University web sites, web pages and web facilities. A discounted product or service offered to University students or employees through Student Services or Human Resources is an example of community advertising.