

University of the Virgin Islands

- 1 Purpose** – The purpose of this policy is to outline good and acceptable practice for publishing on the Web. These rules are in place to protect the information published on the University of the Virgin Islands’ servers and maintain the consistency of the UV brand on the Web.
- 2 Scope** – This policy applies to faculty, students, contractors, consultants, and any other contributors to the UVI website. This policy applies to the UVI website located at <http://www.uvi.edu> and to any personal equipment connected in any fashion to UVI’s website.
- 3 UVI’s Webmaster** – The Public Relations Office is responsible for the UVI homepage, sitemap, contact us, search, About the University of the Virgin Islands, INSIDE UVI and Public Relations pages on the website, as well as for issues related to content, policy, accessibility, and connectivity for all web pages hosted on the UVI network. The “Webmaster” can be contacted at pr@uvi.edu
- 4 Content Management Overview** – The site employs Microsoft SharePoint technology, allowing for browser-based, simplified content management. Each academic or administrative department or unit is responsible for the content and maintenance of its own pages on the UVI website and for complying with established University web policies and guidelines. Maintenance in this connection means keeping existing content current, adding new content when necessary, deleting obsolete content, and making corrections.
 - 4.1 Content Management Responsibilities** – Faculty, staff, qualified students and other professionals associated with UVI, who establish or have access to web pages hosted on UVI’s network, are personally responsible for the content and maintenance of their web pages and are required to comply with University policies, including content and design.
 - 4.2 Unacceptable Activities** -- The University of the Virgin Islands will not support, condone, or accept on its web pages activities that violate UVI Web policy or other UVI policies, activities which violate Territorial or Federal laws, activities that infringe on other’s rights and freedoms; and commercial and personal business activities
 - 4.3 Prohibited Commercial and Personal Activities:**
 - Advertisements, commercial activities and personal business
 - Displaying material containing nudity or pornographic material of any kind
 - Offensive material including but not limited to blatant expressions of bigotry, prejudice, racism, hatred or profanity
 - Promoting or soliciting for participation in multi-level marketing, pyramid schemes, or gambling
 - Conducting raffles or contests that require any type of entry fee
 - Displaying material that exploits children under 18 years of age

- Using personal web pages as storage for remote loading or as a door or signpost to another homepage, whether inside or beyond UVI
- Using web pages for acts of copyright, trademark patent, trade secret or other intellectual property infringement, including but not limited to offering pirated computer programs or links to such programs, information used to circumvent manufacturer-installed copy-protective devices, including serial or registration numbers for software programs, or any type of cracker utilities
- Violating Internet standards for the purpose of promoting a personal website
- Developing pages that consist of hyperlinks to content not allowed on the UVI network
- Displaying content for someone other than yourself or allowing your webpage or any UVI webpage to be used by someone other than yourself or a UVI entity.

4.4 Online Directory Profile – The Online Directory Profile for members of the UVI faculty and staff contains name and contact information, a field for office hours, and a field for linking to a personal website (see Unacceptable Activities above). It also contains a biography/resume section and a field for linking an individual’s Curriculum Vitae. Biographies and Curriculum Vitae must be submitted to the appropriate dean, component head or director for approval. Once approved, they should be forwarded to the unit’s designated website contributor for posting. The biography should be written in a form suitable for submission at a professional conference. The Human Resources Office maintains and updates contact information. Office hours and links to faculty/staff web pages can be added by individuals via the Profile Maintenance section available from the faculty and staff INSIDE UVI web pages.

4.5 Personal web pages for faculty or staff can be created via Google’s <http://sites.myuvi.net> service. UVI’s Information and Technology Services (ITS) set up this service with Google. To arrange for creation of a personal web page, call the ITS Help Desk at x1466.

5 UVI-Affiliated web pages – UVI-affiliated web pages are pages such as, but not limited to, VI-EPSCoR, the Center for Marine and Environmental Sciences (CMES), the Reichhold Center for the Arts and the Small Business Development Center (SBDC). Any member of a project, group, organization or other unit that has a website affiliated with UVI is responsible for the content and maintenance of its own website, and for complying with the established UVI web and other policies. (Consult user manual for proper linking of non-UVI websites). If the affiliated site belongs to an academic division or University area, management of the site by a representative of that concern *is mandatory*. UVI – affiliated websites reflect distinct University affiliated brands bearing the UVI logo and/or wordmark.

5.1 Design – UVI-affiliated websites must comply with UVI website policy and must at minimum include the following:

- Proper use of UVI’s wordmark – as identified in the UVI Brand Identity Style Guide

- Contact information (address, phone number and e-mail)
- Link to the uvi.edu home page
- Copyright notice

5.2 Design – UVI web pages the University’s logo, wordmark and color scheme are to be evident on all pages bearing the uvi.edu URL. Authorized Content Contributors have the ability to make changes to pages at anytime from anywhere utilizing their internet browsers. Administrative Users are able to modify existing pages and can approve proposed changes. All text must comply with regard to font and size standards as designated in the UVI Website User Manual, which is available in the site’s back end. A log-in username and password must be utilized to access the back end. Call the UVI Public Relations Office at 693-1057 or 693-1058 to request content contributor training and/or login credentials.

6 Policy Violations – Violations of University policy on web pages may result in restricted access to University computing resources; removal from menu pages, indexes, and search results on the University of the Virgin Islands website; and/or removal from the server pending appeals. Submit any questions regarding apparent violation of policy to pr@uvi.edu