

SAINT ANSELM COLLEGE



1 8 8 9

WEB PUBLISHING POLICIES

1. Preface

Saint Anselm College's Web site supports the college's outreach, teaching, and scholarly research as an open, accessible, and interactive communications medium. Saint Anselm's goal is to encourage faculty, staff, academic and administrative departments to make broad use of the college Web site and other Web-based venues as tools for learning, communication, and scholarship within the limitations defined within these policies. The college acknowledges that certain academic freedom concerns and associational speech and press rights, under common law and constitutional law apply to its Web site and it is with this understanding that these policies are written.

2. Web Site Management

The Saint Anselm Web site is managed by the offices of Public Relations and Information Technology. Public Relations manages the publication of Web content and Information Technology manages the technical implementation of the college's Web server. The first point of contact is the Office of Public Relations.

3. Web Content Editors

All college departments should appoint a faculty or staff person to keep their Web pages up-to-date and accurate. This can be done by (1) assigning a liaison to work with the Office of Public Relations or (2) by a faculty or staff person requesting a Web account and managing his or her department's Web pages using the appropriate Web editing software. It is the responsibility of each department to contact the Office of Public Relations with the name of their Web content editor.

4. Official Web Pages

All Web pages located on the college Web server and under the 'anselm.edu' address are considered official college pages. Official Web pages are those that are published by academic and administrative departments, individual faculty and staff, and recognized sponsoring organizations for academic and administrative purposes. The college does not allow the publishing of Web pages that fall outside the college's mission. The college is not responsible for the content of external Web sites that are linked from the college site. Any links to external pages deemed inappropriate by the college will be removed and their owners notified.

5. Compliance with College Policies, State and Federal Laws

Saint Anselm College Web publishers are responsible for the content of the pages they publish. By acquiring a Web/FTP account, Web publishers assume the responsibility to abide by these Web policies. Web Publishers must also be aware of, and adhere to, the following related college policies and guidelines.

- **Policies for Saint Anselm College Staff**
Refer to the *Saint Anselm College Staff Handbook*
- **Policies for Saint Anselm College Faculty**
Refer to the *Saint Anselm College Faculty Handbook*
- **Policies Regarding the Appropriate Use of Computing and Network Resources**
Refer to the Acceptable Use of Information Technology at Saint Anselm College Policy
[<http://www.anselm.edu/administration/IT/policies/acceptable-use.htm>]
- **Institutional Policy Regarding Family Educational and Privacy Act of 1974 (FERPA)**
Federal law concerning the privacy rights of students. For information about the college's responsibilities under FERPA or to report a violation, please contact the Office of the Registrar.
- **Web Privacy Statement**
Privacy statement concerning what Web visitor information is collected from the Saint Anselm College Web site and how this information is used.
[<http://www.anselm.edu/about+us/WebInfo/privacy.htm>]
- **Graphic Identity Program**
A graphic identity guide to logo usage in college publications.
[<http://www.anselm.edu/news+and+events/Public+Relations/graphicid/>]

6. Conditions of Use

Saint Anselm College makes its Web site available to support and promote the mission of the college. These policies emphasize the public nature of the Web and the responsibility of publishers and users to use the Web in an efficient and ethical manner. Web publishers are expected to avoid any action that interferes with efficient operation of the network system or impedes flow of information necessary for academic or administrative operations.

6.1. Publishing Content to the Web

Web publishers must adhere to all college policies, licensing or contractual agreements, federal and state laws, and may not publish material that is harmful to others. Web publishers may not use the Saint Anselm Web site for acts that are derogatory to the college or Web visitors. Web publishers may not duplicate content that is the responsibility of other departments. Instead, they should link to the appropriate Web pages.

6.2. Web Site Applications and Code

Web publishers must consult with the Office of Public Relations before attempting to add any executable code, scripts, or applications to the Saint Anselm Web server given potential security concerns such items may have on the Web server.

6.3. Advertising and Fundraising

The Saint Anselm Web site shall not be used to advertise or sell any non-college products or services. Corporate logos should never be published on college Web pages without prior approval from the Office of Public Relations. Web links should not imply college endorsement of specific products or services. All fundraising on the Web must first be approved by College Advancement in consultation with the Office of Public Relations.

6.4. Use of Saint Anselm College Name, Seal, and Logos

When employing the college logo, publishers must consult the *Graphic Identity Program* or contact the Office of Public Relations for information concerning logo usage. The college logo should never be broken up, re-proportioned, or altered in any form when used on the Web.

6.5. Copyright Infringement

Web publishers are responsible for compliance with all copyright laws. Copyright extends to both written and electronic publications—excerpted text, publications, research, photos, graphics, and recordings. Copyrighted information may not be posted without permission of the copyright holder (owner).

6.6. Confidential and Sensitive Information – Student Data and Personal Information

Web publishers are required to use all information, in particular confidential or personal data, in accordance with college policy and to obtain permission when required.

6.6.1. All student data, with the exception of public directory information, is considered confidential and must be in compliance with the Family Educational Rights and Privacy Act of 1974, as amended. Such student data may not be placed on the college's public Web server.

6.6.2. Personal information about faculty and staff members is also confidential (e.g., home addresses and phone numbers, age, etc.), and should be treated accordingly.

6.6.3. Photos of minors require written permission or a completed Saint Anselm release form signed by a parent/guardian.

7. Required Information

All Web pages on the Saint Anselm Web site should be clearly identified as being part of the Saint Anselm site. This can be done by including an approved college logo, or college name in text (Saint Anselm College), or a footer on each page.

8. Changes to Web Policies

The college reserves the right at its own discretion to change, limit, or expand its Web policies at any time. The college will notify the campus community of changes through official channels of communication.

9. Enforcement

Individuals aware of content in violation of these policies should contact the person responsible for the page or the Office of Public Relations. Minor or accidental infractions may be resolved through informal communications. Users who violate these policies may be referred to the appropriate college officials and subject to college disciplinary action.

- 9.1. The college reserves the right to remove or disable any account or remove Web site content that is in violation of these policies.

10. Web Management Contacts – Web Publishing Staff, Office of Public Relations

Doug Minor

Managing Editor/Director of Web Publishing

Office of Public Relations

(603) 656-6184, dminor@anselm.edu

For: Web Policies, Web Publishing Guidelines, and Requesting Web/FTP Access