

# Web Administration Policy

## Spring 2016-Spring 2018

Approved by the Faculty Senate 4/13/16

Approved by the General Faculty 4/27/16

Approved by the Administration 6/17/16

Approved by the Board of Regents 7/29/16

NMHU recognizes that individual departments and staff may wish to administer sections of the nmhu.edu and newmexicohighlands.com website to better communicate with students, faculty, and staff. While such administration is important, faculty and staff also need to recognize the multiple functions of the university website, including issues relating to marketing, website consistency, search engine optimization, and copyright issues.

The nmhu.edu domain is primarily for current students, faculty, and staff. The newmexicohighlands.com is primarily a recruiting website for prospective students, designed to get students to apply to the university. Because of this, material that is appropriate on the nmhu.edu website may not be appropriate for the newmexicohighlands.com website, and vice versa. Please design your pages accordingly.

To best balance these different goals, the following policies must be followed:

Department Chairs shall designate a single “Department Web Administrator” for their department webpages. Once this person is selected, contact the NMHU Web Administrator with a list of specific departmental webpages that the Department Web Administrator shall administrate. Please include the full URL. If any pages are not deemed appropriate for departmental administration, the web staff will discuss the issue with the Department Chair and the Dean to reach a resolution.

For Departments that offer multiple degree programs (defined as at least a major/separate graduate degree), a Program Web Administrator may be designated for each program, to be responsible for that program’s web pages.

After this process, the Department/Program Web Administrator will be given the ability to modify the content of the designated web pages. Training will be available for the Department/Program Web Administrator through the NMHU web staff on how to modify their webpages.

Department Chairs are ultimately responsible for the content and accuracy of information on their designated web pages. If any inaccurate information is found on a web page, the Department Chair will be notified. If multiple Departments are responsible for a webpage, all Department Chairs must agree as to the content. If there is disagreement as to content, the webpage will be restored to its previous incarnation.

To ensure consistency and accuracy across programs and departments, the webpage that lists the official degree requirements will be maintained by the registrar. If information on that page is inaccurate, please contact both the web staff and the registrar to request an update. If the changes

are not made within a week, please contact the Director of University Relations. If changes are not made a week after that, please contact the Chair of the Faculty Senate.

Links to external websites must be approved by web staff before they are posted.

The NMHU web staff is committed to giving timely responses on all web-based inquiries, such as the approval of departmental pages or the approval of external links. E-mail the web staff on such issues and a response will be given within 1 week. If a response is not given without that time frame, contact the Director of University Relations, who will then provide approval. If a response is not given from the Director of University Relations within an additional week, please contact the Chair of the Faculty Senate.

NMHU uses the Chicago Manual of Style and Webster spelling. Regular web staff may change posted content to match Chicago or Webster without alerting the original author.

Departments are encouraged not to post material that will become quickly dated, such as specific deadlines that might pass before the webpage is updated again.

### **Social Media Policy:**

Social media pages related to a department, such as university approved clubs, etc., may be linked from the Department's nmhu.edu webpages. Since the newmexicohighlands.com is primarily a recruiting website, such webpages should not be linked to that website, as moving students away from that website can harm our advertising and recruiting efforts.

No official academic information, such as program requirements, tuition, etc., should be included on social media webpages. Instead, links should be made back to the official information on the nmhu.edu domain. By doing this, we ensure that no outdated material is posted. The Departmental/Program Web Administrator will be responsible for ensuring that the content of the linked pages is appropriate.

### **Additional Guidelines:**

To ensure the quality of information on the website and protect the university, page administrators agree to:

- Not post any copyrighted materials or any material that infringes on another party's intellectual property without the written permission of the author or copyright holder. This includes comics, photographs, artwork, etc. Being on the Internet or appearing in search results does not imply public domain.
- Not share login credentials. The Department/Program Web Administrator is solely responsible for the page content. While other members of the department are encouraged to create content for the website, the Department/Program Web Administrator should be the only one to formally upload pages.
- Not create tuition tables or reference a specific dollar amount for tuition and fees. Instead, link to existing tuition tables.
- Check for and fix any broken links.

- Not create any external websites for programs or departments. All university information must reside on the [nmhu.edu](http://nmhu.edu) domain. Exceptions can be made for media files hosted on websites such as Youtube, Vimeo, Sound Cloud, etc., but such files should be embedded in the university website rather than externally linked.
- Not to make adjustments to program requirements, what programs are offered, or course descriptions before formal university approval. These changes must be changed through the Academic Affairs Committee *and* the NMHU Administration. Check with Registrar's Office if changes need AAC and administrative approval. Once changes are approved by Academic Affairs and the Administration, then changes can be made to the webpage.

Administrator status will be revoked for infractions of the above policy.

For more complex website issues, consult directly with the web staff to see what is currently possible with the website. While the website staff will attempt to accommodate departmental needs, be aware that issue such as consistency, search engine optimization, and recruitment may limit such changes.

**Contact Information:**

Form for simple changes:

Web staff:

Director of University Relations: