**WKU**

**POLICY & PROCEDURE DOCUMENT**

NUMBER:     08.1031

                     05.1031

DIVISION/ UNIT:  Public Affairs, Information Technology Services

TITLE:           Web Governance – Appropriate Use of the WKU Enterprise Content

                     Management System (ECMS)

DATE:          July 1, 2011

REVISED:     July 1, 2016; April 20, 2023

ISSUED BY:  Web Standards Committee

AUTHORIZED:  AVP for Information Technology, VP for Public Affairs

## I. Purpose and Scope

This policy is concerned with the governance and oversight of the WKU Web environment and the proper and appropriate use of WKU Enterprise Content Management System (ECMS).  The ECMS houses and manages most of the academic and administrative websites under the "wku.edu" domain.  While this policy is primarily concerned with the ECMS, it also pertains to WKU web content published outside of the ECMS by WKU entities.

## II. Policy

1. All entities (users) creating, maintaining, and publishing WKU web content are responsible for following the rules and standards set forth by the Web Standards Committee and incorporated in the ECMS and the "homepage design".  The standards address such areas as common branding, look and feel, navigation, and layout. For information on rules and standards, please visit http://www.wku.edu/webservices.

2. All users are responsible for knowing and understanding secure practices regarding website design and maintenance, especially the protection of login credentials.  Sharing login credentials with anyone internal or external to WKU is strictly forbidden.

3. All users are responsible for the accuracy, appropriateness, and currency of web content under their purview.  This responsibility extends beyond users/account holders of WKU Web resources and the ECMS to all managerial staff who oversee academic or administrative units.  Deans, directors, department heads, division heads, etc., are responsible for ensuring any websites under their respective areas are accurate, appropriate, and current.

4. Information Technology Services and Public Affairs will jointly maintain oversight of the entire WKU web presence (including but not limited to the ECMS) and have the authority to take appropriate action to ensure that WKU websites conform to standards and are accurate, appropriate, and current.

## **Violations**

Any violation of this policy may lead to suspension of access to Information Technology resources, with the possibility of revocation of privileges, or other action as provided by disciplinary provisions applicable to faculty, staff, or students. Confirmed or suspected violations of local, state or federal laws will be turned over to the University General Counsel and/or the appropriate law enforcement agency.

## III. Procedure

## IV. Related Policies

05.1010/08.1010 Web Governance – Participation in WKU Enterprise Content Management System

## V. Reason for Revision

07-01-2016 - Revised to make minor changes to grammar, spelling, and diction as part of an annual review process.

04-20-23 – Revised with no changes per WKU Policy 0.0004