

UTHSC World Wide Web Policy

Introduction

The University of Tennessee Health Science Center fully endorses academic freedom and intellectual creativity. This policy statement is intended to support the academic freedom of the members of the University community, while protecting the interests of the University and all of its students, faculty and staff. It is designed to provide guidance to those who use University resources to publish materials electronically via the Internet and the World Wide Web. Individual units of the University that wish to create more detailed guidelines for Web materials may do so, as long as they do not conflict with this policy.

All publishers of materials are expected to act in a responsible, ethical, and legal manner with the understanding that University information technology (IT) resources are used to publish materials electronically that are accessible by the public. Users should respect other users, including others' expectations of privacy and confidentiality, freedom of expression, and intellectual property rights.

Scope

This policy governs any electronic documents made available via standard Web protocols (e.g., www, ftp) (be they official or unofficial) by any individual affiliated with the University (student, faculty, staff) and that are served from computers belonging to the University or its units.

Definitions:

University: Unless otherwise noted, the term "University" refers to all units of the University of Tennessee Health Science Center. University Policies are those policies of the University of Tennessee Health Science Center and/or the University of Tennessee System.

Official Web Materials - Web materials created by or for a unit or employee of the University carrying out the University's mission in teaching, research, service to the community, or administrative operations. These materials must reside on a computer or server located on the University's network. This includes

Professional Pages (a subcategory of Official Web Materials) which are created and maintained by faculty or staff members (1) to publish information about their University-related professional accomplishments, credentials (for example, degrees, selected publications, honors/awards), courses taught, and research interests and (2) to provide assistance to students or to other faculty or staff. Faculty members might use such pages (1) to describe research or service, or (2) to post other information related to their professional activities. Links to Professional pages may be included in department or unit pages at the discretion of the department head, the director, the University sponsor, or University management.

Nonofficial Pages (including personal pages) are pages hosted by University servers that are maintained (1) by faculty, staff, or students who are acting primarily as individuals rather than as spokespersons for departments or units, (2) by University-recognized student organizations (for example, academic, social fraternities and sororities, service, and special interest), or (3) by non-student organizations which are officially recognized by the University or of which the University is an institutional sponsor. Such pages may provide individuals and groups with an outlet for presenting themselves on the Internet. These are pages which are not required to be viewed for University business or educational purposes, and viewing these pages is at the discretion of those visiting the site.

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Public Web Materials - Official Web materials which are available to any segment of the general public (i.e., not internal Web materials).

Internal Web Materials - Official Web materials which are restricted by password or network/server security from being accessed by anyone outside of the campus community.

Off Site Web Materials - Web materials which are served from computers that do not belong to the University or its units. Any web materials hosted OffSite are deemed Unofficial pages.

Hosted Web Materials - Web materials created for an entity other than the University which are served from computers belonging to the University or its units.

All Web Materials - All official Web materials as well as any other Web materials even of a personal nature served from computers belonging to the University or its units.

Director of Web Services: Person responsible for Health Science Center Web services. If this position is vacant it is understood this person will be the Campus Webmaster.

Web Content Managers: University personnel assigned by the various units who are responsible for maintaining up-to-date and accurate information and links on their respective pages. They are required to attend Content Manager Software training.

General Guidelines for All Web Materials Hosted by the University Network (Official and Nonofficial)

1. Web pages must be regarded in the same light as publications and written communications. The content of any page must not constitute a copyright or trademark infringement and must not otherwise violate any local, state, or federal laws or other University policies. For copyright guidelines, including “fair use” for educational purposes, see:

a. Reproduction of Copyrighted Works by Educators and Librarians. U.S. Copyright Office. Available at: <http://www.copyright.gov/> Accessed: December 13, 2006.

b. Copyright Guidance. Available at: <http://library.utmem.edu/reference/copyright>. Accessed: January 3, 2007.

2. Web pages hosted by the University network may not be used for illegal or non-University commercial purposes. Web sites hosted by the University network may not include advertising of any kind, including corporate logos, unless the University has entered into an official sponsorship or partnership with such entities and has express permission to use corporate or organization logos.

3. Web pages hosted by the University network may use cookies, provided the use of cookies does not conflict with other University policies or laws regarding the collection of information. Users may choose not to accept cookies based on their browser settings; however, this should not seriously degrade the functionality of a Web page to the end-user. Web pages hosted by the University network may not involuntarily push other content and/or software onto devices used to view the page.

4. Web pages hosted by the University network may not be used to collect information about visitors to a page unless the data collection is

a. For official University purposes, such as the collection of information from job applicants or student applicants.

b. For research purposes. Any collection of information from human subjects for research purposes by Web pages hosted by the University network must be approved in advance by the

University Institutional Review Board (IRB) and comply with all regulations governing research on human subjects. Research is defined here as “a systematic investigation, including research development, testing and evaluation, designed to develop or contribute to generalizable knowledge. Activities which meet this definition constitute research for purposes of this policy, whether or not they are conducted or supported under a program which is considered research for other purposes. For example, some demonstration and service programs may include research activities.” (Source: U.S. Department of Health and Human Services. Office of Human Research Protections. Available at: “<http://www.os.dhhs.gov/ohrp/>” Accessed: December 13, 2006.)

c. An exempt category of data collection from human subjects as defined by the UTHSC IRB.

In all cases, the collection of data must:

- i. Be reviewed by the University Institutional Review Board to insure that this data collection is appropriate.
- ii. Be reviewed and approved by the administrative head of the unit which the web page(s) represent.
- iii. Use IT industry-standard security technologies to protect identifiable user information.
- iv. Must comply with all local, state, or federal laws or University policies.

General Guidelines for Official Pages (including Professional Pages)

1. All official pages must comply with the University Web Page Design Standards and Guidelines (to be developed by the Design Subcommittee).
2. Professional pages should refrain from duplicating instructional content that is made available elsewhere (i.e., internal Web material residing on a content/course management system such as BlackBoard). Internal Web material may contain copyrighted material. When made available only to enrolled students through a secure server such as BlackBoard, it may constitute “fair use” of that copyright material, but may not constitute “fair use” if it is accessible to the public.
3. Include or provide a link to the following disclaimer: “Notwithstanding any language to the contrary, nothing contained herein constitutes, nor is intended to constitute, an offer, inducement, promise, or contract of any kind. The data contained herein are for informational purposes only and are not represented to be error free. Any links to non-UTHSC information are provided as a courtesy. UTHSC does not review, control, or take responsibility for the content of these sites. They are not intended to constitute, nor do they constitute, an endorsement of the linked materials by UTHSC.”

General Guidelines for Nonofficial Pages

1. Cannot include the UTHSC Master Navigation bar or any other official UT icons, logos, etc. Non-official pages must be consistent with the disclaimer noted in #2 below.
2. Include or provide a link to the following disclaimer: “This page is not a publication of the University of Tennessee Health Science Center. It has not been edited or examined for content by the University of Tennessee Health Science Center. The author(s) of the page are solely responsible for the content. The content of this page does not constitute a copyright or trademark infringement and does not otherwise violate any local, state, or federal laws or other University policies.”

Authority and Enforcement

The UTHSC Chief Information Officer (CIO) has the authority for enforcement of this policy. The CIO will appoint a Director of Web Services (DWS) to handle day-to-day monitoring of UTHSC Web pages and to keep the campus informed about the policy, receiving reports of alleged violations of policy, answering questions and clarifying uncertainties about the policy, and contacting units whose pages do not

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comply. The DWS will work with the individual directly responsible for maintaining a page before taking further action. However, web pages considered to contain illegal or grossly inappropriate content will be subject to immediate removal by the DWS. The web page owner may appeal the removal of the page as stated below. If the appeals process decision rules in favor of re-instating the web page in question, the page will be reposted by the DWS.

If an individual fails to respond to a request from the DWS or refuses to comply, the DWS will notify the unit head or appropriate university official and request that the problem be corrected. The DWS will continue up the line of authority until the problem is resolved.

If at any time a unit head disagrees with the actions of the DWS, that individual may request the issue be reviewed by the Web Page Task Force (WPTF) or designated subcommittee. Although the DWS will be available for information about the issue in question, the DWS and CIO will not be present for a decision by the WPTF. In cases where a situation is ambiguous, a unit's staff and the DWS may mutually consent to forward the question to the WPTF for input or decision. Decisions of the WPTF may be appealed to the CIO and, ultimately, to the chancellor.

If a site no longer appears to have someone responsible for maintenance or authority over the site, the DWS, in conjunction with the CIO and the Office of Communications and Marketing, will determine who should have authority over the site and notify that individual or, if a site should no longer be publicly available, archive and remove the site.

Should a unit fail to comply with a direction of the WPTF, the WPTF may request the CIO to provide the means to remedy the problem, including, but not limited to, providing permission to a designee of the WPTF to edit the site in question, limiting an individual's permission to edit the site, or limiting access to the site either on or from the UTHSC network.

Significant and/or continuing violations of this policy will be referred to the appropriate administrative unit for handling in accordance with applicable campus policies.

Site Review

The Office of Communications and Marketing is responsible for the overall image and appearance of the UTHSC to internal and external communities. Communications and Marketing staff are available for consultation regarding image content, both text and graphics, and consistency for UTHSC web pages. In addition, Communications and Marketing will periodically review Web pages in relation to the overall visual appearance and usability and may contact content managers or Director of Web Services regarding any concerns.

The Policy Subcommittee of the Web Page Task Force is responsible for determining content for the UTHSC main page. Requests for special links and announcements on the home page must be approved by the Office of Communications and Marketing. Requests to include or change any static links on the home page must be approved by the designated review committee.

Before a web page is to be published using the Content Management System, the page will need the approval of the department head or chair, the administrative unit head or chair, or a designee set forth by the aforementioned positions. Should a designee approve the page, sole responsibility still resides with the department head or chair or the administrative unit head or chair.

Website Maintenance

Information Technology Services will manage the resources and technical issues as they pertain to establishing, maintaining, and removing Web accounts. This office will also be responsible for the system configuration and operating system maintenance and updates to the main Health Science Center Web server.

End of Employment

Once employment with UTHSC ends, responsibility for providing Web service will end. Any official pages maintained by an employee who terminates will be reassigned, if needed, to another individual in the unit. Any unofficial page maintained by an employee who terminates will be removed from the server upon termination. Therefore, it is the responsibility of a terminating employee to save or move the contents of unofficial page(s) to a new location. Exceptions may be granted by sending requests through Information Technology Web Services. The removal and reassignment process will be handled by IT Web Services through the normal UTHSC exit clearance process.