PURDUE
U N I V E R S I T Y
CALUMET

POLICY FOR PURDUE UNIVERSITY CALUMET PAGES ON THE WORLD WIDE WEB

PURPOSE

On January 13, 1997, the President of Purdue University issued Executive Memorandum No. C-42 *Policy for Purdue Pages on the World Wide Web* (See Addendum*).* Memorandum C-42 governs the development and maintenance of the WWW within the Purdue system. This memorandum states that:

"On each of Purdue's regional campuses, the chancellor shall be responsible for implementing and administering this policy."

The purpose of this document, *Policy for Purdue Calumet Pages on the World Wide Web*, is to define how C-42 will be implemented and administered at the Purdue Calumet campus. This policy for Purdue Calumet will define roles and responsibilities for units and individuals involved in the development of the Purdue Calumet Web site.

HISTORY OF THE PURDUE CALUMET WEB SITE

The initial effort to create a first Purdue Calumet Web site was completed in the fall of 1995. In the winter of 96-97, a major revision to the Web site was implemented. The current design of the Purdue University Calumet Web site was implemented in January 1998 and has created an exciting way to market the University.

As the design of our Web site has evolved, so has the organization devoted to implementing it. The initial responsibility for developing a Web site was placed with a newly formed "Home Page Committee."

In the spring of 1996, recognizing the need for more specialized effort in a number of different areas, the committee was reorganized into a steering committee and four sub committees: design, policy, technical and training. These committees developed a draft for a Web policy for the Purdue Calumet campus.

In the fall of 1996, in response to the growing need for staff dedicated to Purdue Calumet's Web site, a Webmaster team was created. This team was comprised of CTIS staff and staff from a number of different academic and administrative departments. The members of this team assumed the primary responsibility for development of the Purdue Calumet Web site and Web-related services.

In the spring of 1997, University Relations and Computing Technology and Information Services departments were charged with utilizing the Web site to help achieve the marketing goals of the University. This effort led to the current version of the University's Web site.

In the spring of 2002, Chancellor Howard Cohen requested that University Relations identify and implement methods to upgrade the University Web site consistent with objectives of the University's recently implemented strategic plan.

Responsibilities

OVERALL RESPONSIBILITY FOR WWW PUBLISHING AT PURDUE CALUMET

Whereas the Vice President for University Relations and the Director of the Purdue University Computing Center have been assigned joint responsibility for the implementation of C-42 on the West Lafayette campus, it will be the Assistant Vice Chancellor for Advancement/University Relations and the Assistant Vice Chancellor for Information and Instructional Technologies who will assume these responsibilities at the Calumet Campus as follows.

THE OFFICE OF ADVANCEMENT/UNIVERSITY RELATIONS

To assure University-wide visual consistency; conformity to electronic graphic standards; and the creation of effective, user-friendly, informative Web pages, the Office of Advancement through its University Relations arm is responsible for overseeing all official University Web pages that comprise the Purdue University Calumet Web site. *(Official pages include the Web site home page and all pages that represent Purdue Calumet's offices, departments, programs, and other institutional units. (Individual Web pages published by faculty, staff and students are not considered official University Web pages.)*

To that end…

1. University Relations is responsible for the design, look, and navigational philosophy and functionality of the Purdue University Calumet Web site in the interest of advancing clear, consistent, accurate messages; being responsive to user needs and desires; and positively affecting University image.
2. University Relations shall develop templates and publication standards for use in development of official University Web pages.
3. University Relations shall develop and maintain the official Purdue University Calumet home page.
4. University Relations shall develop and/or be available to assist other departments/offices in the development of all other official University Web pages.
5. University Relations shall review all official Web pages—new and revised/updated—for compliance with templates and publication standards, as well as to promote accurate, current information, before being published to a live Purdue University Calumet server.
6. Non-compliance of publication/design standards may be subject to the following steps of progressive corrective action:
    a. Communication with the administrative unit to which the non-compliant pages belong to establish a time frame for correction.
    b. (If non-compliance continues) Removal of links to the non-compliant pages.
    c. (If non-compliance continues) Closing of accounts.
7. University Relations may grant exclusives rights of publication of official information to specific administrative units.

COMPUTING, TECHNOLOGY AND INFORMATION SERVICES (CTIS)

1. CTIS shall administer and maintain the University's primary Web servers and related Web server technology including but not limited to:
- Installing, maintaining and upgrading additional Web servers
- Creating and managing user accounts on these Web servers
- Maintaining and upgrading Web server software
- Implementing, maintaining and upgrading Web site management and other utility software such as Browser Hawk or WebTrends.
- Installing, maintaining and upgrading Web applications software such as our course management system (currently Blackboard) and our Web interface to Banner (PC Star).
- Reviewing and implementing CGI scripts and related executables that are requested by Web developers, to determine if those scripts present any security risks.
2. CTIS shall manage security on the primary Web servers.
3. CTIS shall have final decision on what technologies are used to deliver Web services on campus and the manner in which these services are deployed.

WEB ADVISORY TEAM
A Web Advisory Team, co-chaired by staff from University Relations and Computing Technology and Information Services and comprised of representatives from all four University administrative units, shall serve as a forum for developing, discussing and implementing ideas for the Purdue Calumet Web site.

ADMINISTRATIVE UNITS
As stated in C-42, each administrative unit at Purdue Calumet is responsible for maintaining current, accurate, and appropriate Web page content

STUDENT ORGANIZATIONS
The Office of the Dean of Students has the responsibility for overseeing pages created by recognized student organizations.

INDIVIDUAL WEB PAGES
C-42 permits faculty, staff and students to create "individual pages" which are not official University pages. It is the responsibility of the administrative units to oversee the individual pages created by faculty and staff in their units and to insure their compliance with C-42 and, in particular, the General Rules on Information Content. In the case of students, the Office of the Dean of Students has this same responsibility.

Purdue University Calumet recognizes that Internet/World Wide Web technology is evolving rapidly and believes this policy should evolve accordingly. This policy will be reviewed as deemed necessary.

January 13, 1997

EXECUTIVE MEMORANDUM NO. C-42

To: Vice Presidents, Chancellors, Deans, Directors, and Heads of Schools, Divisions, Departments and Offices

Re: Policy for Purdue Pages on the World Wide Web

OVERVIEW

The Purdue Data Network, through its connection to the Internet computer network, provides Purdue faculty, staff, and students with access to the World Wide Web (WWW) information facility. Throughout the WWW, information is made available in collections of electronic data called pages. Pages are usually organized in sets of individual pages that are linked together. The base page of a set of linked pages is commonly referred to as a home page. Pages are stored and maintained on network- connected computers called Web servers. Web servers with network names registered in an official Purdue network domain shall be considered Purdue Web servers.

The University recognizes the value of the WWW as a publication and information distribution facility. This policy outlines the responsibilities of individuals and groups affiliated with the University who publish on the WWW, and delimits the University's responsibility for WWW pages published using Purdue's Web servers. For the purposes of this policy, any user who creates a WWW page of any type and installs it on a Purdue Web server is considered to have published that page.

APPLICATION

This policy applies to all users of the WWW resources and facilities at the University and its related foundations and organizations.

GENERAL RULES ON INFORMATION CONTENT

In general, University policies and regulations that apply to the content of publications and communications apply to contents of WWW pages published using Purdue's Web servers. In particular, all information included in WWW pages on Purdue Web servers must:

Comply with all laws governing copyrights, intellectual property, libel, and privacy.

Not violate any policy, rule or regulation of the University.

Not be used for non-Purdue commercial activities. For the purposes of this policy, activities such as publishing text books and other academic works are considered to be Purdue activities.

OFFICIAL UNIVERSITY WWW PAGES

A University WWW page is considered official when it is published by the University itself, or a campus, a school, a department, or an official administrative unit of the University.

Official University WWW pages shall be considered University publications. They are the responsibility of the appropriate individual administrative unit and are subject to review by the Office of Publications.

The Office of Publications shall develop publication standards and review procedures for official University WWW pages and shall develop and maintain the official Purdue University WWW home page.

Individual academic and administrative units may develop official University WWW pages and associated official home pages and may install and maintain them on Purdue Web servers. Official University WWW pages may include links to WWW pages that are not official University pages.

WWW PAGES PUBLISHED BY FACULTY, STAFF AND STUDENTS

Faculty, staff, and students may create WWW pages for use in their various academic and administrative duties and activities and may install them on Purdue Web servers. The contents of individuals' WWW pages published on Purdue Web servers must comply with the General Rules on Information Content stated in this policy.

Individuals' WWW pages are not University publications and the contents of these pages do not necessarily represent the views of the University.

Individual departments and administrative units may define additional conditions for the creation and installation of WWW pages by faculty, staff, and students under their supervision. Any such additional conditions must be consistent with this overall policy but may include more detailed guidelines and, where necessary and appropriate, additional restrictions.

STUDENT ORGANIZATION WWW PAGES

Recognized student organizations may create WWW pages and may install them on a Purdue Web server. After verification by a designated member of the Office of the Dean of Students that the student organization is active and officially recognized by the University, a link may be created from an official Purdue home page to the student organization's home page.

Student organization WWW pages are not University publications and their contents do not necessarily represent the views of the University.

The contents of student organization WWW pages must comply with the General Rules on Information Content stated in this policy.

TERMS AND CONDITIONS OF USE

Any person who uses the WWW facilities at Purdue consents to all of the provisions of this policy and agrees to comply with all of its terms and conditions and with all applicable local, state, and federal laws and regulations.

Any user of the WWW whose actions involving the WWW violate this policy, or any other University policy or regulation, may be subject to limitations or elimination of WWW privileges as well as other disciplinary actions.

RESPONSIBILITY

The Vice President for University Relations and the Director of the Purdue University Computing Center shall be jointly responsible for the implementation and administration of this policy on the West Lafayette campus. They shall resolve issues of interpretation and enforcement of this policy jointly with an appropriate administrative official, a Dean in the case of an academic unit or a Director in the case of an administrative unit.

On each of Purdue's regional campuses, the Chancellor shall be responsible for implementing and administering this policy.

<div align="center">**ADDENDUM**</div>

GLOSSARY

COMMON GATEWAY INTERFACE (CGI)*
A set of rules that describe how a Web server communicates with another piece of software on the same machine, and how the other piece of software talks to the Web server.

CGI SCRIPTS*
Any software program that handles input and output according to the CGI standard.

HOME PAGE*
The most common meaning refers to the main Web page for a business, organization, person or simply the main page out of a collection of Web pages. Regarding Purdue Calumet's Web site, the former would be the University home page, and the latter would be, for example, the Office of Admissions' home page.

PURDUE UNIVERSITY CALUMET WEB SITE
The amalgamation of Web pages developed by the faculty, staff and students of Purdue Calumet.

PRIMARY UNIVERSITY WEB SERVERS
The Web servers that reside in the Operations Area of the Computing Technology and Information Services department.

REMOTE WEB SERVER
The Web servers that are operated by individual departments within the University but which are physically located outside of Computing, Technology and Information Services' (CTIS's) Operations Area.

WEB PAGE
A file containing text information that can be displayed in a Web browser window. The file contains text which will be displayed in a Web browser window (content) as well as text that is interpreted by the browser as HyperText Markup Language (HTML) tags that determine how the text will appear in the browser window. Web browsers send requests to Web servers for selected Web pages. The servers then send the requested page to the browser for display.

WEB SERVER
Both the hardware and software that serves Web pages to the Internet community. (Whether or not the speaker is referring to the hardware or the software may be difficult to determine.)

WEB SITE
The term *Web site* is meant to be a more inclusive term than *Web page* to include all the content that is delivered by the organization to the World Wide Web. It is now common for organizations to deliver Web content from multiple servers. This term can also be used to refer to a subset of an organization's content that has been created by a particular unit within the organization.

WORLD WIDE WEB (WWW)
The dominant service on the global Internet. It was originally developed at the European Center for Nuclear Research (CERN) "to promote the sharing of research materials and collaboration between physicists at many different locations." A Web browser is used to access information on the World Wide Web.

*The Internet Literacy Consultants Web page www.matisse.net/files/glossary.html, accessed October 26, 1998