



Georgia Health Sciences University's Home Page Policy

Responsible Office: Office of Academic and Research Computing

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Revised: Not Applicable

1.0 Purpose

To provide a centralized electronic resource containing mission critical and institutionally essential information. GHSU's World Wide Web Home Page is conceptualized as an electronic book, designed as a Table of Contents, behind which reside a series of electronic pages describing and presenting the institution to the public.

Mission critical information explains a unit's purpose and functions in relation to GHSU's overall mission of education, research and health care. Institutionally essential information is information considered core to the identity of a particular institutional organizational unit. Critical and essential information are important in developing the understanding of the work of a given unit and the mission of the institution.

2.0 Functionality

The GHSU Home Page is broken into three levels of functionality: Home Page or overall index; Second Level pages organized by unit; Third Level: all pages linked off level two, not residing on the GHSU Server.

2.1 Home Page

The Home Page provides top level visual and textual organization for all information. Top level organizers such as MCG Health Care, Research or Support Services are the main sections of the index or "Table of Contents." These categories provide organization for information connected to pages "underneath."

2.2 Level Two Pages GHSU divisions, departments and sections may create electronic web pages that provide mission critical and institutionally essential information regarding their organizational unit. These pages must be created and maintained by a web developer designated by the organizational unit. All pages at this level must comply with the GHSU Web Page Guidelines and be presented in the GHSU Web template. Computer files residing on the GHSU Web Server must be submitted in copy-ready format to the GHSU Web Administrator, such as: text converted to HTML (hypertext) format; graphic images in GIF or JPEG.

2.3 Level Three Pages

GHSU departments, divisions and sections may develop level three pages. Level three pages are not required to use the GHSU design template and may include functions and procedures relevant to the unit, such as electronic forms for purchasing goods. These pages are the responsibility of the individual unit and must comply with all GHSU policies. Level three pages require resources to be supplied by the unit, i.e. web server, web administrator.

3.0 Roles and Responsibilities

3.1 GHSU Web Administrator

Administers and maintains the web server for the GHSU Home Page and its associated pages at level two. The Web Administrator, with input and advice from the Web Policy Committee, develops the Home Page. The Web Administrator provides guidance to web developers on the design, development and maintenance of second level web pages.

Requests for assistance in page design, development and implementation should be submitted to the Web Administrator and if unable to resolve, will be brought to the GHSU Web Policy Committee.

3.2 GHSU Web Developer

Prepares materials for publication on the GHSU Web Server. Web developers reside within organizational units (e.g., department, division or section, etc.) publishing information off the Home Page. It is recommended each unit desiring to publish a page appoint a single person as a web developer. This individual is responsible for developing the page information for the unit. That is, gather, organize, format, update and manage the page(s) for the unit.

3.3 GHSU Web Policy Committee

The Committee develops and revises the Web Policy, provides advice and guidance to the Web Administrator about policy implementation, and considers any unresolved requests the Administrator brings forward from end-users.

Committee members are appointed by the Provost and represent faculty, administration and end users. Members are appointed for one year and may serve sequential terms.

4.0 Content Guidelines

4.1 Information provided should be accurate, current and appropriate for online use.

4.2 Pages should be updated on a regular basis and include the date of the last revision.

4.3 Pages must communicate the name of the department, division or section publishing the page.

4.4 All pages must comply with applicable GHSU policies (including but not limited to the Intellectual Property policy) and federal and state laws (including but not limited to copyright and defamation laws). They must comply with the [Graphics Policy for Georgia Health Sciences University Publications](#) established by the GHSU Graphics Standards Committee.

5.0 **Institutional Data** In order to ensure the accuracy, consistency, and timeliness of institutional data on the GHSU web, units should provide links on their pages, when appropriate, to existing web-based institutional data and information systems. [IRIS](#) should be used as the primary source for general institutional data. Colleges/departments should link to the web-based [Institutional Faculty List](#) when including information about individual faculty members. The Web Administrator and the Office of Institutional Research and Information are available to assist Web Developers in identifying the appropriate links for inclusion in level two and level three pages.

6.0 General Policy Governing Use of Web Pages

6.1 GHSU resources cannot be used to create web pages for personal business or gain or for any other reason that does not directly support GHSU's mission.

6.2 GHSU's name or logos can not be used in ways that imply endorsement of other organizations, products or services.

6.3 Electronic publications are subject to the same policies and standards as print publications. Contents of all electronic web pages must be consistent with GHSU policies and local, state and federal laws. This includes links to other pages or computers. In other words, a page may be considered in violation if it contains links to a page that violates this policy.

6.4 Creation of a web page containing materials whose nature or volume compromises the ability of the official GHSU Web Server to serve other users will not be permitted. GHSU reserves the right to delete any such materials it feels does not support its mission.

6.5 The main GHSU Home Page and official campus home pages will not link directly to personal pages. When requested, units must deactivate links to material that violate this policy. Web pages not updated within the last 12 months, not properly maintained or do not meet the Home Page Policy requirements may be removed from the GHSU World Wide Web Server.

6.6 Web page developers will be held accountable for all information published on their web pages, and failure to abide by this policy could result in removal of the information or the web page in its entirety. Appropriate action will be taken against anyone who violates GHSU policies or local, state or federal laws.

6.7 Failure to comply with this policy may result in disciplinary action.

7.0 **Definitions** *World Wide Web*: The complete collection of all servers available on the Internet.

Home Page: The initial or main page of a document on the World Wide Web that provides a starting point or organizational center for a collection of documents on the Web.

Official GHSU Web Home Page: The starting point or organizational center for official GHSU information that is posted on the World Wide Web (www.georgiahealth.edu/).

Main GHSU Web Server: A computer located in the Office of Educational Design and Development that is used to publish the official GHSU Web Home Page on the World Wide Web. Space on the main GHSU Web Server is also provided for other units to publish core, essential and mission critical web pages (level two pages only).

Link: A one-way hypermedia connection from one site to another on the World Wide Web.

Other GHSU Web Pages: Web pages that support the mission of GHSU that are created by GHSU faculty, employees, departments, divisions or sections.

8.0 Related Information

- [GHSU Web Page Guidelines](#)
- [GHSU Web Home Page Templates](#)
- [University System of Georgia, Regents Guide to Understanding Copyright and Fair Use](#)

9.0 Related Policies

- [Graphics Policy for Georgia Health Sciences University Publications](#)
- [GHSU Intellectual Property Policy](#)

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6.04 Residence Hall Key Issuance Policy »
