User Responsibility Agreement

The University of Baltimore website often serves as the first point of contact between the University and our audiences, whether they are prospective students or faculty, alumni or job applicants. Because of this, it is important that the content, structure and appearance of our Web pages and subsites reflect the University's high standard of excellence and that they represent the UB brand consistently and accurately.

As a web content contributor (a user of our Content Management System, or CMS), you agree to serve as an ambassador of the University and to assume the responsibility of reinforcing and upholding its messaging and branding. You can learn more about this by reading through the University's brand guidelines and its Web Style Guide, both of which can be found at www.ubalt.edu/brand.

In addition to developing excellent content and keeping it current, you agree to work within the parameters of the CMS templates and the options available in the WYSIWYG editor. You agree not to "hack" the code or misuse template elements. In addition, you agree to contact the Office of Marketing and Creative Services prior to initiating any changes to your area of the website (simple content updates excluded).

By signing below, you indicate that you:

- have read and understand the Web Style Guide and have been in touch with the Office of Marketing and Creative Services (410.837.6190, websupport@ubalt.edu) to have any of your questions answered
- agree to uphold the standards set forth in the brand guidelines (ubalt.edu/brand), including the Web Style Guide and the Editorial Style Guide *(*ubalt.edu/editorialstyle)
- have been trained by your unit's Web Work Group representative or a member of the Office of Marketing and Creative Services team.

_____   _____

CMS User   Trainer

_____   _____

Date   Date