

# University of Baltimore

## III-2.5 Policy on Administration and Branding of Affiliated Websites

Approved by President Schmoke 5/3/2018

Last Reviewed: 11/16/2020

### I. Introduction

Official web pages represent the University and its offices, divisions and departments to the University's various audiences: potential students, current students, faculty, staff and visitors. As an outcome of University activities, websites that represent groups or activities related to the University may be appropriately developed. These affiliated websites must conform, when appropriate, to the design templates adopted by the University to give the websites unity, coherence, functionality and readability. As they represent the University, they must also be appropriately supported and maintained to ensure a positive experience for users and to uphold the reputation of the University.

### II. Definitions

“Domain Name” refers to the name that a user types into a website browser; it typically ends in .edu, .com, .org or .net. This name is registered with an Internet service provider and is reserved and licensed on a multiyear basis.

“Affiliated Website” refers to any web page (or set of pages) that is administered by University staff or faculty to allow persons to participate in, or benefit from, University-sponsored services, programs, or activities. These will include but not be limited to web pages within the ubalt.edu Domain Name. This does not include content on other organizations’ websites that simply refer to the University.

“Sponsoring Unit” refers to any organization or aspect of the University that establishes and/or supports an Affiliated Website.

“Partner Entity” refers to any organization that appears to be separate from the University.

“Footer” refers to the bottom portion of a website that is consistent throughout all pages on that website.

### III. Branding

The University of Baltimore (UB) logo must appear prominently at the top of all Affiliated Websites. Branding of the Affiliated Website, including the placement of the official UB logo (either in tandem with or coordinated with the logo of the Partner Entity), requires the written approval of the Office of Marketing and Creative Services. The Affiliated Website must:

- include UB contact information; and
- use the current UB logo, UB website Footer, and official UB colors whenever possible.

### IV. Compliance with State and Federal Law

All Affiliated Websites must ensure compliance with all applicable state and federal laws and regulations and University System of Maryland (USM) and UB policies. In particular:

- A. All Affiliated Websites are required to be compliant with accessibility standards and maintain compliance for users with disabilities by:
  - meeting the World Wide Web Consortium’s Web Content Accessibility Guidelines (WCAG) 2.0 with level AA conformance, as applicable, and any applicable laws, regulations, and/or USM guidelines addressing website accessibility;
  - complying with UB Policy III-1.3 Web Accessibility Policy for New Web Content, as applicable; and
  - establishing an ongoing monitoring program to ensure compliance with these standards.
- B. All Affiliated Websites must ensure that their content does not violate any copyright, trademark and other applicable intellectual property laws, regulations and policies.

## **V. Administration of Affiliated Websites**

The following activities are required of Affiliated Websites:

- A. They will be hosted on information technology (IT) resources managed by the Office of Technology Services (OTS) unless requirements justify hosting elsewhere. Requests for exception must be made to and approved by the Chief Information Officer (CIO) at the University.
- B. If an Affiliated Website is not hosted by OTS, a management and support plan must be submitted to the CIO and must address the following elements of appropriate administration:
  - a. The IT infrastructure supporting the Affiliated Website must be maintained:
    - i. Software patches that address security should be applied proactively
    - ii. Software components must be updated to ensure that patches are available.
  - b. The content and data must be backed up;
  - c. The content must have periodic reviews to correct broken website references;
  - d. The Sponsoring Unit responsible for the Affiliated Website must provide 24/7 on-call staffing following applicable human resource guidelines. Contact information for the on-call staffing must be updated and provided to OTS and to the Office of Marketing and Creative Services on an ongoing basis; and
  - e. The Affiliated Website must satisfy any other requirements conveyed by the CIO to the Sponsoring Unit.

## **VI. Registration and Management of Domain Names**

All Domain Names of Affiliated Websites will be registered to the University of Baltimore. On behalf of the University, OTS is responsible for maintaining the registration of all appropriate Domain Names and for periodically assessing these domains for ongoing renewal. OTS is responsible for providing operational support to ensure that management for these domains is available at all times.

## **VII. Exclusions**

This policy does not apply to websites or to Domain Names that:

- A. represent an individual student, faculty or staff member;
- B. represent the scholarly work of a faculty member; or
- C. represent work created by a student as part of any curriculum.