

## Policy IT-PO4 Web Standards Policy

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### I. Policy

#### Purpose

The purpose of The University of Texas at Arlington (UTA) Web Standards Policy is to provide procedures and guidelines to operate and maintain a high quality, marketing and service oriented World Wide Web presence, including a coordinated presentation of accurate and important information directed to a wide variety of constituents.

As a diverse, urban research university, the many schools and departments within UTA offer unique cultures and perspectives. Each individual department and school reflects that variation. UTA web standards have been established to accommodate the individuality of each unit's websites, while sustaining a consistent university environment with standard visual elements and an accessible experience throughout the UTA domain.

Adhering to the web standards and guidelines will help:

- create a strong and unified identity for the University and brand the unit as a member of the university community
- provide a good experience for visitors by making the site more accessible, quicker and easier to use, and more secure
- establish consistency among the many unique school and departmental websites

Each unit is required to comply with the Web Standards Procedure established under this policy. Noncompliance may result in web content being removed

until issues are resolved, or in egregious cases disciplinary action up to and including termination.

### Who can have a Website Hosted by UTA

- Any official unit of the University, such as divisions, schools, departments, etc.
- Official organizations and groups
- Faculty and staff as part of their work or academic responsibilities
- Students when part of an academic course requirement

### Who may not have a Website Hosted by UTA

- Any organization not listed above
- Employee organizations or causes that are not connected to official university business or that exceed the employees' level of authority and responsibility at the University

## II. Definitions

N/A

## III. Relevant Federal and State Statutes

[Family Education Rights and Privacy Act \(FERPA\)](#)

[Texas Government Code 559: State Government Privacy Policies](#)

[TAC 206.70 Accessibility](#)

[TAC 213.37: Compliance Exceptions and Exemptions](#)

[Texas HB 1287 \(2015-16:84<sup>th</sup> Legislature\)](#)

## IV. Relevant UT System and UTA Policies, Procedures, and Forms

UTA Procedure 19-4 Web Standards

UTS150 Access by Persons with Disabilities to Electronic and Information Resources Procured or Developed by the University of Texas System Administration and the University of Texas System Institutions

UTS122 Guidelines for Web Site Solicitations

UTS165 Information Resources Use and Security Policy

## V. Who Should Know

All members of the campus community, including individuals and groups who are allowed to establish and maintain UTA websites.

## VI. UTA Officer(s) Responsible for Policy

The Vice President of Institutional Advancement.

## VII. Dates Approved or Amended

April 3, 2019

## VIII. Officer(s) Responsible for Policy

All comments and questions regarding this policy should be directed to the Vice President of Institutional Advancement.