UNIVERSITY OF TEXAS ARLINGTON

Procedure IT-PR4 Web Standards

Dates Effective: April 3, 2019
Responsible Officer: Vice President of Institutional Advancement
Sponsoring Department: Institutional Advancement
Errors or changes to: Office of Legal Affairs

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Objective

The purpose of this procedure is to provide standards and guidelines for publishing of content on UTA websites, in support of HOP Policy 5-606 Web Standards Policy.

Scope

This Web Standards procedure applies to all websites on the Internet that are owned, funded, or operated by or for the University or one of its official units ("University Websites"), as well as websites provisioned for employees, or groups in their university-affiliated capacity ("Affiliated Websites"). This includes all websites using the uta.edu designation as well as other websites that meet the above criteria.

It is the responsibility of each employee to comply with UTA's Acceptable Use Policy ("AUP") and ensure websites are used for work purposes only, and that web content is appropriate and does not express any personal or political opinions. Websites not compliant with this policy and the AUP may be taken off line until corrected.

Procedures

Website Classification

In support of brand standardization and in recognition of the need for flexibility in information presentation, UTA has developed broad categories of websites and requirements for each category or group.

Group 1 – University Websites

Group 1 websites are official and prominent representations of the entire University. These websites are typically managed by Institutional Advancement.

Examples:

- University homepage
- Commencement
- Strategic Plan

Group 2 – Official Units

Group 2 websites are websites that are official representations of a university division, college, school, department, office, or center, and are exposed to the public Internet. This may include specialty websites that represent marketing, functional, or other needs of an official unit.

Examples:

- College of Education
- Office of Financial Aid
- UTA Police Department
- UTA Research Institute
- College of Engineering faculty recruitment campaign
- Student-facing application for the Office of Fraternity and Sorority Life

Group 3 – Affiliated Websites

Group 3 websites are all other web content that utilize a UTA platform for UTA related purposes, but are not official representations of UTA and may express viewpoints or opinions that may or may not be endorsed by the University.

Examples:

- Research laboratories
- Student organizations
- Faculty pages

- Departmental blogs

Website Requirements: the following section indicates requirements for each of the groups described above.

	Groups		
The website must comply with UTA copyright policies.	1	2	3
The website must not promote commercial activity outside of official university business.	1	2	3
The website must comply with FERPA privacy policies.	1	2	3
The primary domain must be registered by Office of Information Technology (OIT) with Domain Name System (DNS) provided by OIT.	1	2	3
The website must be hosted on approved servers in accordance with the Server Management Policy. (https://www.uta.edu/policy/hop/5-602)	1	2	3
At least one site owner must be listed in the website manager directory.	1	2	3
The website must contain a helpful 404 error page.	1	2	3
The website must contain relevant contact information (phone & email) for the page's responsible party or unit on every page footer, or link to a page that contains contact information.	1	2	3
The website must include an approved Institutional Advancement web analytics tag.	1	2	3

The website must include the most recent date the site was last updated or reviewed. The date must be less than 12 months ago.	1	2	3
The website must feature links to UTA's Legal and Privacy Notice, Accessibility page, and Site Policies page.	1	2	
A unit's primary website must use the University's primary domain (uta.edu). Secondary content may be hosted on outside domains, in accordance with the Server Management Policy and approved in advance by Institutional Advancement.	1	2	
The website must use an OIT-approved email sending server.	1	2	
The website must follow industry best practices for content management, including the ability to track changes over time and identify the user who made those changes.	1	2	
The website must use only "Internet-safe" data file types for content such as JPEG, GIF, PNG, and SVG for images, PDF for documents, and M4V, MP3, M4A for multimedia.	1	2	
The website must not require or use additional plug-ins or extensions to view public content. This policy prohibits the use of Adobe Flash, Adobe Air, Shockwave, Microsoft Word, Real Player, Silverlight, and Java.	1	2	3
The website should serve all content through encrypted connections (HTTPS/TLS).	1	2	
Content authors for websites must be current employees, or affiliates (such as student employees or contractors) that are sponsored by a current employee.	1	2	

Content authors for websites must be current employees (including student employees), or affiliates that are sponsored by a current employee, current students that are affiliated with a registered organization, or students as part of an academic course requirement.			3
The website should have a valid sitemap.xml that provides information about preferred entry points and expected refresh times	1	2	
The website should have a valid security.txt for reporting security breaches. example: https://www.uta.edu/security.txt	1	2	
The website should have a valid robots.txt to help web crawlers avoid content that should not be indexed.	1	2	

Branding

An approved UTA logo must be included at the top of all institutional web pages, linking to the University's homepage (see uta.edu/identity for complete details).	1	2	
The university seal may not be used on websites.	1	2	3
Websites must clearly indicate their identity in the page header (department name, unit, etc.) – the university wordmark by itself is not sufficient.	1	2	3
Additional sponsor logos may be included as part of an approved sponsorship agreement.	1	2	3
The website should include a link to the parent organization for your department or office (if applicable).	1	2	3

The default university favicon must be used. https://www.uta.edu/favicon.ico	1	2	
All web content must contain a copyright notice: © [year] The University of Texas at Arlington (linked to the university home page).	1	2	
The website theme (branding, colors, fonts, and layout) must be approved by Institutional Advancement in advance.	1	2	

Accessibility

All webpages must meet accessibility WCAG 2.0 AA Standards described in TAC 206.70.	1	2	3
Documents and media elements (PDF's, videos, etc.) published on UTA websites must meet relevant accessibility standards.	1	2	3

Mobile

New websites must use accepted best practices to be mobile-friendly.	1	2	3
All mobile website buttons and inputs must have a decent (minimum 9mm) tap target area.	1	2	3
All content that is visible on a large viewport must be navigable and able to be consumed on smaller screens.	1	2	3
The ability to zoom should not be inhibited on mobile devices.	1	2	3

Security

All web applications and supporting infrastructure must be registered with the Office of Information Security and classified according to the institution's data classification standard. https://www.uta.edu/security

	1	2	3
All content must follow UTA Information Security policies: https://www.uta.edu/security/policy	1	2	3
If the website accepts data from the user (such as a login form) or displays non-public data, then the website must use encrypted connection (HTTPS) and use industry standard best practices for Transport Layer Security (TLS) encryption.	1	2	3
The website must use supported Single Sign-on (SSO) options to authenticate users using their NetID or email address when accessing non-public data.	1	2	3
The website must be protected from unauthorized access by providing an access control mechanism, supported by department procedures for adding and removing access.	1	2	3
The website must be protected from web attacks using Open Web Application Security Practices defined best practices.	1	2	3
The website must adhere to security coding standards and requirements as defined by the Information Security Office (ISO).	1	2	3

Exceptions

With the written approval of the dean or vice president, departments may request an exception to the requirements in this procedure by submitting the Exception Request Form to Enterprise Architecture. Departments

granted an exception to this procedure will assume all responsibility if a technical issue arises. Departments granted an exception are required to submit a written plan to Web Services addressing how the website content will be kept current, in compliance with UTA Web Standards, and to ensure continuity in the event of employee turnover or technical failure.

Definitions

Branding: The process involved in creating a unique name and image for a product in the consumers' minds, mainly through advertising campaigns with a consistent theme.

Accessibility: Web accessibility means that people with disabilities can use the website. It encompasses all disabilities that affect access to the web, including visual, auditory, physical, speech, cognitive, and neurological disabilities. When building a website, various design, coding, and testing techniques, such as those listed below, should be used to ensure broad accessibility.

Favicon: A logo used when bookmarking a site; appears in the title bar/tab.

FERPA: Family Education Rights and Privacy Act

Website: A website is a collection of webpages, including multimedia content, typically identified with a common domain name such as www.uta.edu.

Webpage: A hypertext document connected to the World Wide Web.

Wordmark: A graphic representation of the words making up the name of the University.

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 (2015-16:84th Legislature)

Relevant UT System and UTA Policies, Procedures, and Forms

[UTS-150 Access by Persons with Disabilities to Electronic and Information Resources Procedure or Developed by the University of Texas System Administration and the University of Texas System Institutions](#)

[UTS-122 Guidelines for Web Site Solicitations](#)

[UTS-165 Information Resources Use and Security Policy](#)

Policy 5-606 Web Standards

HOP Policy 5-602 Server Management Policy

HOP Policy 13-400 Solicitations

HOP Policy 5-401 Copying Copyrighted Materials

Exception Request Form

Contact Information

All comments and questions regarding this policy should be directed to the Office of the Chief Information Officer.