

UNIVERSITY OF WESTERN CAPE (UWC)

POLICY ON PUBLISHING INFORMATION ON THE WEB

DATE OF LAST APPROVAL: C 98/2



UNIVERSITY of the
WESTERN CAPE

A place of quality, a place to grow, from hope to action through knowledge

UNIVERSITY OF THE WESTERN CAPE

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POLICY ON PUBLISHING INFORMATION ON THE WORLD WIDE WEB

1. INTRODUCTION

The Web publishing policy was commissioned by the Council's Information Technology Committee (RISC). The **WWW** offers many opportunities for promoting the University, both nationally and internationally. For this reason, information about UWC made available via t11P **WWW** should be well integrated.

1.1 POLICY STATEMENT

The policy is aimed at:

1. Setting standards and a coherent framework for faculties, academic departments and service sectors for publishing the university's information on the Web. Minimum standards for page design must be set to ensure that information published on the **WWW** is consistent with the guidelines provided .
2. Ensuring consistency in the use of the University's crest and title. The title University of the Western Cape and /or UWC) and the crest are the property of the University and they, together with the University's address or departmental addresses should be used in official pages. Only the standard UW,C titles may be used and should be depicted by using the font Times New Roman.
3. Ensuring that well written, visually appealing pages are created that are easily identifiable as belonging to UWC, and which promote the University's image and mission. The image should reflect the fact that UWC is an institution which can present itself effectively and is therefore a place of quality, a place to grow.

- .. 4. ---When publishing information there are certain obligatory items which must be included and certain laws and regulations which must be taken into account.
5. It is important that the image presented of **UWC** is a positive one, and that the pages are not misused by the display of inappropriate or illegal material. This image should be consistent with the guidelines provided and should be easily recognisable to the wider higher education community nationally and internationally.

1.2. UNIVERSITY CREST AND TITLES

1.2.1 UNIVERSITY CREST

The university logo should be viewed as the common denominator when printed or set on graphical images. It enhances the feeling that "we all belong to the same organisation" rather than a collection of separate faculties departments or units each going its own way.

A standardized version of the University's crest and title should be on a template for Official Home Pages when publishing on the **WWW**.

1.2.2 OTHER LOGOS

Certain sectors within UWC, e.g the Faculty of Community and Health Sciences, and some student organisations, have their own crests, which may, be used together with the UWC logo on official pages emanating from those sectors. However, these should not displace the UWC crest.

2. **DEFINITIONS AND RESPONSIBILITIES FOR PUBLISHING ON THE WWW**

To avoid misunderstandings, the role and responsibilities of people involved in Web publishing at **UWC** are defined below.

2.1 The Webmaster

- i) advises and coordinates the information technology pertaining to the Web information at the University of the Western Cape.
- ii) assists departments to design and publish their pages .

2.1.1 Department

Any teaching, research or support department or group within the University of the Western Cape which is recognised officially by the University.

2.1.2 Information Provider

The person nominated in a department who is accountable for the information published in the department's page/s. Every page published on the Web at UWC must be owned by an Information Provider. There is only one Information Provider per department, who will ensure that the department's pages comply with the policy requirements adopted by the **RISC**.

Please note, there is a clear distinction between those publishing information on behalf of their departments (Departmental Information Providers) and those wishing to publish information relating to research and/or personal interests (Personal Information Providers).

2.1.3 Page Coordinator

The person to whom the Information Provider may delegate certain responsibilities regarding a departments page(s). There may or may not be a Page Coordinator in a departmental unit, depending on its size .The Information Provider, where feasible, may also act as Page Coordinator.

2.1.4 Page Author

The person within a department who writes or collects information for publication on official Web pages.

- For example Lecturers may prepare course notes and reading lists for students; researchers may wish to publish papers and other information relating to their work. There may be a number of Page Authors in large departmental units.

2.2. UWC' OFFICIAL PAGES

2.2.1 Home Page

The introductory page (usually the entry point) to a particular set of pages, from which links are made to other pages. Home Pages should follow the style requirements adopted by RISC in order to preserve the University's Corporate Identity.

2.2.2 Faculty and or Departmental Pages

Pages published on the World Wide Web by departments of the University of the Western Cape in the course of their teaching, administrative and support duties. There are certain Essential Requirements as defined in sections 3 and 4 with which these pages must comply.

Faculty and departmental pages will be linked directly to the UWC Home Page.

2.2.3 Personal Pages

Personal Pages cannot be used for financial gain. See clause 5.2.2

2.2.4 Hosted Pages

At the discretion of the Director of IS, acting on behalf of the RISC Committee, the University may agree to host World Wide Web pages on its WWW server on behalf of Learned / Professional Associations and Societies and similar organisations which already make use of **UWC's** server(s). There are certain Essential Requirements with which Hosted Pages must comply.

2.2.5 Requirements

Requirements are a "must" for everyone, whether creating official or personal pages. There are certain legal and ethical issues as well as requirements stipulated by RISC which must be complied with.

3. GENERAL STRUCTURE AND LAY-OUT REQUIREMENTS.

This section sets out essential information which must be included in Web pages and the format which must be used when constructing Web page.

3.1. GENERAL STRUCTURE

- i) UWC Home Page linked to:
- ii) Further information on UWC
- iii) Home page of Faculties that should be linked to:
- iv) Departments/ Institutes

3.2. LAYOUT OF HOME PAGE

Top Left: UWC Logo

Top Right: Other logo (Optional)

1. Faculty/department name and address etc.
2. Your faculty/ department's mission statement.
3. Achievements and objectives.(Optional)
4. Community involvement. (Optional)
5. Programmes offered (Faculty)
6. Programme content (Department)
7. Post Graduate fields of study.
8. Important research activities.
9. **A** Colour photographs depicting activities. (Optional)
10. Disclaimer
11. Inquiries/More Information: E-mail to Page Coordinator
12. Last date modified
13. This page was created by:

No pages under const.1ctiot1 should be placed **ON** the **WWW**

4. REQUIREMENTS FOR PUBLISHING ON WWW

- This document sets out information about requirements which must be complied with and makes recommendations in respect of Design, Style and other considerations which, *a*, " optional. Please read them carefully.

4.1 Requirements

Each Information Provider is responsible for his/her departmental Web page(s) and for the links to other pages. This includes design, writing, accuracy of information, proofreading, abiding by the legal and ethical issues as well as the University's particular requirements listed above, and for keeping the information and links up to date.

Because Web browsers can enter any page directly, without going through the UWC Home Page, it is important to let readers know where they are. The following essential information must be included:

4.2 Essential Information on Official Pages

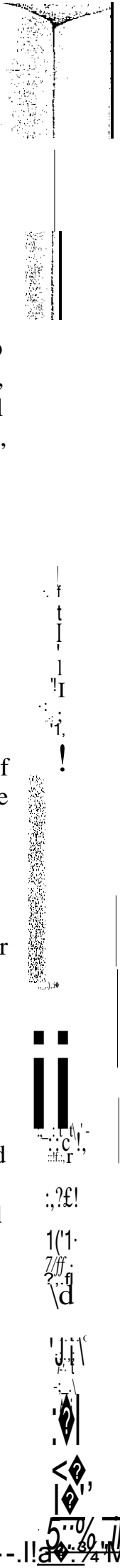
The page title, which must contain the full name of the University of the Western Cape, the official UWC crest or at least the acronym UWC. The name of the unit publishing the page; the E-mail address of the person or preferably the office bearer to whom enquiries should be addressed; and the date of the last revision should all be included.

4.2.1 Essential Information on Hosted Pages

The name and E-mail address of the Information Provider (the organisation and/or the author of the page(s); The date of the last revision;

4.2.2 Disclaimer

The Disclaimer: "The views and opinions expressed on this page are strictly those of the page author/owner and do not reflect those of the University of the Western Cape, nor have the contents of this page been approved by the University."



- 4.2.3 Each Information Provider must ensure that:
- the information is appropriate and limited to that which is within his/her jurisdiction;
 - information is not duplicated;
 - hypertext links should be provided to the relevant Web pages and site(s);
 - the information provided is accurate and up to date;
 - the information complies with the legal and ethical requirements;
 - links to other pages are correct and up to date;

When an Information Provider (whether of an Official Page, Hosted Page or Personal Page) no longer wants to publish his/her information, s/he must remove the relevant page/s from the University's Web Server.

4.3 Format and Design guidelines

Recommendations regarding writing and layout style of pages refer section 3 above. In addition, the following advice should be borne in mind.

- I) Plan carefully how to organise your information, where and how you want it to be linked, and how to point people to your pages. Make it easy for readers to find the information they are seeking. Most Web users don't want static information or long documents which need scrolling through many screens. Link your information so that readers can navigate through it easily.
- ii) Web pages should be well designed and well written. They should be checked for spelling errors and proofread carefully before publishing. Get design and writing help from the Webmaster.
- iii) Keep your pages simple, and keep your readership and medium in mind. Remember that viewers may use any one of a variety of browsers which may display the information in different ways - some may be able to display only text, therefore you may consider having text-only shadow pages if you make great use of graphics or tables.

- iv) Many people browsing the Web have monitors which can display limited colours. Graphics with primary colours work better than those with subtle colours. Remember, the more complex you make your graphics, the longer your pages will take to load. Some readers may choose to switch off the graphics capability of their browsers.
- v) Provide a way to gather feedback from users by using "mail to" with E-Mail addresses so that people can send comments / enquiries directly from Web pages. You should consider setting up "generic" E-mail addresses for this purpose so that pages do not have to be updated when the responsibility is assigned to another person.
- vi) Use the standard templates for Official Pages,

5. LEGAL AND ETHICAL ISSUES INVOLVED IN PUBLISHING ON THE WWW

The laws which govern what is published in traditional printed form apply equally to electronic publishing. Some of the more important considerations, including several University regulations and policies, are mentioned here. All should be borne in mind when preparing information for publication on the Web using UWC's computing facilities.

Anyone in doubt about whether information in his/her page(s) may contravene any law or regulation is invited to seek the advice of the Director IT before the Web pages are published.

5.1 Laws of the Land

5.1.1 Other People's Files/ Plagiarism

It is an offence to publish other people's material or files from either printed or electronic publications, or extracts from such materials or files, as if it was your own material (plagiarism) without acknowledgement and / or permission of the owner of the material. Quotations of a few words may be included provided the author and the work from which the quotation is taken are clearly identified. Plagiarism is an offence punishable by law. The fact that a file is available from your Web area makes it your responsibility to ensure that any necessary permission has been obtained from the owner.

5.1.2 Copyright

In South Africa, copyright applies to electronic publications in the same way as to printed publications. Material, whether graphic (photographs, cartoons, songs, software, graphics scanned in from published works or other Web pages) or the written word (articles, poetry, etc.), may not be used without the permission of the person holding the copyright.

Sometimes payment and/or suitable acknowledgement is required. One should assume that materials on the Web are copyrighted unless a disclaimer or waiver is expressly stated.

If copyright is infringed, the owner of the material concerned may take legal action against the offender.

-- Anyone wanting to include material from another Web page in his/her own page should link to it rather than copy it.

5.1.3 Libel

Libel is a civil offence which may incur substantial financial penalties. The law is complicated and therefore easy to contravene through ignorance. Therefore, published facts concerning individuals or organisations must be accurate and verifiable, and views and opinions must not portray their subjects in any way which could damage their reputation.

5.1.4 Pictures and video

No pictures or videos of people may be placed on a Web page without the permission of the person(s) in the picture or video. Every individual has a right of privacy, which includes the right to restrict the use of his/her own image. In addition, the picture or video may be protected by copyright.

5.1.5 Incitement

Please note that inciting others to break a law, for example incitement to riot, to hack into computers, to harass another person, etc. is also an offence. If other people break any law of their own accord, that's their business; if you incite them to do so you are committing an offence which may be punishable.

5.2 University Policies

5.2.1 Policies on Discrimination and Harassment

The University *rejects* racism and sexism and strives to maintain a strong tradition of non-discrimination with regard to race, religion, gender and sexual orientation in the constitution of its student body and in the promotion and selection of its academic and administrative staff.

The University strives to provide a safe environment in which all its members are able to reach their full academic or other work potential. The University will not tolerate any threat or act [including publication of pages on any **WWW** server in the domain "uwc.ac.za"] that interferes with an individual's performance at work or in study, or that creates an intimidating, hostile or demeaning work or study environment because of an individual's race, gender, beliefs or sexual orientation.

5.2.2 Advertising / Private Business

The purpose of providing Internet access to staff and students is to facilitate research and professional activities and aid the job responsibilities of all our staff. It is not intended for placing or distributing commercial advertising or carrying on any private business, unconnected with a person's work/research at UWC, for personal gain.

5.3. General Computing Regulations

The University's Information Technology Service has its own rules and regulations governing the use of computing facilities on campus. Intending Web authors/publishers must read these carefully.

5.4. Contraventions

Any person misusing University computer resources, or contravening a University policy or regulation regarding the use thereof, may be subjected to the University's existing disciplinary procedures.

6. PROCEDURE: PUBLICATION OF OFFICIAL UWC WEB PAGE.

Step 1:

Please read The Web Publishing Policy pages and make sure you understand the requirements..

The rules are strictly enforced. Only official departmental/faculty pages will be allowed.

Step 2:

I. Is your department already running a Web page?

To find out, speak to your Webmaster and check the UWC departmental page. If a page exists, contact the person responsible for it and arrange for your information to be placed there.

2. If your department doesn't have a page.

If yours is going to be the departmental page, make sure your HOD is aware of it and approves it.

If it is not the departmental page (perhaps a research interest/group), then contact your HOD to arrange to have it added to your Departmental page - however brief; (preferably with some kind of contact address).

Step 3:

Arranging for pages to be copied to the UWC web server. Information is available from the Webmaster.

UNIVERSITY OF THE WESTERN CAPE

IMPLEMENTATION POLICY

PUBLISHING ON THE WWW

1. Introduction

The policy for "Publishing on the WWW" has been recommended by RISC to Senate and Council. It is important that the management structure of the WWW be determined and responsibility clearly defined. RISC will oversee the implementation of the WWW policy at the university. To have the policy implemented the following functions and roles of the various interest groups will be as defined below.

2. Role and functions of:

2.1. ODP/PA/Public Relations

ODPA and its related departments fulfil the public relations role for the university. They have to ensure that the corporate image of the university is promoted and that all written and electronic publication meet those requirements which is a public service.

For the purpose of the WWW there should be no difference between written and electronic publication and therefore the upkeep and maintenance of our electronic publications on the Internet are also deemed as public services. This responsibility for webinformation is best situated in ODP/PA. The person responsible for this function will be the Webperson for the Internet Web server. The main role of the Webperson would be:

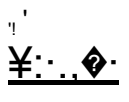
- To manage and sanction all pages to be published for outside world.
- To be responsible for updating information and removal of outdated information
- Pages are published in accordance with University publishing policies

2.2. Role of ITS

ITS has a dual functions to fulfil in the management of the WWW. These functions are:

2.2.1 INTERNET

- Responsible for infrastructure and reliability of service



- Provide consultancy, training and expertise to assist users/departments to publish pages - include how to prepare documents for web publishing and web design in some instances (the layout and design of pages is the respom,,u, . the Webperson)
- * ITS shall under no circumstances take over the responsibility of departments for developing departmental web pages ; departmental pages shall remain the responsibility of the department
- * ITS will provide standard software to departments for the development of Web pages

2.2.2. INTRANET

The Intranet will mainly be used for internal communication and document distribution. The policy for Publishing on the WWW is *mutadis mutadis* applicable on the Intranet.

ITS will fulfill the following functions.

- * ITS should provide the Intranet Webmaster
- Responsible for management and maintenance of entire web server and pages for Intranet purpose.
- Responsible for updating of information and removal of outdated information.
- Regulate advertisements in accordance with the University advertising policy.
- Control access to documents published by University committees, structures and departments.
- * Responsible for electronic document distribution.
- Maintain links to other pages (Internet)

2.3. Role of Faculties/Departments etc.

The role of Departments are defined in clause 2.1. in the policy document.

Departments should provide ITS before the end of April 1998:

- a list of current activities pertaining to the WWW.
- * the names of the Information Providers and Page co-ordinators.

Departments with existing pages should ensure that by 31 May 1998 they conform to Web Policy.

3, Interim arrangements

ITS will take responsibility for regulating information published on the Internet Web Pages until the end of the first semester 1998, to allow ODPA to organize themselves to take over this function

Vincent Morta
F Pedro
16/3/98

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