

Northern Michigan University Internet Policy

Introduction

The university recognizes the need for individuals and organizations to use the Internet as a means of communicating with internal and external audiences. This policy sets minimal standards that are meant to ensure that electronically published information is visually appealing, well-written, and conforms, where appropriate, to standards applicable to other forms of published information.

Definitions

Official Information/Pages/Sites: Web pages published by or about NMU

- divisions
- departments
- offices
- centers
- programs
- projects
- committees, or
- courses

are considered **official pages**, presenting **official information** about the university.

Unofficial Information/Pages/Sites: Web pages published by or about NMU

- bargaining units
- student organizations
- individual faculty, student or staff members

are considered **unofficial pages**, presenting **unofficial information** about the university.

Northern Michigan University does not edit, screen, monitor or censor unofficial information and does not accept liability for unofficial information. Unofficial publishers are solely responsible for the content of information they post, even if such information is accessed through NMU servers. Northern Michigan University retains the right to purge unofficial pages that do not adhere to this policy or that violate any local, state or federal laws.

Restrictions

All content must be consistent with Northern Michigan University policies and local, state, and federal laws.

No advertising of any sort for products or services outside of the university can appear on any official university page without permission from the university webmaster.

Copyright laws apply to electronic publications as well as to printed publications. Official and unofficial page publishers must have permission to publish the text or graphic matter on their pages if the publisher is not the author or creator.

Responsibilities

Communications and Marketing is responsible for:

- a. Planning and engaging the campus community in a cooperative effort to make effective use of the Internet's World Wide Web as a communications and marketing tool.
- b. Design of the university's "official Web site": the home page and other high-profile sites that include those organized for the recruitment of prospective students, the development of alumni and friends, and the informational benefit of current university students, employees and the greater university community.
- c. Establishing and maintaining up-to-date guidelines for publishing official and unofficial information on University-owned Internet servers.
- d. Providing for periodic review of the official Web pages.

Required Items

Official homepages must include:

- the words "Northern Michigan University" in the title bar of each official home page. For example: Northern Michigan University Office of Communications and Marketing.
- the text: Northern Michigan University is an equal opportunity institution.

Other official pages (including home page) must include:

- Either a title related to page content or the name of the publishing unit. For example: NMU Communications and Marketing Staff.
- Name or active e-mail link to the individual who is responsible for the page.
- Date of the last update.
- A link to the University home page at <http://www.nmu.edu>, and a link back to the Official home page.
- The copyright statement: © 2008 (or current year) by the Board of Trustees of Northern Michigan University. (You may link to the Board of Control site at <http://www.nmu.edu/board>)

Any official pages or sites found to not be compliant with the required items listed above will be notified of the items that must be added and will be expected to add them in a timely manner. Failure to do so may result in removing the link to that site from the official university website.

Unofficial Pages

All unofficial pages should have:

- the name and e-mail address of the page owner.
- the date of the last update.
- disclaimer text: “The contents of this page have not been reviewed or approved by Northern Michigan University.”

The university does not edit or censor unofficial pages; however, unofficial pages that by design or content appear to present official information about the university may be purged from the university server.

Official home pages may not link directly to personal or unofficial pages. If approved by the head of the publishing unit, official pages below homepage level may contain links to faculty, staff or student personal pages.

Publishers of unofficial pages are encouraged to identify their connection to Northern Michigan University, and are allowed to use the official university signature, or logo. Publishers using the signature must present it in its normal form; no editing, changing, or modifying the signature will be allowed. Unofficial pages which use an edited or changed signature may be purged from the university servers.

Again, all page publishers, official or unofficial, are required to follow Northern Michigan University policies as well as all applicable federal, state and local laws including copyright laws.

Communication and Marketing Services

The University Webmaster oversees a team of student web designers who can work on university web projects for a fee. Please contact Beth McGee by e-mail at edesign@nmu.edu for more information about the NMU Webteam.