

USU Web Site Policies and Guidelines

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*Issued by the Uniformed Services University Webmaster for guidance
in creating and publishing information on the USU web site*

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USU Web Site Mission Statement

The Uniformed Services University of the Health Sciences (USUHS or USU) web site provides on-line information providing access to the services and resources of interest to the University community and public at-large. The USU Home Page in particular is designed to serve as the intermediary between our visitors and the wealth of information available on the USU site. The site should support the University Mission and Strategic Plan by:

1. Providing information rich in pertinent, authoritative content,
2. Optimizing access to our resources,
3. Effectively communicating information available via the USU Web and,
4. Enhancing the reputation of USU as a premier health sciences academic institution with a unique global and military perspective.

USU Site Layout

The USU site layout is divided both in content and style. The design, architecture and subsequent navigation of the web site is developed in coordination with the Office of External Affairs. Major divisions and their purposes include:

- USU Home Page- Main navigation, news, calendar, spotlight information
- USU Core Pages- Sub-navigation, section specific information
- Department, Organization, Center, Activity- specific information

USU Home Page

Purpose

The USU home page should direct visitors toward information in a manner that does not require the visitor to have prior knowledge of the University or our site. Information should be presented in a user-friendly and concise manner. It is intended for the USU home page to be as streamlined as possible, yet contain essential links that will guide our site visitors to the information they want to access.

The USU Webmaster is responsible for the administration of the home page and all USU Core Pages. The USU Home Page supports the following functions:

- Organize and electronically deliver information of interest to our distributed university community,
- Act as a gateway to on-line systems and services located within the University as well as to affiliated organizations, and
- Deliver information that is public in nature.

USU Core Pages

Purpose

USU Core pages are created and maintained by the USU Webmaster. The Core pages are intended to guide visitors to the information they are looking for without prior knowledge of the university or our site, and work in conjunction with the home page to navigate site visitors to information. Examples of core pages include, but are not limited to:

Site Index, Alumni, Students, Faculty, Accessibility information, etc.

The USU web site follows a specific template. Use of the template for core pages is required.

Department/Organization,

USU Page Requirements

Pages falling within the usuhs.mil domain need to ensure that they reflect up-to-date, accurate information as well as represent the university in a professional manner. The USU Webmaster is not responsible for the specific content of sites and pages. Individual organizations may web content developers (called Pagemasters) who are responsible for sections of the site. Pagemasters act as an "extension" of the USU Webmaster, and are required to ensure compliance with all government, DoD, Section 508 and USU guidance.

The Office of External Affairs "owns" the content of the USU web site, and has the authority to remove, update or add information to the web site or a web page at the discretion of their office.

The USU Webmaster is responsible for the technical layout and presentation of information, and has the authority to remove, update or add markup to at the discretion of their office to ensure web content is presented appropriately.

The following guidelines apply to all USU pages:

- All pages must provide a link to <http://www.usuhs.mil/warning.html> in the footer of the page. Do NOT create your own version of this warning page.
- All pages will provide a link to the USU home page (<http://www.usuhs.mil>) .
- All pages will provide contact information for the USU webmaster in the footer, and contact information in the body for an organizational representative (can be satisfied with a "generic" contact such as admissions@usuhs.edu).
- All pages should provide "page last updated" information that is kept up-to-date when changes are made.

- USU Branding guidelines will be followed. Changes may be required by the webmaster or External Affairs before publication of material.
- All Social Media sites (and subsequent links to such sites), abstracts, presentations and Public Affairs content must be cleared through the Office of External Affairs.
- NO ad banners, including those for supported software or programs, should be placed on ANY USU page. This includes banners or images that may be placed by a company providing a service, such as a free counter script. This also applies to "page checking" software such as A-Prompt, W3C or "Bobby".
- All pages must ensure Section 508 compliance.
- Files that automatically execute (.exe, .bat, .com etc) are NOT allowed on the web server.
- Scripts such as .cgi or .pl may be placed on a supporting server maintained by the Network Operations Center (NOC), however a request should be placed in writing to the USU Webmaster with information on the origin of the script and any related files, purpose for script, length of time script may be needed and any other technical information supporting the need for the script to be placed on the USU web server.
- Images, videos and documents should be optimized for the web. Some file sizes, especially when approaching or above 50M may not be appropriate for the web. Video, audio, presentations, catalogs and other documents or types of media may need to be evaluated for appropriateness of placement on the web site. Streaming services are not available on the main web server.

USU Web Site Links

Criteria for USU Links

The USU Webmaster as well as individual organizations may publish links to current pertinent medical, military and government sites. Regardless of where the link is placed on the USU site, it must NOT be a prohibited or unauthorized site. The USU Web Master evaluates all suggested links using the following criteria:

1. Is the requested website's content relevant, useful, accessible and authoritative for USU faculty, staff, and students?
2. Does the requested website complement existing information on the USU Web Site?
3. Does the requested website's information appear to be accurate and current?
4. Is the website free of hate, bias, or discriminatory language, viruses, and "promotional" information such as sales material?

Prohibitions

USU will **not** link to any website that exhibits hate, bias, or discrimination. Furthermore, the Webmaster and Office of External Affairs reserves the right to deny or remove any link that contains misleading information or unsubstantiated claims, or is determined to be in conflict with USU's mission or policies.

Organizations within USU occasionally may have a published link to a very specific resource or program. Pagemasters are responsible for ensuring such links are used properly and responsibly. Content on any USU page may NOT contain information that infringes upon any existing copyrights.

Disclaimer of Endorsement

The information posted on the USU website includes hypertext links or pointers to information created and maintained by other public and/or private organizations. USU provides these links and pointers solely for our users' information and convenience. When users select a link to an outside website, they are leaving the USU site and are subject to the privacy and security policies of the Department of Defense.

- The US Department of Defense and USU **do not** control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website.
- The US Department of Defense and USU **do not** endorse the organizations sponsoring linked websites, and **do not** endorse the views they express or the products/services they offer.
- The US Department of Defense and USU **cannot** authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website.
- The US Department of Defense and USU **are not** responsible for transmissions users receive from linked websites.
- The US Department of Defense and USU **do not** guarantee that outside websites comply with Section 508 (Accessibility Requirements) of the Rehabilitation Act.

Privacy and Security

The USU web site is not intended for the publication of personal content. No personal information may be published, as required by the DoD Removal of Personally Identifying Information memo (dated December 28, 2001).

This includes, but is not limited to such personally identifying information as:

- Personal email address
- Personal phone number
- Personal address
- Family information
- Social Security numbers

Check the Dept of Defense [Privacy and Security Notice](#) for more information about DoD Privacy and Security policies.

Procedures

- a. Policy:
 - A controlled and protected Web Server is maintained by the Network Operations Center (NOC) to broadcast approved content.
 - Web pages and related files are under the management of the USU Webmaster, who works with the Office of External Affairs and individual Pagemasters to approve and publish content.
 - Standard Operating Procedures for the publication of content to the USU web site will be followed.

- b. Procedures:
 - All University-related web pages will follow Federal, DoD, Section 508 and USU Guidelines, and should be presented accessibly, technically correct, and with accurate information.
 - Major web revisions and projects may be submitting to the Office of External Affairs Web Writer.
 - Minor web revisions or the upload of overwriting files by an authorized Pagemaster may be submitted to the Webmaster via Service Desk request

- c. Pagemaster or Web Content Developer Guidelines:
 - Federally supported web pages require a notice and disclaimer that are specifically maintained by the USU Web Master
 - They must meet Section 508 standards
 - They may NOT contain:
 - Personal data beyond public titles and professional contact information.
 - Home addresses, phone numbers, and Social Security Numbers are specifically prohibited.
 - Classified, Sensitive, or Copyrighted records
 - Confidential or Proprietary information
 - Non-public Financial Records
 - Organization's physical plant information or security procedures
 - Pages must be kept up-to-date and accurate; out-of-date pages will be removed.

References and Tools

The USU web site follows applicable standards and guidelines intended to provide accessibility as well as a standardized interface for site visitors.

References

- USU Instruction 5202.2

- USU Pagemaster's Guide
- DoD Web Site Administration Policies and Procedures
- Section 508 Standards
- World Wide Web (W3C) Standards

Tools

(Used to ensure the USU web site is accessible and interoperable):

- W3C Markup Validator: <http://validator.w3.org/>
- W3C CSS Validator: <http://jigsaw.w3.org/css-validator/>
- Functional Accessibility Evaluator (FAE): <http://fae.cita.uiuc.edu/>
- Web Accessibility in Mind (WebAIM) Wave 4.0 Evaluator:
<http://wave.webaim.org>
- Manual inspection (required) of page elements

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Chief Information Officer/
Application and Web Development/
USU Web Master