At Hamilton College, the Web effort is managed by a committee with representatives from Admission, Publications, Alumni Affairs, Academic Affairs, Student Affairs, the Library, and Information Technology Services. The committee makes policy decisions. Each division (button) on the main home page has a coordinator who is responsible for implementing the guidelines in that particular division.

The committee has developed general and technical guidelines for those interested in being part of the institutional Web effort. These guidelines, along with an overview of the Hamilton Web effort, can be found at http://www.hamilton.edu/html/help/

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University of Saskatchewan is in policy development now, but our major emphasis will be on looking to existing institutional policies (i.e., sexual harassment, intellectual property, copyright, etc.) and making certain the language is inclusive of electronic activity. We’ll keep a close eye on what happens in the courts, though that may not end up being “good enough” in liability situations.

The University has established a management plan, after study by a steering group and subcommittees that investigated issues related to technical assessment, training/support, policy development/administrative “home,” and “look and feel”/graphics. This plan recommends that Computing Services and Public Relations share Webmaster responsibility, with a person in each area designated—on the CS side as technical advisor, on the PR side as content advisor.

Additionally, recommendations called for:

• establishment of a “Web team” of front-line experts in audio-visual/services/multimedia, information systems, computing services, and public relations to contribute to coordination of services and implementation of a management plan of activities;

• creation of an “Information Provider’s Group” on campus for sharing information and conducting professional development to support the activities of those around campus responsible for creating/maintaining Web pages;

• prioritization of key general projects for the institutional pages (i.e., admissions forms, campus map, phone directory) and an implementation support strategy;

• a public relations/promotion/launch strategy from now until an official “launch” in September 1996.

Our experience has been that we will need to develop full-time positions to support this vast and ever-changing communications vehicle. Our site currently has about 1 million connections/month and contains the equivalent of more than 56,000 pages. (For an FAQ sheet on our site and demographics of our users from a recent survey, please e-mail me.)

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At Northern Arizona University, we are in the long and rather painful process of getting a set of policies and guidelines approved for “high profile” University pages. Student, staff, and faculty have space to create personal or class-related home pages. Our ethics statement requires that they hold to state, federal, and local laws as well as abide by the student handbook and other University codes of conduct. We review these pages from time to time and alert people of problems—the most common being copyright violations.

The “high profile” pages include the main NAU Web page and the links to departmental and college pages. The current proposal is to require certain common elements on the first entry page, including the NAU logo, a date, a link to the main NAU page, and an e-mail address of who’s responsible for the page. The content of these pages is the responsibility of the appropriate administrator for the unit (dean, director, etc.).

Recommended guidelines have been proposed to address style and technical issues, and it has been suggested that various units take an active role in constantly reviewing “high profile” pages in order to identify problems (content, visual identity, style, technical). These policies have not yet been approved—so this paragraph reflects our current thinking but not an actual adopted policy.

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Lewis & Clark College created a grass roots committee last year to deal with issues surrounding the World Wide Web. The committee consists of myself, our Web administrator, a student representative, the directors of Publications and Public Relations, representatives from the Alumni Office and the Graduate School, the associate dean of the Law School and associate director of the Law Library, and a representative from Admissions.

The first self-charged activity was an update of our Responsible Use Policy. We purposely

NOTE: We received more responses to this question than we are able to publish here. A text file including all responses is available by sending e-mail to search@cause.colorado.edu including the two-word message: get cem961readers

In addition to the summarized policies and URLs printed here, we also received a number of policies too lengthy to include in print. These may be accessed on the “policy” page on the CAUSE Web server under ISSU E5 (http://cause-www.colorado.edu/issues/policy.html). CAUSE welcomes additions to this collection. You may send your policies or policy URLs to Jane Ryland (jryland@cause.colorado.edu).

Readers Respond
chose a policy that did not go very far into specifically prohibited items, but focused on a distinction between “primary” and “secondary” activities and that covered all technology resources from telephone and data networks (from office, dorm, and dial-in) to staff consulting time.

Primary activities are defined as using the available technology “... primarily as tools for enhancing and facilitating teaching, learning, and scholarly research....” Secondary activities are defined as any other use.

The policy then goes on to state, “Should such secondary activities in any way interfere with primary activities, they may be terminated immediately....” This gives us a mechanism to cope with issues such as someone viewing nudes for an art class (considered “primary”) vs. someone looking at Playboy on the Net.

Of course, having a policy worded the way we have chosen also means that we will not have to rewrite it every time some new technology arises, or new laws are passed.

You can see the complete policy at http://www.lclark.edu/GENERAL/WEB/POLICY/use.html

Our committee is also responsible for overseeing “official” pages and creating the flow and look and feel of our site. Students, faculty, staff, and departments may create their own pages. Each department has an “official” page maintained by the committee that can point to their own departmental page.

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Philadelphia College of Pharmacy and Science has a brand-new homepage, but even so we have found it necessary to have the following policies:

The library is in charge of designing and mounting the home page; we do not write ANY text other than what refers to the library. Any unit on campus may have information on it, but those in the unit write the text and supply it to us in machine-readable form. Faculty who want to create their own home pages may have a link on our home page, so long as it is curriculum-oriented.

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At Presbyterian College we are discussing policies, but for now we have only two things in place:

(1) an “exit sign” from our official Web server. We use this to link from the campus directory to personal pages (for an example, look at http://www.presby.edu/cgi-bin/php.pl/).

(2) a standard “responsibility statement” which should be linked on every personal home page. It is available at http://cs1.presby.edu/rs.html

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The University of Toronto is currently developing a policy for the WWW. It is very much under construction but will be ready in the not-too-distant future. I will forward a copy to you when it gets the seal of approval.

We also have a homepage-coordination committee consisting of representatives from Admissions, Student Affairs, Public Affairs, Computing and Networking Services, the Library system, Engineering, Financial Information Systems, and the Provost’s Office which is looking at improving the composition of our Web site. We are aiming to finish construction by April. However, with the speed at which the WWW is evolving, this might become an ongoing process!

This committee will continue to deal with matters relating to the Web at U of T until all the bugs are ironed out and resources have been dedicated to its maintenance and development.

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University of Missouri-Columbia’s Web policy:

Documents on the World Wide Web are being recognized as publications of the University. The Chancellor has asked that Web publication guidelines be established. Almost simultaneously the Health Sciences Center (HSC) at MU has created a Web Team to manage publishing and marketing issues. A draft document currently in circulation from the Chancellor’s office suggests policies that for the most part parallel those for print publications, but with additional consideration for the broad reach of the Web and for the ease with which changes occur. The policies are divided into three categories: general Web pages, departmental pages, and personal pages.

General guidelines for MU’s Web pages are:

• That MU as an institution be represented accurately, with high-quality, current, and pertinent information in keeping with and promoting MU’s mission in teaching, research, and service. The URL for a library of electronic images that can be used in MU Web publications is provided.

• That Web authors abide by all current copyright and patent laws.
Guidelines for Departmental Home Pages are:

• That publications on the Web are subject to the University’s communications and public information policies.
• That all department or unit Web pages should be authorized and reviewed through appropriate channels; and that the name and e-mail address of the individual who maintains the Web page, date of the information, and copyright notice be placed on the page.

Guidelines for Personal Web Pages are:

• That personal pages of MU faculty, staff, and students are the sole responsibility of the individual page author.
• That the resources must be used as per University policy (URL of University policy is provided).
• That the personal page must include a disclaimer stating that the page does not reflect an official position of the University.

Finally, a URL is provided that contains aids for local Web authors.

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Oregon State University’s Web policy? It is unofficial and evolving. A campus Web Advisory Group, appointed by the head of Information Services, began structuring the central Web (http://www.orst.edu) in late 1994.

One of the first decisions was to represent the entire campus in the structure, using official information. News and Communications has designated a staff member to manage Web pages providing official information about the University. Other information is pulled from electronic versions of official documents, like the general catalog. Users get a broad view of OSU. Over 700 pages include at least a hyperlinked e-mail address for information. The new Web debuted last fall.

Oregon State is encouraging departments to set up sites that follow simple guidelines (http://www.orst.edu:80/aw/polpro/fivreq.htm). Creativity is welcomed.

Departments and student groups may put their sites on the central Web server. Individuals approved by their department heads or group advisors produce pages directly on the Web via accounts.

Many courses are being developed on department servers. Central instruction accounts are offered. An instruction server soon will be the location recommended for course development. Many policy issues are related to Web course offerings. Examples: copyright, curriculum wording. Watch “Courses on the Web” (http://www.orst.edu/fe/extedu/couvia) as we learn.

Staff and students may create personal pages in University-issued accounts. Their html directories are linked to the central Web by an nfs-mount, which allows the individuals with accounts on ucs.orst.edu to see their pages with a tilde (~) before their user name at www.orst.edu. To be listed in the personal page search index, staff and students ask to be linked. A student employee checks each request to be sure the home page was created by the applicant.

Advisors communicate with the Web working group to identify and solve policy issues. University and central computing policies are reviewed. Frequently, the Web issues are not yet addressed in OSU policy statements.

The Web Style and Help directory (http://www.orst.edu/aw.htm) documents the progress of Oregon State Web development.

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Yes, Williams College has WWW policies:
1. Only offices and departments already recognized by Williams College are eligible for links from the top of the College’s page to any pages they maintain.
2. The chair or administrative officer of an office or department must agree to serve as “editor-in-chief” and must participate in a brief discussion about what that means (vis-à-vis copyright law and fair use exemptions).
3. An editor is responsible for conveying responsibilities to contributors to pages under his/her purview.
4. Individuals who wish to have their own pages referred to must either attend a “network responsibilities briefing” or sign a form assuming responsibility for adherence to law.

See http://www.williams.edu/.www/www-proc.html, which delineates the above in more detail.

The Center for Computing at top levels is considered responsible for coordinating the site, though with exceptions as above.

David Dailey
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The primary locus for WWW responsibility at Duquesne University is within the Center for Communications and Information Technology, with the University’s Public Affairs office also taking an active role. Support for central Web servers is provided by the Institutional Technology group, while WWW training, consultation, and
"...before making any official University information available via the Web, the office providing the information must contact Public Affairs for document review and approval.

California State University, Northridge, recently adopted a number of policies concerning use of the Internet, including one specifically dealing with use of our campus World Wide Web site. This policy originated and developed in the Academic Computing Committee, and was subsequently adopted by the Faculty Senate and the President in 1995.

Its general purpose: "...to provide for some uniformity in public image and accountability for information presented in the name of the University, while supporting and encouraging creativity in the academic use of computing resources."

Primary stated policies governing Web use:
1. There will be only one California State University, Northridge Home Page. The University WWW home page will include references to home pages created and supported by campus schools, departments, and administrative areas.
2. The University WWW home page will be maintained by personnel from Information & Technology Resources’ Networking & Computing Services area. A campus Webmaster will appointed by the Vice Provost/Information & Technology Resources to administer and maintain the University’s home page.
3. The University WWW home page may link to other departmental, organizational, and campus personal home pages and documents deemed appropriate by the University’s Webmaster. These sites are encouraged to use the University name and logo; should contain the name of the organization/individual responsible for the content and maintenance, and the date last updated.
4. Information offered by an entity identified with the University should be in “good taste” and accurate; personal opinions should be clearly labeled as such; and advertisements for personal gain are not allowed.
5. These policies should not be used to abridge academic freedom or constitutional guarantees of free speech.

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Florida State University has formed a committee to coordinate the structure and format of our home page as well as to establish standards for units’ home pages linked to the “official” home page. Overall responsibility has been set with our publicity officer. This seems to be the trend.

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Southeastern Louisiana University’s current efforts are to look at the various and varied Web pages created by departments and individuals around the campus and coordinate some standards. These pages show different levels of creativity and artistic flare, and since they in effect represent the University to the outside world, they should follow some common style and standard. Also, we are investigating to what extent the Web pages can serve as the basis for information kiosks around the campus. A campus committee has been chosen and has met to discuss the policies that should guide those engaged in Web page management.

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Summer 1996 Readers Respond Question

What is your campus doing regarding authentication of users accessing information resources on your network? If you are using PGP (Pretty Good Privacy) and/or Kerberos, to what extent are they solving real end-to-end problems for you today? What are your plans for the future?

Selected responses to the Summer 1996 Readers Respond question will be printed in the next issue of CAUSE/EFFECT, space permitting. All replies will be included in the online edition available on the CAUSE Gopher and Web servers.

Please send your response, along with your name, title, e-mail address, phone and fax numbers by electronic mail to eharris@cause.colorado.edu; by fax to 303-440-0461, or by regular mail to Elizabeth Harris, CAUSE/EFFECT Managing Editor, CAUSE, Suite 302E, 4840 Pearl East Circle, Boulder, CO 80301.