Iowa State University College of Human Sciences
Faculty Research Website Guidelines

I. SCOPE

This document governs the use of the College of Human Sciences research website collection, www.research.hs.iastate.edu. The College's research website is distinctive for its integrated user experience, widely distributed publishing responsibility, and flexibility to allow customized content. With such distributed publishing responsibility comes shared responsibility for quality assurance, usability, performance and security. The actions of one individual or department can affect the entire system. Therefore, expectations are set to ensure quality, manage risk, and present the university's web content to users in the most effective ways.

II. POLICY STATEMENT

The purpose of this document is to establish basic requirements for use of College human and material resources in a manner that maintains quality and appropriately reduces risk to the confidentiality, integrity, and availability of university data, as well as the system. The requirements of this document deal with university standards for web content, including visual identity, design and editorial quality, accessibility, management applications and databases, security, and advertising.

III. DEFINITION

Research Website: In the College of Human Sciences, a Research Website is a site designed to represent:

- A College of Human Sciences faculty or staff member's collection of research
- A particular research project for which the primary or co-primary investigator is a faculty member in the College, or
- A line of research for which primary leadership comes from a faculty or staff member in the College

A research website is not to be used for a graduate student research profile or project, an outreach program or a blog. Visiting faculty are not eligible for this website opportunity.

File space for faculty web pages will initially be free. While we would prefer not to charge for faculty sites, we have to pay ISU by the space used on the server, not site by site. Therefore, images need to be kept as small as possible, CyBox used for other files such as docx, pdfs, video, etc., and unused files need to be regularly deleted.

III. POLICY

College Research Website content presented on the Internet will be governed by this policy. Research website content will be supported on the domain research.hs.iastate.edu, which is the primary domain to which this policy pertains. Exemptions will be made by the Associate Dean for Research and Graduate Education, at the recommendation of the College of Human Sciences Website Steering Committee (CHS WSC). Faculty, staff and

students using college resources to develop and present web content will abide by standards designed to assure quality, performance, usability and security. Standards are developed and maintained by the CHS WSC. An integrated user experience is assured through the use of a content management system and an assortment of plugins that provide reasonable publishing flexibility. Editorial and design standards ensure consistency of the experience for users across the site. Standards for timeliness and accuracy assure quality as well.

Requesting a website

To request that a website shell be established, fill out the request form for approval by your chair/director/College's Associate Dean for Research and Graduate Education. A detailed WordPress set up questionnaire will be available for download after the request form is filled out online. The department chair/school director will approve any department related research site requests. The associate dean will approve any interdepartmental research team's requests.

Getting started

Content publishers will be provided with basic start-up documentation online with some video tutorials to effectively use WordPress tools and follow website standards. One half hour of additional training or consultation with someone on the web team will be available free of charge. Research projects needing features beyond what the CHS Web Team can provide will need to build this into their grant proposals.

Faculty are expected to build and maintain their own websites or have their graduate/undergraduate students assist them in the process. No outside vendors are allowed access to the Research Website to create or maintain the websites. No files built by outside vendors will be accepted for uploading to the Research Website.

Security and safety

Performance and security standards assure that the site functions properly and the university's data, including personal student data, is protected, as well as the university's reputation and good name. Performance problems, security risks, or poorly presented content on one part of the site can affect the entire domain, not just your webpage. Web content will be reviewed for quality assurance, including loading times, presentation, and security risks, prior to publishing content by the CHS Web Team. Before the initial launch of the website, a successful review by the department chair/school director/assistant dean is required. Ongoing security and performance reviews, as well as periodic content and design reviews, will monitor live content and problems. Issues of concern will be raised with the content publisher and owner so they may be promptly addressed.

Special web applications and databases presented on the site will adhere to university standards. Applications that rely on university data — including confidential, official use only, and unrestricted data — will follow appropriate requirements. For security reasons, Common Gateway Interface (CGI) scripts, Java applets and WP plugins will only be added by the CHS Web Team after they are approved by the CHS WSC, and only after thorough research into its security and compatibility with the research site and plugins already installed (whether active or inactive at that time). The Web Team reserves the right to take down any websites that use an unsecure add-on and/or may remove the add-on and any content it contains.

Applications that in the judgment of the CHS WSC pose security risk, hinder performance, or confuse the user will not be hosted on the site.

Externally-hosted university web content should be explicitly reviewed and approved by the CHS WSC, following review of unique requirements that would warrant such hosting.

Content that is linked from the university's website to another entity or organization's site should clearly identify a departure from university pages. Non-university web content should not use or replicate the University's or College's templates in a manner that confuses content ownership.

Prohibited from webpages

For-profit activities may not be conducted on or through the campus network. Generally, laws that apply to the printed word apply in the electronic medium as well. These laws include restrictions on libel, slander, threats of bodily harm, and pornography. A networked server is like a printing press, and it should be treated as such. If the material cannot be printed in a newspaper, it cannot be placed on the Web.

The University is a non-profit organization and is strictly limited in terms of accepting advertising revenue that would compromise its non-profit status for tax purposes. As such, advertising is not appropriate for any part of the university site. In addition, messages that imply university endorsement should be avoided. Links to partners and affiliates should be provided as resources, and should avoid advertisement or official endorsement.

Termination

An individual's webpages will be removed from the web upon termination of employment with the College if another faculty member is not named as primary contact within two weeks. A site can also be removed from the web if the content has not been updated in over a year or any content is deemed a security risk, copyright infringement, or offensive/distasteful.

Copyright policy

Replication and repurposing of original content should be avoided; rather links to the original source in the content management system should be used. Policies regarding intellectual property, copyrights, and trademarks should be followed.

Use of copyrighted materials is a sensitive issue in the field of education. Educators and students are granted a certain latitude when pursuing a non-profit, educational goal. Copying a couple pages from an article and passing those out to students in a closed classroom, however, is entirely different from making those same pages available over the open Internet for the entire world to see. When using copyrighted materials, it is always best to obtain permission from the owner of the copyright.

Any photos or graphics used must credit the creator in its caption unless taken/created by the faculty members themselves. Researchers must have documentation expressing the creator's approval or license to post any photo or graphic. Avoid using photos or graphics if their source is unknown. Image recognition software scans the web regularly for offenders. If you have bought a stock image to use on your website, make sure that you can produce a receipt and license agreement for the image. You may be asked to provide these.

For more information concerning use of copyrighted materials online, consult the [Solution Center](#) or [Policy Library](#).

Privacy

To protect individual privacy rights, none of the pages on the research site will contain pictures, student or staff Ids, or any other personal information that specifically identifies individuals *without the prior consent* of those individuals.

Materials that are deemed by the College administration to be illegal, offensive, or otherwise in violation of this policy, will be removed from the College server. If the Web Team or CHS WSC receives a complaint that a set of

documents is in violation, the person responsible will be notified, and public access to those documents may be blocked until the appropriate administrative officials can review the materials in question.

Questions about copyright, libel, liability, privacy, and other legal matters should be directed to the Solution Center.

V. STANDARDS

Design standards for College of Human Sciences webpages maintain an integrated user experience and look across the site.

Editorial standards for headlines, copy, style, and content maintain an integrated user experience and voice across the site. Reference the Iowa State University Marketing editorial standards for specifics.

Accessibility

The College of Human Sciences and the Website Committee are not responsible for the content or accessibility of the faculty web pages. The faculty member/site owner is responsible for all content posted.

Accessibility tools and testing tools will be available to the faculty to use in order to comply with accessibility standards set forth by Iowa State University's Office of Digital Access.

Wordmarks

The use of the College of Human Sciences' and one of its units' wordmarks in the header and footer assures a coordinated and consistent representation in digital communications that represent the College, departments or school. The wordmarks are used in compliance with the Iowa State University Marketing branding standards.

The Website Committee strongly advises researchers not to spend time creating a wordmark or "logo" of their own to use on their website or in other promotional materials. Iowa State University Marketing and the Trademark Office will issue policy on the use of any marks detracting from the Iowa State University, College of Human Sciences or its units' wordmarks.

Any other questions about branding standards and wordmarks should be directed to the Office of University Marketing.

VI. ROLES AND RESPONSIBILITIES

The College of Human Sciences communications office provides standards for design, editorial, advertising, visual identity, and content publishing based on the standards and requirements of the Iowa State University Marketing Office.

The CHS communications office and the CHS IT web group team with ISU ITS and ISU Web Dev to provide management of the research website environment (and related infrastructure) and are responsible for ensuring performance, availability, and the ongoing monitoring and assessment of issues related to security of the university web site.

The formerly mentioned groups establish governance mechanisms for use of CHS web resources, including policy dealing with university standards for web content and retain the right to change these policies as needed.

Each research site requires a primary contact who is a member of the CHS faculty. Other faculty, staff or students can be granted access to edit the research site with permission from the primary contact. Only the primary contact will be notified if an issue arises with the content or security of their website.