

Office/Contact: University Marketing and Communications

Source: SDBOR Policy 7:1; University Policy 7:10; University Policy 7:12; University Policy 9:3

Link: <https://www.sdbor.edu/policy/documents/7-1.pdf>; https://www.sdstate.edu/sites/default/files/2017-09/user_account_creation_management.pdf; https://www.sdstate.edu/sites/default/files/2017-09/technology_purchases.pdf; <https://www.sdstate.edu/sites/default/files/policies/upload/Trademarks.pdf>

SOUTH DAKOTA STATE UNIVERSITY
Policy and Procedure Manual

SUBJECT: University External Websites

NUMBER: 7:14

1. Purpose

The University maintains a robust public web presence. The appearance, accuracy, and relevance of the information presented by the University's public web presence reflect the University's professional standards, credibility, and compliance requirements. The primary audience for the University's public web presence is the general public, including individuals of all ages, abilities, and backgrounds—with a particular emphasis on student and prospective student services and engagement, alumni relations, and engaging those served by the University's land grant mission of teaching, outreach, and research. This policy establishes the directives, standards and guidelines for the University's official public websites as well as affiliated websites and those websites that convey some outward connection to the University.

2. Definitions:

- a. **Affiliate Websites:** websites of other entities or organizations that are associated with the University and have a primary role that directly relates to the mission and goals of the University. These include, but are not limited to, SDSU Foundation, SDSU Alumni Association, Research Park at South Dakota State University, and Sun Grant Initiative.
- b. **Domain:** The second-level domain in a Domain Name System (e.g., [sdstate.edu](https://www.sdstate.edu))
- d. **Designated Domain:** the second-level domain under which all Official Websites shall be located, unless the Official Website receives a special exception; [sdstate.edu](https://www.sdstate.edu), or its successor second-level domain
- e. **Subdomain:** A domain subordinate to the second-level domain, or a third-level (or lower) domain in a Domain Name System (e.g., catalog.sdstate.edu, www.sdstate.edu).

- f. Website: a collection of linked web pages containing text, graphics, sound files, etc. residing on a web server.
- g. Unofficial Websites: websites that do not meet the definition of Official or Affiliate Websites, but do bear information which might imply endorsement by the University regardless of where they are hosted. Unofficial websites include, but are not limited to, personal sites of faculty, staff,

c. Unofficial Websites

- i. Unofficial Websites do not represent official views or opinions of the University and to the extent they articulate a correlation to the University, they must carry a disclaimer stating such. Failure to post this disclaimer in a conspicuous area of the website may result in disciplinary or legal action brought by the University.
- ii. Unofficial Website owners or content creators shall be responsible for adhering to all SDBOR and University policies applicable to them by virtue of their status with the University. Otherwise, the University may pursue, to the fullest extent permitted by law, all claims against any Unofficial Website owners or content creators who infringe University rights.
- iii. The University is not responsible for and does not monitor the content of Unofficial Websites. However, the University may investigate complaints of Unofficial Websites and may seek the removal of or limit access to, page(s) that adversely affect the University, members of the University community, the University's affiliates, or the pursuit of the University's lawful objectives.
- iv. Unofficial Websites may only obtain the ability (license) to use University trademarks by adhering to the policy and following the procedure in University Policy 9:3 (Trademarks).

d. Official and Affiliate Websites shall

- i. University Marketing and Communications and the Division of Technology and Security shall be consulted at an early, ~~critical~~ stage.
 - ii. Before substantial resources can be allocated to the effort, the approval of the appropriate supervisor (i.e. president, dean, director, ~~department~~ head) and the approvals of the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors, must be obtained. Such approval may be granted only if the Official Website creation, reformat, or reconstitution: (1) has as its foundation the furtherance of the University's mission and (2) has broad connections to the mission.
 - iii. Removal of existing Domains or Subdomains of Official Websites may only be authorized by the joint written approval of ~~the~~ Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors.
 - iv. In order to receive the special exception ~~needed~~ ~~needed~~ new or existing Official Website to locate outside the Designated Domain department or program operating the Official Website must submit a detailed plan to the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors. This plan shall describe the University mission-based justification for this extraordinary treatment, as well as the measures that will be taken to ensure the Official Website's branding, identity, and accessibility compliance and conformance.
- c. University Marketing and Communications or its successor shall be responsible for the following:

