

# AUB Website Policies and Procedures

## Oversight Committee Working Document

December 9, 2002

*Prepared by the de facto AUBweb management team to help the AUBweb Oversight Committee develop a common understanding of the terminologies, current status and to identify the major issues that the AUBweb policies and procedures should address. This working document is a recompilation of the "Web Presence and Beyond" proposal < <http://www.aub.edu.lb/services/computer-center/pcns/98-AUBweb.html> > after the review of relevant websites policies and procedures by other institutions listed by EDUCAUSE Information Resources Library for the ICPL Community < [http://www.educause.edu/asp/doclib/subject\\_docs.asp?TERM\\_ID=118&COMM=ICPLPOLICY](http://www.educause.edu/asp/doclib/subject_docs.asp?TERM_ID=118&COMM=ICPLPOLICY) >.*

### 1.0 PURPOSE:

The American University of Beirut World Wide Web site (AUBweb) supports the mission and purposes of the university by promoting AUB's regional high academic standing and by providing on-line access to university information resources in support of learning, teaching, and the institutional administration of the university.

Through the development and maintenance of an integrated web site accessible via the campus intranet (AUBnet) and over the Internet to various target populations including prospective and current students, news media, alumni and friends of the institution, AUB seeks to:

- Promote itself as a reputable regional institution of higher education, research and development.
- Promote and highlight the quality of its programs and the accomplishments of its community.
- Promote and publish its activities, news, etc.
- Promote its alumni activities and heighten the alumni sense of community.
- Facilitate students' recruitment.
- Facilitate fund raising.
- Publish its rare collections, threatened analog material and other scholarly and cultural resources for use by the wider academic community and general public.
- Expose AUB as a center for electronic publishing of scholarly material.
- Improve its programs of teaching and learning by taking advantage of new media and increasing opportunities in online learning.
- Facilitate online collaboration initiatives on campus and globally.
- Improve the management of the university.

### 2.0 AUBweb SCOPE

AUBweb is the collection of officially recognized web sites published partially or fully by the American University of Beirut and hosted on AUBnet including the faculties' web sites, the Medical Center web sites, the Digital Documentation Center, etc.

### 3.0 KEY STRATEGIC ISSUES

If AUB is to maintain and strengthen its position as an institution at the forefront of the Middle Eastern academic community, its presence on the Internet must be developed to be a major supporting pillar of that position. That web presence is not only measured by the quality of its web and scholarly material published, but also by quantity, which reflects its usefulness.

AUBweb strengths as a communications medium is its openness to widespread participation, it is of utmost importance to encourage the various schools, departments, divisions, units, centers, clubs, committees, faculty members and students bodies to assume ownership of their content and publish their content on AUBweb.

While publishing on AUBweb is decentralized as in many other academic institutions, the university does retain a direct interest in both the content and presentation of material on its web site. As with print publications, the reputation and image of the university are manifested in the quality of information published on its web and the same high standards as for print publications must be observed.

### 4.0 DEFINITIONS

#### 4.1 General Terms

- 4.1.1 Internet: A global network of computers that facilitates data communications throughout the world, covering commercial, academic and government endeavors.
- 4.1.2 World Wide Web (the Web, WWW, or W3): information on the Internet that is comprised of electronic pages or web pages that are connected together via hyperlinks.
- 4.1.3 Web page: An HTML document accessible on the World Wide Web.
- 4.1.4 Hyperlink: A web page navigation tool consisting of electronic coding mechanism that, when clicked, will take the visual browser to another place in that web page, or will load an entirely new web page.
- 4.1.5 Web Site or Website: a collection of hyperlinked web pages of information on a web server.
- 4.1.6 Home Page: a document on the World Wide Web that is a starting point for finding other information.
- 4.1.7 Web Server: A server computer equipped to offer World Wide Web Access.
- 4.1.8 Web Coordinator (Webmaster): A person responsible for planning, managing and coordinating a website or a structure of websites, including: overseeing

web page production and web application development, developing web publishing standards, templates, guidelines, toolkits and training material.

- 4.1.9 Web Editor: A person responsible for managing and maintaining the content of a home page or a website, including: information collection, prioritization, validation, certification, editing and proof reading.
- 4.1.10 Web Authors and Publisher: A person responsible for the compilation of information and material and the formatting of the material to generate a web page.
- 4.1.11 Web Server Administrator: A person responsible for the management and maintenance of a web server and/or database technologies, software and security.
- 4.1.12 Web Designer: A person responsible for the graphic design, presentation, usability and navigation features of a home page or a website.
- 4.1.13 Web Application Developer: A person responsible for the development of database systems and/or applications/scripts that provide dynamic web pages.
- 4.1.14 Instructional Development Coordinator: A person responsible for managing and maintaining online courses and web-enhanced instructional material.
- 4.1.15 Web Accessibility: Accessible web pages have been constructed to be useable by anyone, even if they are using assistive technology to access the web page. Examples of assistive technology are screen readers, screen magnifiers, voice recognition software, alternative keyboards, and Braille displays.
- 4.1.16 Web Copyright: The Copyright laws apply to all materials found on the Internet just as they do for other traditional materials (textbooks, magazines, etc.).

## 4.2 AUB Terms

- 4.2.1 **AUBnet Account:** Is the AUB official account used for email and other Internet and intranet computing services such as web publishing. An email account is the location where mail is actually delivered. It is a combination of the AUBnet ID, password and delivery server. CNS centrally manages the AUBnet email accounts, email and web servers.
- 4.2.2 **AUBnet ID:** Is the user login id that a user will type to login to the email delivery server or to gain access to his web publishing area. AUBnet id is a system generated id made of the *first\_name\_initial + last\_name\_initial + next\_unused\_initials\_sequence\_number*. i.e. the AUBnet id of the 52 Tom Nobody would be tn52
- 4.2.3 **AUBnet Password:** Is the user login password associated with the AUBnet id and authenticating the user's identity. The user selects the AUBnet password during the activation of AUBnet account.
- 4.2.4 **Email Address:** The [AUBnet\\_id@aub.edu.lb](mailto:AUBnet_id@aub.edu.lb) email account on Campus ([AUBnet\\_id@aub.edu](mailto:AUBnet_id@aub.edu) in NYO) which can be given out to correspondents as one's email address or a person may opt to use the email alias address in addition to or instead of the email address.
- 4.2.5 **Email Alias:** The [first.last@aub.edu.lb](mailto:first.last@aub.edu.lb) email address on Campus ([first.last@aub.edu](mailto:first.last@aub.edu) in NYO). It is linked to the email address but is, itself, not an email account. The email alias is system generate from the official Personnel records for faculty and staff and from the Admission/Registrar records for students.
- 4.2.6 **AUBweb Information Structure:** The collection of websites and web pages published on an AUBweb server and hyperlinked from an AUBweb linked page.
- 4.2.7 **AUBweb Official Site Map:** The officially sponsored and managed information structure consisting of the AUB home page ([www.aub.edu.lb](http://www.aub.edu.lb)) or ([www.aub.edu](http://www.aub.edu)) and the associated officially sponsored web pages providing the nucleus of AUB's Web presence.
- 4.2.8 **AUBweb Official Web Pages:** The websites or web pages that are specifically identified as part of the AUBweb official site map. They are created and maintained according to guidelines developed by and under the supervision of the University Web Editor and the Web Editorial Board, and they are governed by an AUBweb standard design templates and by the information review, update and deletion procedures.
- 4.2.9 **Personal Web Pages:** The web pages created by individual members of the AUB community and are hosted on AUBweb servers subject to minimal review, content control and stipulations. The American University of Beirut assumes no direct responsibility, legal or otherwise, for the content of personal pages, and the standard design templates may not be used for them.

- 4.2.10 Web Project: A web project is defined as a web development involving the creation of one or more new web pages having a unique and/or the creation of a new website having a unique domain name.
- 4.2.11 Dynamic Web Pages: A website or a web page that is template based, script-driven and can be linked to a database for direct entry of information by a designated individual at the University.
- 4.2.12 AUBweb Oversight Committee: The committee assigned by the President and responsible for coordinating AUB's presence on the Web and developing policies and procedures governing AUBweb.
- 4.2.13 AUBweb Editorial Board: The working group responsible for the implementation and monitoring of the AUBweb policies and procedures such as the maintenance of the official information structure of the site.
- 4.2.14 Vice President for Development: The person with overall responsibility for the AUB's public relation, branding and graphic identify.
- 4.2.15 Primary Web Section Administrator: The designated contact person, appointed by her/his respective dean or senior administrator, from each school or department at the University who is responsible for his/her school or department's section, being a website or a web page, of the AUBweb.
- 4.2.16 Secondary Web Section Administrator: The designated backup person, appointed by his/her respective dean or senior administrator, from each school or department at the University who is responsible for her/his school or department's section of the AUBweb if the primary section administrator is unavailable.

## 5.0 UNIVERSITY POLICIES

- 5.1 The name "American University of Beirut" or "AUB" or "American University of Beirut Medical Center" or "AUBMC" and the University seal or any other graphic identity are the official property of the American University of Beirut and are not to be used on any Web site without the written authorization of the University Web Editor.
- 5.2 AUBweb is subject to all administrative policies and procedures < <http://pnp.aub.edu.lb/> >
- 5.3 AUBweb is subject to the Computing and Networking Services policies and procedures < <http://cns.aub.edu.lb/cns/staff/policies.html> >.
- 5.4 AUBweb is subject to the same policies and standards as print publications at the University.
- 5.5 AUBweb is subject to the Web Accessibility Initiative (WAI) best practice guidelines and policies < <http://www.w3.org/WAI/> >.
- 5.6 AUBweb is subject to the National Initiative for a Networked Cultural Heritage (NINCH) Guide to Good Practice in the Digital Representation & Management of Cultural Heritage Materials < <http://www.ninch.org/> >.

## 6.0 HISTORY

AUB's web presence <http://www.aub.ac.lb> and <http://www.aub.edu> was established in March 1994 based on the initiative of Mr. Nabil Bukhalid, manager of the Personal Computer Support Unit (PCSU). AUB's web site was the first Lebanese web site under the Lebanese country domain (.LB) and was also published under the US educational top-level domain (.EDU). The web site was hosted on [layla.aub.ac.lb](http://layla.aub.ac.lb) for local network access and mirrored on a host space provided by Dr. Fadi Kurdahi at the University of California at Irvine (UCI).

The web site was developed by Dr. Ayman Kaysi, Mr. Khaled Tabbarah, and Mr. Nabil Bukhalid. AUB web site replaced AUB gopher and consisted of a main page (AUB home) and under it four major structures providing information about AUB, Lebanon, the Internet and PCSU. The site hosted very little graphics to preserve AUB's Internet access bandwidth.

In April 1995 [www.aub.ac.lb](http://www.aub.ac.lb) was replaced by [www.aub.edu.lb](http://www.aub.edu.lb).

Between 1995 and 1998, AUB web site developed quickly relying on the eagerness and enthusiasm of individual members of the AUB community to publish scholarly and Lebanese content attracting a fairly significant number of hits per day from around the globe.

During the first quarter of 1997, PCSU conducted an overall review of AUB web site and obtained expert support from Dr. Borrel Ludvigsen. During that Summer Dr. Ludvigsen redesigned AUB web site and initiated the Digital Documentation Center (DDC) as a subunit to the Personal Computing and Networking Services (PCNS). This was AUB web site major planned expansion and within less than one year AUB web site hosted around 7 Giga Bytes of scholastic and digitally archived content.

The much-cheered 1997-1998 web sites and content explosion revealed to be a management nightmare, leading to a series of consultations and proposals. See "Web Presence and Beyond" < <http://www.aub.edu.lb/services/computer-center/pcns/98-AUBweb.html> >.

## 7.0 ISSUES ON THE OVRSIGHT COMMITTEE AGENDA

*Suggested list of issues that the AUBweb Policy Statement should address.*

### 7.1 Organization :

#### 7.1.1 AUBweb Oversight Committee membership, mandate, terms and internal regulations:

President Waterbury appointed, in November 2002, an AUBweb oversight committee. The committee is chaired by the Vice President for Development and includes representatives from each of the six faculties and a number of administrative units. The oversight committee will develop and recommend to the University a written AUBweb policy statement that clearly identifies:

- The purposes and goals of AUB's web presence; and
- The policies and procedures that will guide the development and publication of all material on AUB's web site.

When the University formally adopts this policy, it will be published widely. The oversight committee will then have the authority and responsibility (working with the AUBweb Editorial Board) to enforce compliance with the policy. The oversight committee will appoint the editorial board that will be responsible for the day-to-day management of the site in accordance with the policies and procedures that are adopted by the oversight committee.

A majority of the number of Committee members shall constitute a quorum and a simple majority rules. The President, Provost, Vice Presidents and/or Deans may remove their representing member and fill by appointment any vacancies on the Committee or any additional membership on the Committee.

#### 7.1.2 AUBweb Editorial Board resources, roles and responsibilities and internal regulations:

The AUBweb editorial board is appointed by the AUBweb Oversight Committee and responsible for the day-to-day management of the site in accordance with AUBweb policies and procedures. The University Web Editor chairs the editorial board.

### 7.2 Operating Procedures

#### 7.2.1 University Web Editor:

As part of his/her responsibilities, the University Web Editor oversees the addition, deletion, and updating of information that appears on AUBweb. In addition, the University Web Editor in conjunction with the University Web Coordinator (webmaster) is responsible for designing sections of the website and ensuring compatibility and consistency among the various sections of the AUBweb information structure. The University Web Editor chairs the AUBweb Editorial Board and reports to the chair of the AUBweb Oversight Committee.

### **7.2.2 University Web Coordinator:**

As part of his/her responsibilities, the University Web Coordinator oversees the planning, managing and coordinating the university website, including: overseeing web production and application development, developing web templates, toolkits and training material for the University. The University Web Coordinator maintains the site map, search engine, site links and reference integrity, dynamic web pages and provides web-related consulting services to the entire University. In addition, the University Web Coordinator in conjunction with the University Web Editor is responsible for designing sections of the website and ensuring compatibility and consistency among the various sections of the AUBweb information structure. The Web Coordinator reports to the Director of Computing and Networking Services.

### **7.2.3 Primary (and Secondary) Web Section Administrator:**

As part of his/her responsibilities, the Primary Web Section Administrator oversees the development, addition, deletion, and updating of information that appears on his/her designated web section in compliance with the effective AUBweb policies and procedures. In addition, the Primary Web Section Administrator in conjunction with the University Web Editor and University Web Coordinator (webmaster) is responsible for designing his/her section of the website and ensuring compatibility and consistency with the AUBweb information structure. The Primary (and Secondary) Web Section Administrator is appointed by her/his respective Dean or Senior Administrator. The Secondary Web Section Administrator serves as a backup person, and is responsible for her/his school or department's section of the AUBweb if the primary section administrator is unavailable.

## **7.3 Information Structure**

### **7.3.1 Official Site Map:**

The officially sponsored and managed information structure consisting of the AUB home page ([www.aub.edu.lb](http://www.aub.edu.lb)) or ([www.aub.edu](http://www.aub.edu)) and the associated officially sponsored web pages providing the nucleus of AUB's Web presence.

Requests to add, delete, or update information or links to the AUBweb official site map should be submitted using the AUBweb Request form (<https://cgi.aub.edu.lb/services/ssl/publishing/web-request.html>) for review and approval, as needed, by the members of the AUBweb editorial board.

The AUBweb editorial board reserves the right to refuse or to remove links from the official site map that do not comply with the mission of the University or the AUBweb policies and procedures. The University Web Editor will communicate in writing to all concerned parties the editorial board decisions and the reason behind the decisions.

The Requesters can petition the AUBweb editorial board decisions. The petition should be directed to the Chair of the AUBweb Oversight Committee.

The University Web Coordinator is responsible for the execution of the editorial board decisions being additions, deletions and/or updates. The University Web Coordinator monitors the reference integrity of the AUBweb official site map and all linked pages and coordinates the corrective actions according to clearly established procedures and reporting hierarchies.

### **7.3.2 Official Web Pages or Websites:**

The websites or web pages that the AUBweb oversight committee or AUBweb editorial board specifically identified as part of the AUBweb official site map. They are created and maintained according to AUBweb official design guidelines and templates. The official web pages are governed by the AUBweb policies and procedures and subject to periodic information and presentation review procedures.

Requests to add, delete, or update information or design elements on the official web pages should be submitted using an official web page update request form for the review and approval, as needed, by the members of AUBweb editorial board.

The AUBweb editorial board reserves the right to refuse or to remove material and links from the official web pages that do not comply with the mission of the University or the AUBweb policies and procedures or material that infringe on copyright laws, that may be in violation of Lebanese, US, or international laws and/or are obscene, harassing, or threatening materials. The University Web Editor will communicate in writing to all concerned parties the editorial board decisions and the reason behind the decisions.

The Requesters can petition the AUBweb editorial board decisions. The petition should be directed to the Chair of the AUBweb Oversight Committee.

The Primary Web Section Administrator is responsible for the execution of the editorial board decisions being additions, deletions and/or updates. The

Secondary Web Section Administrator assumes the same responsibilities if the primary section administrator is unavailable.

The University Web Editor monitors the compliance and timely updates of all official web pages according to clearly established procedures and reporting hierarchies.

The University Web Coordinator monitors the reference integrity of the official websites and/or web pages and all linked pages and coordinates the corrective actions according to clearly established procedures and reporting hierarchies.

### **7.3.3 Student Clubs and AUB Affiliated Organization Pages (non-official):**

The websites or web pages that are maintained by student clubs or AUB affiliated organization and are hosted on AUBweb servers subject to minimal review, content control and stipulations.

The non-official web pages will be linked to the AUBweb via a gateway that includes a disclaimer indicating that the American University of Beirut is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of the non-official pages. AUBweb standard design templates may not be used for them.

Requests to host, add, delete, or update links from an AUBweb official page to a non-official web pages should be submitted using an official web page update request form for the review and approval, as needed, by the members of AUBweb editorial board.

The AUBweb editorial board reserves the right to refuse or to remove the hosting of or link to a non-official websites and/or web pages, or the request the immediate removal of material and links from a non-official website or web page if the material infringe on copyright laws, that may be in violation of Lebanese, US, or international laws and/or are obscene, harassing, or threatening materials. The University Web Editor will communicate in writing to all concerned parties the editorial board decisions and the reason behind the decisions.

The Requesters can petition the AUBweb editorial board decisions. The petition should be directed to the Chair of the AUBweb Oversight Committee.

The Primary Web Section Administrator is responsible for the execution of the editorial board decisions being additions, deletions and/or updates. The Secondary Web Section Administrator assumes the same responsibilities if the primary section administrator is unavailable.

The University Web Editor monitors the compliance of all hosted or linked non-official web pages according to clearly established procedures and reporting hierarchies.

The University Web Coordinator monitors the reference integrity links to the non-official websites and/or web pages and coordinates the corrective actions according to clearly established procedures and reporting hierarchies.

#### **7.3.4 Personal Web Pages:**

The web pages created by individual members of the AUB community and are hosted on AUBweb servers subject to minimal review, content control and stipulations. The personal web pages will be linked to the AUBweb via a gateway that includes a disclaimer indicating that the American University of Beirut is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of personal pages. AUBweb standard design templates may not be used for them.

#### **7.3.5 Hyperlink Policy:**

Requests to add, delete, or update information or links to the AUBweb official site map should be submitted using the AUBweb Request form (<https://cgi.aub.edu.lb/services/ssl/publishing/web-request.html>) for review and approval, as needed, by the members of the AUBweb editorial board.

The AUBweb editorial board reserves the right to refuse or to remove links-from or links-to the official web pages and/or non-official web pages. The University Web Editor will communicate in writing to all concerned parties the editorial board decisions and the reason behind the decisions.

The Requesters can petition the AUBweb editorial board decisions. The petition should be directed to the Chair of the AUBweb Oversight Committee.

The University Web Coordinator is responsible for the execution of the editorial board decisions being additions, deletions and/or updates. The University Web Coordinator monitors the reference integrity of links-to and link-from AUBweb official site map and official web pages and coordinates the corrective actions according to clearly established procedures and reporting hierarchies.

## **7.4 Production Guidelines**

### **7.4.1 AUB Logo:**

### **7.4.2 AUBweb Header:**

**7.4.3 Page Title:**

**7.4.4 Page keywords:**

**7.4.5 Link to Home:**

**7.4.6 Navigation Icons:**

**7.4.7 AUBweb Footer:**

**7.4.8 Contact Details:**

**7.4.9 Update date:**

**7.4.10 Expiry Date:**

**7.4.11 Copyright:**

**7.4.12 Disclaimer:**

## **7.5 Miscellaneous**

**7.5.1 Accessibility or Disability Non-Discrimination Policy:**

**7.5.2 Copyright Policy:**

**7.5.3 Privacy Policy:**

**7.5.4 Advertising Policy:**

AUBweb is not to be used for advertising or other commercial activities. The Chair of the AUBweb Oversight Committee must approve any link on the University website to a commercial organization.

#### **7.5.5 AUBweb Policies and Procedures Update:**

Changes to these policies and procedures can be made as often as necessary. Policies and procedures will be reviewed at least once a year and approved by the President's Cabinet.

Suggestions for changes to these policies and procedures should be directed to the Chair of the AUBweb Oversight Committee.