

WEB POLICIES AND PROCEDURES POLICY

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For any comments, feedback, or query, please contact: policies@aub.edu.lb.
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1. Definitions

- a. **AUBweb Scope:** AUBweb is the collection of officially recognized websites published partially or fully by AUB and hosted on AUBnet including faculty websites, the AUB Medical Center websites, the Digital Documentation Center, etc.
- b. **AUBweb Information Structure:** the collection of websites and web pages published on an AUBweb server and hyperlinked from an AUBweb linked page.
- c. **AUBweb Official Site Map:** the officially sponsored and managed information structure consisting of the AUB home page (www.aub.edu.lb) or (www.aub.edu) and associated web pages.
- d. **Official Web Pages or Websites:** the websites or web pages that the AUBweb Oversight Committee or AUBweb Editorial Board specifically identify as part of the AUBweb official site map (the web pages of individual faculties, departments, programs, and centers are examples of official web pages.)
- e. **Student Clubs and AUB Affiliated Organization Pages (Non-Official):** The websites or web pages that are maintained by student clubs or AUB affiliated organizations and are hosted on AUBweb servers subject to minimal review, content control, and stipulations. Non-official web pages are created and maintained according to design and content guidelines developed by the AUBweb Oversight Committee and Editorial Board. The non-official web pages will be linked to the AUBweb via a gateway that includes a disclaimer indicating that AUB is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of the non-official pages.
- f. **Personal Web Pages:** the web pages created by individual members of the AUB community that 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 AUB is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of personal pages.
- g. **AUBweb Oversight Committee:** in November 2002, President Waterbury appointed the AUBweb Oversight Committee. The committee is chaired by the vice president for development and external relations and includes representatives from each of the six faculties and a number of administrative units. The committee was asked to 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 website.

A majority of committee members shall constitute a quorum and decisions will be made by a simple majority vote of the members who are present. The president, provost, vice presidents, and/or deans may remove their representatives and make appointments to fill any vacancies. The president has the authority to increase the membership of the committee at any time.

- h. AUBweb Editorial Board:** the AUBweb Editorial Board is appointed by the AUBweb Oversight Committee and is responsible for the day-to-day management of the site in accordance with published AUBweb policies and procedures and design and content guidelines. The board is chaired by the web editor.
- i. Vice President for Development and External Relations:** the person with overall responsibility for the development of AUB's brand identity and the implementation of a plan to increase the name recognition of the University in a way that benefits AUB.
- j. Webmasters:** the University's webmaster and the AUBMC webmaster oversee the planning, management, and coordination of AUB's official website production, which includes all official pages and application development. They maintain the official site map, search engine, site links, and reference integrity as outlined in AUB's information structure. They develop and/or oversee the development and deployment of AUBweb templates and dynamic web pages and provide web-related consulting services to the entire University. In addition, working with the AUB web editor, they are responsible for designing sections of the website and ensuring compatibility and consistency among the various sections of the AUBweb information structure.
- k. Web Editor:** the web editor has the responsibility for editing all new content of official pages/websites prior to their publication on AUB web, writing some content (where necessary), and guiding web coordinators in the development of new content. The web editor responds to queries regarding content-related issues and provides suitable responses and implements necessary solutions. The web editor also edits and publishes newsworthy articles about the University on the home page (News Highlights section), edits and approves announcements for publication on the AUB Web Bulletin, and oversees the publishing of the online version of news publications (*MainGate*, AUB Bulletin Today, AUBMC News etc.). In addition, the web editor and the webmasters are responsible for designing sections of the website and ensuring compatibility and consistency among the various sections of the AUBweb information structure. The web editor will be responsible for content and adherence to AUB's official style sheet.
- l. Web Coordinator:** the designated contact persons, appointed by their respective dean or head of administrative department at the University who is responsible for a certain defined area, being a website or a web page, of AUBweb.
- m. Website Design:** while the current policy does not mandate use of AUB's official web templates, internal clients are encouraged to do so. The University's official graphical web design template will be developed and presented by the graphic design manager at the Office of University Publications. Any proposed official web template will be evaluated and reviewed by the AUBweb Oversight Committee that will have the right to suggest changes that satisfy committee members. Those few internal clients who do not wish to use the web design template are encouraged to contact the Office of University Publications for customized design assistance so that certain baseline quality control parameters can be maintained. This includes assistance with visual effectiveness, selection and use of professional photography, and proper use of official logos, seals, and emblems.

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2. Background

While publishing on AUBweb is decentralized as in many other academic institutions, the University retains a direct interest in both the content and presentation of material on its website. The AUB world wide website (AUBweb) supports the mission and purposes of the University by promoting AUB's high academic standing and by providing on-line access to the University's information resources in support of learning, teaching, and administration. Through the development and maintenance of an integrated website accessible via the campus intranet (AUBnet) and over the internet, AUB seeks to:

- a. Improve its programs of teaching and learning by taking advantage of new media and increasing opportunities for on-line learning.
- b. Facilitate on-line collaborative initiatives both on campus and globally.
- c. Improve the management of the University.
- d. Provide timely, accurate, and easily accessible information for members of the university community.
- e. Promote and publish the University's activities, news, etc.
- f. Promote the University's alumni activities and heighten the alumni sense of community.
- g. Facilitate student recruitment and attract top-quality students.
- h. Reach out to parents of current and prospective students.
- i. Facilitate recruitment and attract top-quality candidates for administrative and faculty positions.
- j. Facilitate fundraising.
- k. Promote AUB as a regional institution of higher education, research, and development.
- l. Promote and highlight the quality of its programs and the accomplishments of its community.
- m. Publish its rare collections, analog material, and other scholarly and cultural resources for use by the wider academic community and general public.
- n. Promote the University as a center for electronic publishing of scholarly material.
- o. Convey the culture and image of Beirut, Lebanon, and the region.
- p. Demonstrate the leadership of AUB as a center of advanced research.

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3. Types of Web Pages or Websites

AUBweb is the collection of web pages or websites published partially or fully by AUB and hosted on AUBnet. There are three different types of web pages or websites: official; non-official; and personal. The procedures to be followed vary depending on the type of web page/website. The AUBweb Editorial Board has the authority to determine whether a particular web page/website is official, non-official, or personal.

The AUBweb Editorial Board includes the following members: the vice president for development and external relations, the director of the Office of Information and Public Relations, the assistant vice president for marketing and communications, the webmaster, the AUBMC webmaster, and the web editor.

a. Official Web Pages or Websites

These are the websites or web pages of, for example, individual faculties, departments, programs, and centers.

b. Non-official Web Pages or Websites

These are the websites or web pages that are maintained by student clubs or AUB affiliated organizations and are hosted on AUBweb servers subject to minimal review, content control, and stipulations. Non-official web pages are linked to the AUBweb via a gateway that includes a disclaimer indicating that AUB is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of the non-official pages.

c. Personal Web Pages or Websites

These are the websites or web pages that individual members of the AUB community have developed that are hosted on AUBweb servers subject to minimal review, content control, and stipulations. Personal web pages are linked to the AUBweb via a gateway that includes a disclaimer indicating that AUB is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of personal pages.

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4. Policy

The AUBweb Oversight Committee has established a set of procedures to guide the development and publication of all material on AUB's website. The purpose of this policy is to ensure that the various faculties, schools, departments, divisions, units, centers, clubs, committees, faculty members, and student bodies are represented on AUBweb in a professional and consistent manner.

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5. Procedures

An individual or head of unit who intends to publish an official, non-official, or personal web page or website at AUB must complete the relevant Web Publishing Request Form and submit it for approval to the appropriate dean or department head. There are four different forms depending on whether you are publishing a website for (1) an academic or administrative unit, (2) a conference or activity sponsored by the University, (3) a student club, or (4) a personal website. The forms can be found at the following link <https://cgi.aub.edu.lb/services/ssl/publishing/web-request.html>.

When the request has been approved, Computing and Networking Services will notify the web coordinator (the person who has been identified in the web publishing request form as the individual in charge of the website).

The appropriate webmaster and/or web editor will familiarize the web coordinator with the relevant publication, design, and content guidelines that should be followed when publishing a new website or modifying an existing website. The design and content guidelines can be found in [Appendix I](#). The AUB and AUBMC webmasters are responsible for the execution of the Editorial Board decisions concerning additions, deletions, and/or updates. The AUB webmaster also monitors the reference integrity of the AUBweb official site map and all linked pages.

Website coordinators should contact the AUB or AUBMC webmaster at webmaster@aub.edu.lb or aubmcweb@aub.edu.lb for assistance with technical issues. For editorial questions, please contact the web editor at webeditor@aub.edu.lb.

Prior to publication, you should submit a copy of all the web pages for proofreading to the web editor.

Individual web coordinators are responsible for ensuring that the content is regularly updated. The Editorial Board has the right to remove any outdated information or any information that violates university policies and procedures.

Website coordinators can appeal any decision of the AUBweb Editorial Board by submitting a written petition to the vice president for development and external relations, who serves as the chair of the AUBweb Oversight Committee.

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6. Compliance

The Oversight Committee will have the authority and responsibility (working with the AUBweb Editorial Board) to enforce compliance with published policies and guidelines. 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.

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 published AUBweb policies and procedures. The AUB web editor will communicate the Editorial Board's decision and the reasons for the decision to the individual who submitted the request and the responsible web coordinator.

Requesters can petition AUBweb Editorial Board decisions. Petitions should be submitted to the chair of the AUBweb Oversight Committee (the vice president for development and external relations).

Webmasters are responsible for executing Editorial Board decisions concerning additions, deletions, and/or updates. They monitor the reference integrity of the AUBweb official site map and all linked pages and coordinate the corrective actions according to the published procedures and guidelines.

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7. University Policies

This is intended to be a comprehensive list of policies applicable to the websites included in the AUBweb.

- a. **General University Policies:** AUBweb is subject to all AUB administrative policies and procedures (<http://pnp.aub.edu.lb/>).
- b. **Use of the University's name, logo, seal, trademark, etc.:** please refer to the University Identification Guidelines (<http://pnp.aub.edu.lb/departamental/publications/index.html>).
- c. **Computing and Networking Services policies:** AUBweb is subject to CNS policies and procedures (<http://cns.aub.edu.lb/cns/staff/policies.html>).
- d. AUBweb is subject to the **National Initiative for a Networked Cultural Heritage (NINCH) Guide to Good Practice in the Digital Representation and Management of Cultural Heritage Materials** (<http://www.ninch.org/>).
- e. **Accessibility (or Disability Non-Discrimination Guidelines):** AUBweb is subject to the Web Accessibility Initiative (WAI) best practice guidelines and policies (<http://www.w3.org/WAI/>).
- f. **Copyright Policy:** please consult AUB's copyright policy that can be found at (http://www.aub.edu.lb/aub_files/copyright.html).

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8. AUB Web Structure

a. Official Site Map

The officially sponsored and managed information structure consisting of the AUB home page (<http://www.aub.edu.lb/>) or (<http://www.aub.edu/>).

The official site map can be found at: http://www.aub.edu.lb/aub_files/sitemap.html.

Requests to add or delete information or links to the AUB home page 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 AUBweb Editorial Board.

b. Official Web Pages or Websites

The websites or web pages that the AUBweb Oversight Committee or AUBweb Editorial Board specifically identify as part of the AUBweb official site map (the web pages of individual faculties, departments, programs, and centers are examples of official web pages). In determining whether a particular web page is an official web page and therefore part of the AUBweb official site map, the following issues will be considered:

- i. Does the website target a significant external audience? If yes, it's an official page.
- ii. Does the website contain information (deadlines, fees, e.g.) that should be verified for accuracy for liability reasons? If yes, it's an official page.
- c. Will this website be permanent? If yes, it's an official page (if the site has been developed for a particular conference or event, it's a non-official page).
- iii. Does the website include any description of policies, programs, courses, degrees, etc.? If yes, it's an official page.
- iv. Is the website for a program or center that AUB is funded (whether internally funded or externally funded)? If yes, it's an official page.

Official web pages are created and maintained according to design and content guidelines developed by the AUBweb Oversight Committee and Editorial Board. Requests to add, delete, or update information or design elements on official web pages should be submitted to the appropriate web coordinator. Requesters can appeal the decision of the web coordinator by submitting a petition to the AUB web editor.

c. 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. Non-official web pages are created and maintained according to design and content guidelines developed by the AUBweb Oversight Committee and Editorial Board. The non-official web pages will be linked to the AUBweb via a gateway that includes a disclaimer indicating that AUB is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of the non-official pages. AUB's logo does not have to appear on any non-official web page. Requests to host, add, delete, or update links from an AUBweb official page to a non-official web page should be submitted to the appropriate web coordinator. Requesters can appeal the decision of the web coordinator by submitting a petition to the AUB web editor.

d. Personal Web Pages

The web pages created by individual members of the AUB community that 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 AUB is not responsible for information in these sections and assumes no direct responsibility, legal or otherwise, for the content of personal pages. AUB's logo may not appear on any personal web page.

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APPENDIX I

DESIGN AND CONTENT GUIDELINES WEB COORDINATORS AND WEB CUSTODIANS

Purpose

These design and content guidelines are intended to provide assistance to web coordinators, web developers, web programmers, and anyone building websites or pages linked to AUB's website.

1. Using templates

Templates have been especially designed to provide a consistent look and brand identity among the pages of AUBweb. Although not obligatory, we strongly advise that you use these templates as they provide for ease of navigation and are simple to use and maintain. They also give a consistent look and feel to the pages within AUBweb. The templates are available as toolkits in Front Page and HTML. They are available at <http://www.aub.edu.lb/toolkit>.

Specifications are as follows:

a. Title

Font: ITC New Baskerville, size: 40-44 pt, style: italic, color: #DC0025, on one or two lines.

b. Text

Font: Arial, size: 10 pt, color: black, links color: #DC0025, highlighted links color: #005D7A

c. Grid

Upper 140pixels are strictly reserved for: Title, AUB logo, the Faculty's Emblem, and the Breadcrumb.

d. Dimensions

Left Menu width: 180 pixels; AUB Logo 185 X 110; Grill/Emblem 180 X 135.

For more information on the use of the templates, you are requested to contact AUB's webmaster (Ext. 2272) or web editor (Ext. 2672).

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2. Technical guidelines

- a. AUB clients are mainly local and regional and operate with low download bandwidths (a maximum of 56kbps on their local loops and 4kbps on the international links with a 600ms latency). Graphics should be small in size and marginal in resolution. Please make sure that the dynamic updates are on reload only.
- b. Pages should be cross browser compatible (Mozilla Firefox and Microsoft Internet Explorer).
- c. Pages must look good under various screen resolutions (800 X 600, 1024 X 768, 1152 X 864, etc.).
- d. The HTML code should be clear, clean, and readable.
- e. Pages should comply with HTML and Accessibility Guidelines as proposed by the World Wide Web Consortium (Minimum Priority One Level – see [Appendix II](#)).
- f. Metadata must be used in an efficient way to enable search engines to locate the pages.
- g. Search engines (if used) should be compatible and supported by AUB's server.

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3. Content guidelines

- a. Content on AUB's website should accurately reflect the University's mission and vision and should represent AUB in the most professional manner.
- b. AUBweb sites are for non-profit, educational purposes, and individuals are forbidden to post unlawful or offensive information.
- c. AUBweb is not to be used for commercial advertising or other commercial activities. The chair of the AUBweb Oversight Committee must approve any link on the University's web site to a commercial organization.
- d. The Editorial Board reserves the right to remove any outdated information or content that does not comply with the policies and procedures. It is each web coordinator's responsibility to ensure that content is updated regularly.
- e. Home pages of sites should contain links to AUB's Copyright Notice and Disclaimer:

http://www.aub.edu.lb/aub_files/disclaimer.html
http://www.aub.edu.lb/aub_files/copyright.html

- f. If designated as “official” pages, pages must feature the official AUB logo and seal in the proper colors and dimensions as per the University Identification Guidelines at http://staff.aub.edu.lb/~webpubof/University_Identification_Guidelines.html.
- g. Home pages should include the following: expiry date (if applicable) and a clickable email address of the web coordinator; a link back to AUB home page (preferably by clicking the AUB logo); contact information for the respective department or faculty, including names, email, telephone number, and extension. There should also be a line at the bottom of the home page indicating the preferred resolution for viewing the website
- h. Use breadcrumb scripts provided with template.
- i. Content should comply with Accessibility Guidelines.

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4. Some tips

- a. Write for the web, not for print (for more information on this topic, please see <http://staff.aub.edu.lb/~acc/Resources/Internet/internetWriting.htm>).
- b. Use subheadings often; web users skim, rather than read.
- c. Keep passages relatively short so that users are not required to scroll too far down.
- d. Avoid repeating material that exists somewhere else on AUB’s website. Provide a link instead.
- e. Put titles on subsequent pages so users know where they are.
- f. Keep a consistent writing style throughout the pages.
- g. Check that the text conforms to the Style Guidelines published by the University:
http://staff.aub.edu.lb/~webpubof/Style_Guidelines.html
http://staff.aub.edu.lb/~webpubof/Style_Guide_Names.html
- h. Print out all pages, and do a thorough check for spelling and grammar mistakes.
- i. Photographs, or images if used, should reflect the University in the most positive manner and should also comply with [AUB’s Copyright Policy](#) (professional images are available, if needed, from the Office of Information and Public Relations and the Department of Photography.)
- j. Be consistent with the styles in use on the front page (colors, fonts, layout etc.).
- k. Provide a link back to the home page of the current website if not obvious.

- l. Use a simple, readable size, type, and color of font.
- m. The logo should not be ‘stretched’ out of shape, or used in a way that misrepresents AUB. The seal should not be used without the rest of the logo.
- n. Keep design elements simple.
- o. White/pastel backgrounds are preferable.
- p. Keep consistency in link colors throughout.

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5. Publishing Guidelines

- a. To request a hyperlink, please complete a hyperlink request form at <https://cgi.aub.edu.lb/services/ssl/publishing/web-request.html>.
- b. For instructions on how to publish your website, Computing and Networking Services has provided the following information at <http://cns.aub.edu.lb/cns/staff/publish.html>.
- c. For technical questions, please contact the AUB webmaster at extension 2272 or the AUBMC webmaster at extension 7749.
- d. For editorial issues, please contact the web editor at extension 2672.
- e. Please note that prior to publication you are kindly requested to submit a printed copy of all the web pages for proofreading to the web editor at Ada Dodge Hall, adjacent to the ID Center.

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APPENDIX II

ACCESSIBILITY GUIDELINES (CHECKLIST)

In General (Priority 1)	Yes	No	N/A
1.1 Provide a text equivalent for every non-text element (e.g., via "alt", "longdesc", or in element content). THIS INCLUDES: images, graphical representations of text (including symbols), image map regions, animations (e.g., animated GIFs), applets and programmatic objects, ascii art, frames, scripts, images used as list bullets, spacers, graphical buttons, sounds (played with or without user interaction), stand-alone audio files, audio tracks of video, and video.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.1 Ensure that all information conveyed with color is also available without color, for example from context or markup.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1 Clearly identify changes in the natural language of a document's text and any text equivalents (e.g., captions).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1 Organize documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 Ensure that equivalents for dynamic content are updated when the dynamic content changes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1 Until user agents allow users to control flickering, avoid causing the screen to flicker.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.1 Use the clearest and simplest language appropriate for a site's content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
And if you use images and image maps (Priority 1)	Yes	No	N/A
1.2 Provide redundant text links for each active region of a server-side image map.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.1 Provide client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
And if you use tables (Priority 1)	Yes	No	N/A
5.1 For data tables, identify row and column headers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 For data tables that have two or more logical levels of row or column headers, use markup to associate data cells and header cells.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
And if you use frames (Priority 1)	Yes	No	N/A
12.1 Title each frame to facilitate frame identification and navigation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
And if you use applets and scripts (Priority 1)	Yes	No	N/A
6.3 Ensure that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
And if you use multimedia (Priority 1)	Yes	No	N/A
1.3 Until user agents can automatically read aloud the text equivalent of a visual track, provide an auditory description of the important information of the visual track of a multimedia presentation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4 For any time-based multimedia presentation (e.g., a movie or animation), synchronize equivalent alternatives (e.g., captions or auditory descriptions of the visual track) with the presentation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
And if all else fails (Priority 1)	Yes	No	N/A
11.4 If, after best efforts, you cannot create an accessible page, provide a link to an alternative page that uses W3C technologies, is accessible, has equivalent information (or functionality), and is updated as often as the inaccessible (original) page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Source: <http://www.w3.org/TR/WAI-WEBCONTENT/full-checklist.html>

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