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## Policy: Website Policy and Guidelines

### 1.0 Purpose

The Department of Medicine's official presence on the Internet is its website. As such, the site serves as both a gateway to the Department of Medicine's resources and services and a public relations tool which presents and promotes the Department of Medicine in a virtual environment. The Department of Medicine website will present a consistent, cohesive, and visually attractive image. It will be interactive and intuitive to users, easily navigated and well organized. The information included on the site will be current and accurate.

As the site is operating within a higher education environment, it will adhere to recognized standards of academic and intellectual freedom. It will also comply with all applicable University of Wisconsin-Madison and Department of Medicine policies.

### 2.0 Policy

#### Administrative Responsibility

To ensure that its website effectively meets the purposes stated above, the Department of Medicine has assigned oversight responsibility to the Department of Medicine IS Committee with responsibilities including but not limited to:

Design  
Structure  
Navigation  
Metacontent  
Assignment of page responsibilities  
Usability  
Assessment

While overall responsibility for the site resides with the Department of Medicine IS Committee, the responsibility for developing and maintaining specific pages on the site will be shared among Department of Medicine website communications group consisting of faculty and staff representing research, education, clinical care, and administration.

The Web Communications Group role and responsibilities include but not limited to:

1. Working in an inclusive, consultative, collaborative manner on all website issues.
2. Recommending and reviewing page responsibilities and authoring guidelines.
3. Ensuring public pages are properly maintained.
4. Review and edit content to assure it is valid, truthful and timely information.

The Chair of the IS Committee will serve as chair of the Website Communication Group and will schedule regular meetings of the Group.



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Rights and Responsibilities -

Department of Medicine faculty and staff, as page owners, have the right to put up official webpages as part of their assignment. Page owners are responsible for creating and/or maintaining specific webpages and for ensuring that their pages conform to the Department of Medicine's web guidelines. Department Administrators, Research Administrator, and the Education Program Manager are responsible for ensuring the review and maintenance of pages assigned to their sections/divisions. Specific responsibilities may be delegated to other staff as appropriate.

Maintenance of Department of Medicine Webpages -

The Department of Medicine will continuously collect recommendations for enhancements, updates, improvements and changes to its website.

Given the fluid nature of the web, the site will require frequent review, updating, and assessment. At a minimum, all pages will be reviewed and updated by the Division Administrator annually. Reminders to review and/or update pages will be sent out each year. Pages that are not maintained in a timely manner, as defined by Department of Medicine Web Communications Group policies or guidelines are subject to being unlinked from the homepage. Page owners will be notified at least a week before the unlinking occurs.

A link checking program will be run monthly by Department of Medicine Information Systems. Broken links requiring a new URL or other content decisions will be referred to the page owner for repair or removal.

Problems on all pages should be repaired as quickly as possible. Problems on upper level pages, particularly database links, should be reported immediately to the Head of Reference & Information Services or Web Administrator for immediate repair.

Changes to primary level pages and major changes to secondary level pages will be made only in consultation with DOM IS Committee and notification to DOM Website Communications Group; lesser changes, such as adding a database or service will be made by the page owner. Making changes to tertiary and lower pages is the responsibility of the page owner.

Primary pages - the home page and any page linked from it  
Secondary pages - pages that link from primary pages  
Tertiary and lower pages - all others

Faculty Spotlight Guidelines

The faculty spotlight feature on the main public page is a marketing tool to represent faculty in Department of Medicine from all areas in the mission: research, education and clinical services. Postings will be randomized and rotated every 1-2 weeks. It is required that faculty members approve their content before it will be placed on the website.



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Page Guidelines –

All Department of Medicine public web pages will include:

- The official University of Wisconsin web logo
- The official navigation bars
- A content title as detailed in the Department of Medicine's web guidelines
- A copyright notice
- An email link to the page owner
- A date indicating the last time the page was updated
- Appropriate metacontent ( )

All official, public pages will follow the most recent edition of the Department of Medicine's web authoring guidelines. Each new page will be reviewed for typos, broken links, adherence to guidelines, accessibility, etc. Pages at the primary and secondary page level that do not conform are subject to being unlinked from the homepage.

Internal information (committee information, minutes, policies, etc.) may reside in either a public or an intranet folder at the discretion of respective section/division.

Links from official Department of Medicine webpages to personal pages will be allowed only from lower level pages, for example, a bibliographer's page. As these pages will be linked to official pages, they must be job-related.

All pages will use copyrighted materials appropriately.

Security and Permissions -

Department of Medicine IS Team will have oversight responsibility for security, maintenance, upgrades and system enhancements.

Department of Medicine helpdesk will administer permissions for the website and will have permissions for all official pages.

Division administrators will have permissions for all pages for which they are responsible or, if they wish to do so, may designate a staff member within their section/division.

Page owners will have permissions for their pages and for all others for which they need authoring rights.

### **3.0 Departmental Procedures**

Policy Review Process -

As is the case with all Department of Medicine policies, this policy will be reviewed annually and revised as needed.

### **4.0 Revision History**

Version 1.0