

Computer and Information Systems Policies, Procedures, Plans and Standards

Web Standards and Guidelines

Effective Date: January 1, 2006

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1. INTRODUCTION

1.1 SPU WEB CONTENT DISCLAIMER

- A. The Seattle Pacific University Web Pages are frequently updated and improved. New content will be added as it is available. Although we will attempt to keep information in the SPU Web accurate, the accuracy of the information provided cannot be guaranteed. All parties providing information on the SPU Web warrant that the copying, distribution and use of such materials in connection with the SPU Web will not violate any other party's proprietary rights. The seals and logos of Seattle Pacific University are copyrighted and may not be used in Web pages, electronic, or written publications without the express permission of Seattle Pacific University's Office of University Communications.
- B. The SPU Web Pages are maintained by many departments and organizations across campus. Assignment for the coordination and development of the SPU Web resources has been given to the Webmaster committee, made up of representatives from Computer and Information Systems, University Communications and other campus departments. For further information, please send e-mail to webmaster@spu.edu or call (206) 281-2982.
- C. The personal staff and student home pages maintained on the SPU Web Servers are the sole responsibility of the users who have chosen to make information publicly available on the web. The personal home pages and the opinions or information contained within are the creation of the individual and do not necessarily reflect the opinions of Seattle Pacific University. Maintainer/owner's responsibility to comply with provisions of Acceptable Use Policy.
- D. All major sections within the SPU Web should have a link to this disclaimer page along with the electronic mail address of the person(s) responsible for maintaining that particular section.

1.2 PERSONAL HOMEPAGE POLICY

- A. All students, faculty and staff of Seattle Pacific University may create personal home pages on the SPU web server. This resource is referred to as "WebSpace." Personal WebSpace pages are the sole responsibility of the users who have chosen to make information publicly available on the web. It is their responsibility to avoid violation of copyright laws and to keep content in good taste.
- B. All personal WebSpace pages hosted on SPU campus resources must be for instructional, educational or personal use. Commercial content is strictly prohibited.
- C. All content maintained on personal home pages must follow the acceptable use and content guidelines set forth in the Acceptable Use Policy.
- D. The home pages listed on the SPU web site and the information found therein are the sole responsibility of the users who have chosen to make information publicly available on the web. The home pages and the opinions or information contained within are the creation of the individual and do not necessarily reflect the opinions of Seattle Pacific University. All individuals who make information available on personal home pages agree to abide by Seattle Pacific University's Acceptable Use Policy and Guidelines. Information that is posted must be for instructional, research, administrative, or other approved purposes. Commercial content is not allowed.

1.3 DEPARTMENTAL WEBPAGE POLICY

Both your department and Seattle Pacific University will be judged by the quality of the content on your home page. To be linked with the main SPU Home Page and therefore become "official" University content, you must follow these guidelines:

- A. **Clearly Identify the Institution.** Make the words "Seattle Pacific University" clearly visible on your home page. It's easy to assume that people who visit your home page will know what university your department is associated with, but that is not true in many cases. Don't forget to put "Seattle Pacific University" in a prominent location on your initial home page.
- B. **Create Institutional Content.** The content on your home page should be institutional in nature, not personal. In the early stages of Web development it was common to see personal and institutional information intermixed, but we are striving for a higher level of professionalism throughout SPU's home pages. Once your page is linked to the main SPU Home Page, it is "official," so don't use phrasing like "unofficial page " or " under construction."
- C. **Create Responsible Content.** Please use common sense and your knowledge of SPU's mission to guide you in your choice of content. Besides the reputation SPU prizes for being ethically sensitive, issues of liability make the University very vulnerable to criticism and/or legal action.
- D. **Organize, Organize, Organize.** Think carefully through the presentation of your material so that it will be the most useful to viewers. Your organizational scheme should be immediately apparent and easy to navigate.

- E. **Be Concise.** As you've noticed, "reading" on the Web is not the same as reading a brochure or magazine. People are moving through your material very quickly, so keep it short, simple and easy-to-understand.
- F. **Be Accurate.** You are responsible to ensure the accuracy of the information on your home page. Check carefully to make sure the information is consistent with other places (both printed and on-line) where it is being published.
- G. **Use Correct Spelling, Grammar, Punctuation, Etc.** You should take as much care in producing Web content as you would a printed piece. Remember that you are representing a university and will be held to very high standards.
- H. **Remember Copyrights.** Publishing on the Web is not different than publishing in print. If something (whether it is text, photographs, illustration, etc.) is copyrighted, you must obtain permission before you can use it on your home page.
- I. **Follow University Logo Rules.** The Seattle Pacific logo is available for use on "official" or departmental home pages, although it is not required. Because the logo identifies the communicator as SPU, the University has specific guidelines (available on-line) for how and when the logo is used. Generally speaking, if you want to incorporate the logo into your home page, it's a good idea to consult with University Relations.
- J. **Include "Mail-To" Information.** All departmental home pages should have an address to give viewers a way to contact your department and notify you of any questions they may have or mistakes they may have noticed.

1.4 Web Page and Web Hosting Policies for Campus Affiliates and Student Organizations

While managed and governed outside the normal parameters of University business operations, affiliates and organizations that wish to develop and host web content that: (a) provides a transactional resource* for students or employees of Seattle Pacific; or (b) acts in an official capacity as representative of the University; shall be bound by the provisions set forth herein.

* "Transactional resource" implies any web content or process that entails SPU students or employees entering SPU-related personally identifiable information into a web page or back-end database system.

2. REQUIRED ELEMENTS

2.1 HEADER TEMPLATES

"Resources for" Header (this is an example)

Seattle Pacific University | Resources for:
Current Students

"Quick Access" Header (this is an example)

Seattle Pacific University | Quick Access:
Maps & Directions

"All Purpose" Header (this is an example)

Seattle Pacific University
Human Resources

SPU Torch Symbol

This graphic follows any header above and lines up at the end of the bar...



2.2 QUICK ACCESS BAR

The quick access bar should be included at the top of each page.

-OR-

seattle pacific university

Enter Search

Go!



2.3 SPU LOGO POLICY

- A. The SPU "torch logo", as it has come to be called, is a graphic interpretation of Seattle Pacific University. Its strength lies in its bold appearance, simplicity of design and wide range of graphic applications. The logo can be enlarged and reduced without losing visual quality.
- B. Symbolically, the logo unites the academic identity of Seattle Pacific with its mission as a Christian institution. This is carried out through the logo's elements of the following:
 - 1. TORCH: The torch has long been a symbol of learning. It reminds us that education is a process of enlightening the mind.
 - 2. FLAME: A design that has multiple interpretations adds interest. Hence, the flame can also be seen as a descending dove, indicating the power and inner illumination personified by the Holy Spirit.
 - 3. CROSS: Jesus Christ is central to the University's vision. Therefore, the cross, symbolizing Christ's ultimate sacrifice to redeem a lost world, is placed at the center of the torch handle.

2.3.1 Word Identity

- A. The words "Seattle Pacific University" come together as a unique institutional "word symbol." Set in the "old style" typeface of Berkely, and the contemporary typeface of Unifers, the lettering combines with the logo to create a strong graphic statement. The words "Seattle Pacific" are prominent, emphasizing the key words of our institutional identity. In addition, the vision "Engaging the culture, changing the world" has been integrated with the design to proclaim our commitment to make a difference in the world through the lives of our graduates, the scholarship of our faculty, and our commitment to community.
- B. Recognizing that space requirements vary, three standard configurations of the logo/lettering have been developed. In certain applications, the torch may be used alone. However, care should be taken not to lose the identification value of the combined elements.
- C. For Web or other electronic projects, download GIF files from <http://www.spu.edu/depts/uc/VIS/logos.asp>
<http://www.spu.edu/depts/uc/VIS/downloads.asp>
- D. Aversion to proper capitalization and punctuation: SPU reserves the right to violate all proper conventions embodied in the English language in the interests of developing a "branding" image for the University.

Version 1:



Version 2:



Version 3:



D. Guidelines for Using the Logo

Whether the Seattle Pacific University logo elements appear in printed or electronic form, they identify the communicator as SPU. For that reason, the University has established specific guidelines for how and when the identity should be used.

1. The logo elements are to be used only on official Seattle Pacific University content (not individual home pages).
2. Wherever possible, the mark and lettering should be used together (see above). There are three standard proportional configurations for using the identity.
3. The mark, in either its positive or negative forms, may in some cases be used alone as a graphic feature. (This, however, does not achieve the same identity statement as the combined elements.)
4. The mark may not be altered or distorted, and no other graphic elements should be added to it.
5. As a general rule, the logo elements should not be placed near conflicting graphic elements. To ensure clarity and readability, space should be provided around the mark.

Faculty and staff are able to use institutional logos on their Web pages, etc. UC staff members are available to advise which format and use might best serve the individual project.

Following the use guidelines outlined above, various institutional logos can be downloaded from the "Institutional Logos" and "Downloads" pages of the above Web site.

2.4 STANDARD FOOTER

Copyright © 2005 [Seattle Pacific University](#).
[Web Content Disclaimer](#).
General Information: (206) 281-2000
3307 Third Avenue West, Seattle, WA 98119-1997, U.S.A.

[Email this page to a friend!](#)

[How did this page do?](#)

[Click here to rate it!](#)

The footer should be included at the bottom of each page.

2.5 TITLE TAG “ENGAGING THE CULTURE, CHANGING THE WORLD”

ENGAGING THE CULTURE, CHANGING THE WORLD.

An institution's visual identity is an important tool to communicate the essence of the institution. To communicate SPU's vision of engagement more boldly, the University's logo and identity system were reviewed and revised. The words "Seattle Pacific" are now more prominent and the vision line "Engaging the culture, changing the world," is included as part of the overall identity. This approach not only highlights "Seattle Pacific" as our brand name, it proclaims our ongoing pledge to make a difference in the world through the lives of our graduates, the scholarship of faculty and our commitment to community.

2.6 UNIVERSITY SEARCH

SPU Web Page Search

This will search the SPU website, library, CIS Help, and personal web pages.



Other Searches:

- White Pages
- SPU Classified Listings
- The Falcon Online

The SPU search function uses Google's search feature to show all pages within the SPU site of which match the words entered. No other search engines authorized.

2.7 COPYRIGHT

- A. If you choose to make use of the WebSpace resource, it is your responsibility to avoid violation of copyright laws and to keep content in good taste. Personal home pages hosted on SPU campus resources must be for instructional or educational use. Commercial content is strictly prohibited.
- B. All content maintained on personal home pages must follow the SPU Acceptable Use Policy. Contents of this web space will be made available to browsers of the World Wide Web, though the ability to add or modify contents of this folder are permitted only to the Web Space owner (user).

- C. It is the policy of Seattle Pacific University to respect all copyrights and to adhere to the terms of all licenses to which SPU is a party. The University will take all steps necessary to prohibit users from duplicating any related documentation unless rights for reproduction are expressly granted by agreement with the licensor or copyright holder. Unauthorized duplication of documentation is subject to both civil and criminal penalties under the United States Copyright Act.
- D. Copyrighted material (including text, music, graphic, photographic files and computer software applications and programs) will be used only in accordance with its license agreement. Unless otherwise provided in the license, any duplication of copyrighted material is a violation of copyright law. In addition to violating copyright law, unauthorized duplication, sharing or distribution of documentation is contrary to Seattle Pacific University's standards of conduct. The following points are to be followed to comply with license agreements:
 - 1. Seattle Pacific University will not tolerate the use of any unauthorized reproductions of copyrighted material in our organization. Any person illegally sharing or reproducing copyrighted material may also be subject to criminal prosecution by the recording industry and artist's representatives the penalties from which may include fines and imprisonment.
 - 2. Any person who determines that there may be a misuse of copyrighted material within the organization should notify the appropriate University authorities in a timely and confidential manner.
 - 3. All copyrighted material used by Seattle Pacific University on organization-owned computers will be purchased through appropriate procedures.

3. **VISUAL RECOMMENDATIONS**

3.1 Web Identity Standards and Branding

- A. Consistent look and feel -- follow SPU's identity standards. Each webpage must include the SPU logo (brand), colors, typeface, copyright notification, and disclaimer.
- B. Graphic images (pictures) must be optimized for the web at 72 dpi. Amount and size of graphics should be minimized due to long download time.
- C. In consideration of people with slower modem connections, don't use images or file downloads (PDF's) with a size larger than 50K. If you want to display a large image or PDF, link it from your page with a text link or a thumbnail-sized picture. You can also display the size of the file with the link to warn users of large images before they download.
- D. Design in the 800x600 screen.
- E. Consider the "white Space" on your webpages - use an aesthetic and minimalist design, similar to the SPU templates.

3.2 Navigation and Information Architecture

- A. Site architecture and structure must be logical and visually intuitive.
- B. Organize your information by target groups (i.e. undergraduate students, graduate students, etc.) rather than by function or organizational structure.
- C. Provide a "quick access menu" alternative for frequent visitors.
- D. Site structure should be "shallow" rather than having the user drill down three to four levels to obtain the information (no more than three levels).
- E. Create a navigation structure that is easy to learn and easy to follow - provide consistent ability to go back, forward, return to top, and return to SPU homepage.
- F. Make sure the links and information areas are clearly labeled and presented consistently throughout the webpages.
- G. Avoid leading the users to "dead ends" in navigation.

3.2.1 Content Design

- A. All webpages must be spell-checked and proof read for grammatical errors.
- B. Every webpage must have a page header.
- C. When presenting the content, use a scannable layout. Use short paragraphs, bold subheadings, and bulleted lists for quick and easy reading.
- D. Use hypertext to split up long information into multiple pages.
- E. Legibility - use black text on white background. If you use watermarks or backgrounds, they must be extremely subtle. Use big enough font size so people can read the text, make the text stand still (no moving, blinking or zooming).
- F. For online documentation (manuals, handbooks, etc.): create an easy to learn interface with simple and consistent navigation.

3.2.2 Usability

- A. Create objects, links, actions and options that are clearly visible and easy to recognize. The user should not have to remember them from one webpage to another.
- B. Create error free webpages - i.e. accept/decline certification, turn on java applets, download plug-ins, javascript errors, etc.

3.3 Graphical Standards Policy

SPU's institutional colors are maroon and white. However, this does not mean that the torch symbol or word form must always appear in these colors. Because of the great variety of graphic applications, the use of color on the identity will vary depending on the need. For example, SPU's new institutional stationery is printed using maroon, black and gray on white paper. Our primary colors are prominent, but in addition, the black and gray are used as accents to produce an overall professional and contemporary visual identity.

Colors

Maroon -- RGB: 140, 0, 26; HEX: #8c001a

Gray -- RGB: 115, 115, 115; HEX: #737373

Fonts

Gray

"Seattle Pacific University" on all Main page and Departmental Headers

Helvetica-Narrow, 12 pt, Anti-Aliased

Maroon

Page title or Department Name

Helvetica-Narrow, 24 pt, Bold, Anti-Aliased

3.4 SPU Style Guide for Capitalization, Punctuation and Usage

A. Capitalization

In general, avoid unnecessary capitals. Use a capital letter if you can justify it by one of the principles listed here, in The Associated Press Stylebook, or in the dictionary.

B. Proper Nouns

Capitalize nouns that constitute the unique identification for a specific person, place or thing: Philip Eaton, Seattle, pencil.

C. Proper Names

Capitalize common nouns such as university, office, school, street, ocean and west when they are an integral part of the full formal name for a person, place or thing: Seattle Pacific University, Office of Admissions, School of Business, Bertona Street, Pacific Ocean, West Seattle.

Lowercase these common nouns when they stand alone in subsequent references: the office, the schools, the street, the ocean. (There are a very few exceptions to this rule, including the University, when used in specific reference to Seattle Pacific University. See below.)

Lowercase the common noun elements of names in all plural uses: the schools of Humanities and Education, the Conventions and University Relations offices, Bertona and Cremona streets.

D. Popular Names

Some places and events lack officially designated proper names but have popular names that are the effective equivalent: the Loop (the entrance area to Seattle Pacific).

E. Shortened Versions of Proper Names

Some groups, places and events are known by shortened versions of one-of-a-kind proper names and these come to be the effective equivalent of proper names: the University (for Seattle Pacific University), the Singers (for the SPU Singers). These are rare instances and this should not be interpreted as license to ignore the general practice of lowercasing the common noun elements of a name when they stand alone.

F. Compositions

Capitalize the principal words (including prepositions and conjunctions of four or more letters) in the names of books, movies, plays, poems, operas, songs, radio and television programs, works of art, etc. Capitalize an article (the, a, an) if it is the first or last word in a title. (NOTE: Names of books, plays and magazines are either underlined or in italic. Names of articles and poems are in quotation marks.)

G. Titles

Capitalize formal titles when used immediately before a name: President Philip Eaton, Vice President for University Advancement Ken Leonard, Director of University Relations Jennifer Gilnett, Professor of Chemistry Wes Lingren.

Lowercase formal titles when used alone or in constructions that set them off from the name by commas: The president spoke at the meeting. Jennifer Gilnett, director of University Relations, chaired the committee. The class was taught by Wes Lingren, professor of chemistry.

Use lowercase at all times for terms that are job descriptions rather than formal titles: actress M'Lissa Hayes, writer Clint Kelly, conference participant Connie McDougall. (This rule can be tricky. For instance, some terms are both a job description and a formal title. If it is also a formal title, capitalize: Soccer Coach Cliff McCrath.)

H. Specific Uses of Capitalization

- a) **Academic degrees.** Lowercase phrases which describe someone's academic credentials: master's degree in information management, doctorate in education.
- b) **Bible, biblical.** Capitalize Bible when it is used in reference to the Scriptures. Lowercase biblical in all uses. (Also capitalize related terms such as the Gospels, Gospel of St. Mark, the Scriptures, Old Testament, New Testament, etc. .)
- c) **Board of Trustees.** Capitalize when used as part of the formal title for a specific group, as in Seattle Pacific University Board of Trustees. Lowercase in other uses.
- d) **Centennial.** Capitalize for all uses in specific reference to the Seattle Pacific University celebration. Lowercase in other uses.
- e) **Class titles.** Capitalize the principal words (as in a composition title) and enclose in quotation marks.
- f) **Deity.** Capitalize the proper names of monotheistic deities: God, Allah, Jehovah, Lord, Father, Jesus, Holy Spirit, Christ, Messiah, etc. Lowercase pronouns referring to the deity: he, him, his, thee, thou, who, whose, thy, etc.
- g) **Fellows.** Use only an initial cap. We are no longer capping the entire word.
- h) **GPA.** All caps, no periods.
- i) **Majors.** Do not capitalize the names of majors or areas of study. (The only exception to this rule is a language, such as English, Russian, etc.)
- j) **Quarters.** Capitalize Autumn Quarter, Winter Quarter, Spring Quarter, Summer Quarter.
- k) **ScholarSharing.** One word, two caps.
- l) **Summer Session.** Capitalize. (Summer school is not the formal name and therefore not capitalized.)
- m) **Third World.** Capitalize.
- n) **Viewbook.** No cap in the middle of the word. Use an initial cap if referring to the title of the publication, no cap if referring to the kind of publication.

I. Punctuation

- a) **Colon**

To introduce a listing. The colon is used at the end of a sentence to introduce lists, tabulations, texts, etc.: Three majors were under review: political science, accounting and English.

To provide emphasis. He had only one hobby: eating. She promised this: Everyone would get raises.

To introduce quotations. Use a comma to introduce a direct quotation of one sentence that remains within a paragraph. Use a colon to introduce longer quotations within a paragraph and to end all paragraphs that introduce a paragraph of quoted material.

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
- b) **Comma**

When using commas to separate elements in a series, do not put a comma before the conjunction: The staff includes John, Jackie, Dale, Connie, Clint, Jennifer and Tracy.

There are exceptions to this rule. Put a comma before the concluding conjunction in a series if an integral element in the series also requires a conjunction: The professors were from the schools of Natural and Mathematical Sciences, Humanities, Education, and Social and Behavioral Sciences.

And use a comma before the concluding conjunction in a complex series of phrases: The main points to consider were whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.
- c) **Hyphen**

In a compound modifier. When two or more words that express a single concept act as an adjective preceding a noun, use hyphens to link all the words in the compound: It was a hard-to-grasp concept for many members of the committee. She chose on-campus housing. Exceptions include the adverb very and all adverbs that end in ly: The building is the rarely visited site of the University archives.

In a suspensive structure, use this form: He was looking for a full- or part-time job. She went for a 10- to 12-mile jog.
- d) **Quotation Marks**

The period and comma always go within quotation marks. The dash, semicolon, question mark and exclamation point go within quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

e) **Semi-Colon**

In general, use the semicolon to indicate a greater separateness of thought and information than a comma can convey, but less than the separation a period implies.

To clarify a series. Use semicolons to separate elements of a series when individual segments contain material that also must be set off by commas: The foundation honored the president, E. Arthur Self; three students, Todd Simonson, Molly Stickrod and Chris Hill; and alumna Lynda Collins of Kalispell, Montana. Note that the semicolon is used before the final and in such a series. To link independent clauses. Use a semicolon when a coordinating conjunction such as and, but or for is not present: The staff meeting was not held today; it will be held on Thursday.

J. **Other Notes**

a) **Academic Degrees**

When establishing someone's credentials in text material, the preferred form is to avoid an abbreviation and use instead a phrase: He earned a bachelor's degree in marketing. NOT He earned a B.A. in marketing. She earned a master's degree in business administration. NOT She earned an MBA The professor earned his doctorate in clinical psychology. NOT The professor earned his Ph.D. in clinical psychology. (NOTE: The word "doctorate," rather than the phrase "doctoral degree," is preferred.) Use an apostrophe in bachelor's degree, a master's degree, etc.

If you use the abbreviated form in a listing, or for some other special purpose, only use the abbreviation after a full name, not just a last name. Also, do not precede a name with a courtesy title for an academic degree and then follow it with the abbreviation in the same reference: Wrong: Dr. Ken Leonard, Ph.D. Right: Dr. Ken Leonard, an economist.

b) **Ages**

Always use figures for ages. The boy is 5 years old.
Use a hyphen for ages expressed as adjectives before a noun. A 5-year-old boy.
Use a hyphen for ages that substitute for a noun. The race was for 5-year-olds.

c) **Alumnus, Alumna, Alumnae, Alumni, Alum**

Alumnus: a man who has attended SPU.
Alumna: a woman who has attended SPU.
Alumnae: a group of female attendees.
Alumni: a group of men who have attended SPU. Or a group of male and female attendees.
Alum: slang
(This rule is the same for emeritus, emerita, etc.)

d) **Catalog**

Not catalogue.

e) **Ensure/Insure**

Use "ensure" to mean guarantee: Steps were taken to ensure accuracy on the report.
Use "insure" only for references to insurance: The policy insures the life of the employee.

f) **Entitled/Titled**

Use "entitled" only to mean that someone has a right to do or have something: The student is entitled to a grade report each quarter.
"Titled" is the correct word in reference to the names of books or other literary works: Robert Penn Warren won a Pulitzer Prize for a book titled All the King's Men.

g) **Farther, Further**

"Farther" refers to physical distance: He walked farther into the woods.
"Further" refers to an extension of time or degree: She will look further into the situation.

h) **Fund Raising, Fund-Raising**

Use "fund raising" as a noun: As staff members in the Office of Development will tell you, fund raising is difficult.
Use "fund-raising" as an adjective: The Fellows hosted a fund-raising dinner. (NOTE: "Fundraising" is not a word.)

i) **More Than, Over**

The word "over" generally refers to spatial relationships: The plane flew over campus.
Use "more than" when referring to numerical relationships: The campus serves more than 3,400 students. Using "over" in reference to age is permissible: She is over 30.

j) **Numbers**

Spell out whole numbers below 10; use figures for 10 and above: The class has six officers and 30 honor students.

- k) **Percent**
One word. Use the word, not the symbol, in text copy.

3.4.1 All provisions listed in 3.4 are to be ignored in the items pertaining to the University "brand."

3.5 Accessibility Recommendations

A. Purpose:

- a) Provide an accessible Web presence that enables all members of the university community full access to university information, programs and activities offered through the Web.
- b) Establish minimum accessibility standards for Web pages.
- c) Encourage Web publishers to exceed minimum accessibility standards in ways that befit a premier university.

B. Web Accessibility Standard:

Seattle Pacific University endorses the Guidelines of the World Wide Web Consortium (W3C) as the standard for World Wide Web accessibility.

- a) Upon specific request, information on Web pages is to be made available to any individual needing access to such Web content, by revision or otherwise.
- b) A text-only version of an inaccessible Web page may be offered only in cases where extraordinary measures would be necessary to make that Web page compliant. The text-only version of the Web page must contain the same information and equivalent functionality and be updated whenever the inaccessible Web page is updated.
 - [Americans with Disabilities Act \(ADA\)](#)
Information to help designers, developers and site owners understand, learn, and create sites that are as accessible as possible to those with disabilities, text browsers, and more.
 - [Bobby](#)
A web-based tool that analyzes web pages for their accessibility to people with disabilities.
 - [W3C Web Accessibility Initiative](#)
Guidelines explaining how to make Web content accessible to people with disabilities.
 - [access.adobe.com](#)
Helping people with visual disabilities access information in Adobe PDF.
 - [Disabilities, Opportunities, Internetworking, and Technology \(DO-IT\)](#)
Serves to increase the success of people with disabilities in college and careers.
 - [Macromedia Flash Accessibility](#)
Macromedia site with free example code and guidelines to help you make your Macromedia Flash (SWF) movies accessible to users with disabilities.
 - [Web Accessibility in Mind](#)

4. TECHNICAL AND OPERATIONAL POLICIES

4.1 Domain Name Registration

Registration or domain names for all content hosted on SPU web, and for all entities governed by this policy, shall be centrally managed and maintained by Computer and Information Systems.

4.2 Server-Side Programming Policy

The following provisions apply to all web content and hosts bound by these standards, regardless of whether such resources are hosted on or off the SPU campus.

4.2.a Confidentiality

To protect the identity and privacy of students and employees of Seattle Pacific University, personally identifiable information must be handled in accordance with all provisions set forth in applicable local, state, and federal legislation, including but not limited to: FERPA, HIPAA, and the Washington State Disclosure Act of 2005.

4.2.b Accounts and Passwords

Any web resource that maintains accounts and passwords apart from those within the SPU Active Directory or Banner systems must clearly inform the user that: (1) these accounts are maintained

outside of the formal/official university channels; (2) account usernames and passwords for this external resource should be different than official SPU credentials. The resource must also clearly post a confidentiality/privacy statement, and enforce rules for password complexity and strength.

4.2.c Linked (Internet) Information

Information on SPU web pages may only be linked to external sites approved by the University, that clearly indicate they are separate from the University, and that abide by the provisions for personally identifiable information security set forth herein.

4.2.d Firewall Exceptions

The university maintains a perimeter firewall to protect campus resources from intrusion, disruption, and unauthorized modification. Modifications to the firewall will only be done under exceptional circumstances, and only upon approval of CIS. All firewall exemptions will include a specific expiration date (generally 12 months or the end of the academic year), at which point the provisions and rationale for the exemption will be reconsidered. CIS reserves the right to revoke any firewall exemption as deemed necessary to protect the confidentiality, integrity, or availability of the SPU network.

4.2.e Server Maintenance

Servers hosting web content as defined in this policy will be maintained in accordance with the CIS Server Maintenance policies for security and patch management.

4.3 Forms & Scripts

Need info.

4.4 E-Commerce

Use of campus technology resources for personal, taxable income generation is prohibited. Such use is defined by Federal Income Tax requirements as set forth in Title 6, Subtitle A of the Internal Revenue Code.

4.5 Blogging

- A. We have the capability to provide departments with limited weblog functionality for their web site. If you would like to have this on your site, please contact the Webmaster at (206) 281-2427. A weblog or "blog" is a web site that contains brief, discrete pieces of information called posts that are arranged in reverse chronological order (most current at the top). A weblog can contain a wide variety of content including written essays, annotated links, documents, graphics, and multimedia.
- B. All SPU blogs will be basic in format. A user will be able to post a message. Other users will be able to either add comments to these posts and/or add their own post. All links in either the posts or comments will be automatically linked, but links to graphics, documents and multimedia will need to be on a server already and the full link will need to be written inside the message. The weblog will be text only.
- C. In most cases, users will be anonymous, meaning no names are required, but optional. The department will be in charge of maintaining the blog and removing any posts and/or comments that do not meet the SPU Acceptable Use Policy.
- D. Posts and/or comments with profanity or personal attacks, or links to copyrighted, illegal or harmful material will be removed.
- E. By using this service, you are allowing information to be posted to a publicly available web page, accessible from both on- and off-campus locations.

Sample Guidelines for Posting/Commenting:

- Online Form for Posting - Use the online form to post your messages. All fields on the form are required. Please post your information EXACTLY as it should be presented on the web page. Personal information is not required, but is suggested.
- Post Title and Message - You have 50 characters for the post title, and 5000 characters for the postmessage. We reserve the right to delete any post for any questionable content.
- Comment Message - You have 5000 characters for the comment message. We reserve the right to delete any comment for any questionable content.
- Errors and Corrections - It is your responsibility to check for any editing BEFORE you add a post or comment to the blog. Once the post/comment is added, it cannot be edited.
- Approval - If, for some reason, your post or comment is offensive to the SPU community, they have the right to remove your post/comment without notice to you.

- Run Length - Any post or comment you add to the blog will run until the department moderator removes it from the web site. The blog will be maintained regularly to remove old posts where issues were resolved and suggestions applied. It is the department's responsibility to remove any old posts that are no longer relevant.
- Moderator In Effect - The blog will be moderated by departmental staff. This is to ensure that all posts and comments are helpful to the community and offer suggestions for improving the system already in place.

4.6 Advertising, Sponsorship, and Partnerships

Need info.

4.7 Server Statistics

- Server statistics show you how many "hits" a webpage received, how users found your website, what they clicked on to get there, and so much more. There is no need for departments to invest in their own "hit counter", as we currently have technology available.
- If you are interested in this information, contact the Web Department (206-281-2427) and we will be more than happy to extract server information and email you a report.
- If you need access these statistics on an on-going basis, contact the Web Department (206-281-2427) and we can set up a user account for you.

4.7 Security (Authentication, Permissions)

- Receiving Permissions:* If you are new to a campus department and have been tasked with updating your department's web site, please contact the Web Department at (206) 281-2427 and we will set up the appropriate permissions. These permissions allow you to make changes on the SPU server; without them you will not be able to access the site.
- Increasing Your Privileges:* Giving you access to the server means that you need to be extremely cautious. If you need to leave your workstation, please "lock" your computer so others are unable to access your computer. Please treat these permissions with care and responsibility.

4.9 INTERNET PRIVACY STATEMENT (WEB VISIT LOGS, COOKIES, USER-PROVIDED INFORMATION)

Need info.

4.10 META TAGS

ALL of the <META> Tags are entered between the <HEAD> and </HEAD> tag set.

SPU homepage example:

```
<head>
<title>Seattle Pacific University</title>
<META HTTP-EQUIV="Pragma" CONTENT="no-cache">
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" >
<meta http-equiv="reply-to" content="webmaster@spu.edu" >
<meta name="resource-type" content="document" >
<meta name="generator" content="SPU Webmasters" >
<meta name="revisit-after" content="1" >
<meta name="classification" content="Education" >
<meta name="description" content="Seattle Pacific University - A Christian University of the Liberal Arts, Sciences
and Professions - Engaging the culture, changing the world" >
<meta name="keywords" content="Seattle Pacific University, Seattle Pacific, SPU, Christian University, Christian
College" >
<meta name="MSSmartTagsPreventParsing" content="TRUE" >
<meta name="robots" content="ALL" >
<meta name="distribution" content="Global" >
<meta name="rating" content="Safe For Kids" >
<meta name="copyright" content="Seattle Pacific University" >
<meta name="author" content="SPU Webmaster" >
<meta name="language" content="English" >
<meta name="doc-type" content="Web Page" >
<meta name="doc-class" content="Completed" >
<meta name="doc-rights" content="Copywritten Work" >
<link rel="SHORTCUT ICON" href="http://www.spu.edu/favicon.ico" >
</head>
```

META Tags are used to help catalog and categorize the contents of a web page. They are not seen by visitors, but instead seen only by search engines. Search engines extract this information and include it in their database as it contains all the necessary information to catalog and categorize a web page. It is important to make sure that the keywords you use are relevant to your page. Avoid putting too many words in your META tags and avoid

repeating your keywords as this may be considered spamming by some engines resulting in your site being blacklisted, penalized or banned.

4.11 Third Party Vendors/Third Party Software

Need info.

4.12 CIS WEB SERVICES

CIS's webmasters and associates would be pleased to assist in your department's web development at very modest rates. We offer direct assistance involving a broad range of web page design, programming and development activities. For a free consultation, please send us an email at your earliest convenience.

To begin the process of contracting with CIS for your web design needs, please follow the steps below:

1. Call the Web Department (206-281-2427) to set up a preliminary meeting.
2. [Download](#) (.doc) the creative brief/contract.
3. Fill out this document completely before the preliminary meeting; discussing ideas and thoughts with your department.
4. Bring the completed creative brief/contract with you to the meeting.

End of Document