I. Purpose and Scope

This policy is concerned with the governance and oversight of the WKU Web environment and the proper and appropriate use of WKU ECMS. The ECMS houses and manages most of the academic and administrative websites under the “wku.edu” domain. While this policy is primarily concerned with the ECMS, it also pertains to other WKU Web content housed and published outside the ECMS.

II. Policy

1. All entities (users) creating, maintaining, and publishing WKU web content are responsible for following the rules and standards set forth by the Web Standards Committee and incorporated in the ECMS and the “homepage design.” The standards address such areas as common branding, look and feel, navigation, and layout.

2. All users are responsible for knowing and understanding secure practices regarding website design and maintenance, especially the protection of login credentials. Sharing login credentials with anyone internal or external to WKU is strictly forbidden.

3. All users are responsible for the accuracy, appropriateness and currency of web content under their purview. This responsibility extends beyond users/account holders of WKU Web resources and the ECMS to all managerial staff who oversee academic or administrative units. Deans, directors, department heads, division heads, etc., are responsible for ensuring any websites under their respective areas are accurate, appropriate and current.

4. The divisions of Information Technology and Public Affairs will jointly maintain oversight of the entire WKU web presence (including but not limited to the ECMS) and have the authority to take appropriate action to ensure that WKU websites conform to standards and are accurate, appropriate and current.