JU Web Communications Policy

Overview

Jacksonville University's official website (www.ju.edu) is the registered domain for Jacksonville University in Jacksonville, Florida. It is maintained and managed by the Office of Marketing & Communications.

If you have any questions about this policy, please contact Web Services in the Office of Marketing & Communications.

Audience

The primary target audience of the website is prospective students. Secondary audiences include current students, faculty, staff, alumni, news media, and the general public searching for information about the university.

Ownership & Responsibility

The Office of Marketing & Communications is responsible for making decisions on behalf of the university regarding information architecture, usability, design, technical structure, and strategy for the official university website. These decisions are made with consideration of current usability models, information architecture standards, analytics data, the university's mission and goals, and input from the university's constituents.

Official websites for academic and administrative units must be created and approved by the Office of Marketing & Communications in adherence to the official university website policies and utilizing branded templates provided by the Office of Marketing & Communications.

All editors of the JU website must be trained on basic procedures and legal requirements for the university site by a member of the marketing and communications staff before editing access is granted. Editors must also be given permission to work on pages or sections of the site by the appropriate university leadership.

Universal Responsibilities

The following requirements apply to all webpages that provide official information about Jacksonville University to the public. This includes:

- Web pages located on the ju.edu domain or using JU internet protocol ranges affiliated with the JU Campus.
- University sites outside ju.edu affiliated with the JU Campus using JU trademarks in their domain names.

- Web pages prepared for any organization or activity receiving JU Campus funds or with funds maintained in the JU Campus financial system excluding agency affiliates.
- Faculty, staff and student pages on servers connected to the JU Campus network.
- Outside agencies or publishers that create websites or electronic publications for any University unit are also required to abide by these guidelines.

Regarding Internal Content

Content that is proprietary or confidential in nature may not be published on public websites. This information should be placed on an Intranet site such as My JU or Blackboard.

Regarding Personal Websites

Jacksonville University recognizes the value and potential of electronic publishing on the Internet and encourages students, staff and faculty to produce personal websites. The information and opinions contained in personal websites reflect individual thoughts, tastes and activities of the author and do not necessarily reflect official policies or positions of Jacksonville University and do not in any way constitute official Jacksonville University content; the University does not accept responsibility for the contents of said websites.

Regarding External Websites

The Office of Marketing & Communications must have login information and administrative access for all external (not hosted on the www.ju.edu servers), JU-affiliated sites. Login information should be shared with Web Services.

JU Identity

The web is one of the key ways that JU presents itself to the public. In many cases, our webpages form a reader's first impression about JU. To present a consistent, professional image, it is crucial that all JU webpages clearly establish their relationship with the university.

- The full name of the university—Jacksonville University—must appear somewhere on every webpage.
- The JU logo must appear on every webpage. For more information on the JU university-wide logotype and signatures, refer to the JU branding guide.
- No university trademarks may be altered or manipulated in any way, or merged with or placed directly against any other logo.

Required Links & Standards

University Homepage Link

One of the two following requirements must be met.

- **University-wide homepage link**: The homepages of websites for university-wide units should include a JU logo that is linked back to https://www.ju.edu, OR
- **Campus or Division-specific homepage link**: The main page of each site must have an easily identifiable link to a JU homepage that is appropriate to your unit, such as:
  - JU Davis College of Business (https://www.ju.edu/dcob)
  - JU Brooks Rehabilitation College of Healthcare Sciences (https://www.ju.edu/chs)
  - Office of Admissions (https://www.ju.edu/admissions)

Contact Information or Link

Top-level pages must include complete contact information for the unit (address, phone, fax, and email) or a clearly visible link to that information.

Email Link

Each page must have an email address or a link to the person or group responsible for maintaining the page.

Linking to Non-JU Websites and Pages

Links to external vendors on JU websites and pages are permitted, but should be to the entity's home page, social media profile, or other non-promotional page. Text that includes live links should not imply an endorsement of any kind. When a website or pages have been developed by a non-JU entity, a text credit may be used (for example: This site was created by ABC Company).

Links to your department or program's social media profiles are permitted and should take visitors directly to the appropriate profile (for example, https://www.facebook.com/jacksonvilleuniversity/, not https://www.facebook.com).

Copyright

All sites must abide by copyright law and respect the intellectual property of others. Webpages should display the following:

© 20XX, Jacksonville University. All rights reserved.

(The HTML character code for the copyright symbol © is: ©).

Information Accuracy and Timeliness

Site information must be accurate and up-to-date. Make sure it is reviewed regularly. Out-of-date names, dates, and other facts do not help users and reflect poorly on you, your department, and the university. All pages must be free of spelling errors. In addition to using a spell-checker, proofread material carefully and have a "second set of eyes" review it, too. Do not post pages marked "under construction."

Link Integrity

Make sure that all links are accurate and working. Test each link manually or use a link checker to test the entire page. Recheck links regularly to make sure they are still operating.

Responsive Design & Usability

All web materials must be able to be viewed and interacted with correctly on mobile devices, as well as tablets and desktop devices.

Accessibility

Jacksonville University is required to provide reasonable access to its educational services, programs, and activities in accordance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990. Accordingly, University web pages and online instructional material must be accessible to disabled persons where possible, or a reasonable alternative accommodation should be offered. Webpages **must** meet WCAG 2.1 AA requirements in the delivery of all essential information and functions.

The site must also include either the text of our official accessibility notice or a link to the University's accessibility notice page.

Copy should also be written in plain language as much as possible. Text intended for a broad spectrum of audiences should not be any more advanced than 9th grade reading level (based on the Flesch-Kincaid Grade Level test).

Videos must include either a transcript or a link to the [transcript request form](#). Transcript requests go to websupport@ju.edu and will be forwarded to you as needed. If a transcript is requested, you will need to provide a transcript within a reasonable time frame (typically about three business days) of the request.

Privacy and Personal Information

In general, personal information gathered via email or through other online means should be used only for purposes necessary to serve the user's needs, such as responding to an inquiry or other request for information. Personally identifiable information about users should not be sold, exchanged, or otherwise distributed without their consent, except to the extent required by law. In addition, it is university policy that confidential information gathered in online surveys be used only for the research purposes indicated in the survey.

Approval Process

To ensure that all websites representing Jacksonville University convey a consistent and accurate message and image, all new sites and sites involved in a redesign must be reviewed by the Office of Marketing & Communications.

The Office of Marketing & Communications will review sites based upon the guidelines contained in this policy. It will perform audits to check for compliance, consistency and accurate messages.

URLs

Domain names should be intuitive, short, and reflective of an academic or administrative unit's affiliation with Jacksonville University.

The university also reserves the right to reserve URLs or refuse requests for URL forms deemed inappropriate or likely to be used in the future by departments and administrators.

Unfinished Content

On occasion, it may be appropriate to indicate that content is "coming soon," but reliance on this promise should be used sparingly and only temporarily. Placeholder content (lorem ipsum text or images and text that are not relevant or clearly intended to demonstrate part of a template) is not allowed on live, published websites.