

## GA 33. RHU Website Policy

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Title:	<b>RHU Website Policies and Procedures</b>
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Issuing Authority:	Office of the President

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### 1. RATIONALE

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#### Definitions

**a) RHU web Scope:** RHU web is the collection of officially recognized webpages published fully by IT RHU Systems Section and hosted by Born interactive.

**b) Official Web Pages or Website:** The website or web pages that the RHU web Oversight Committee specifically identify as part of the RHU web official site map (the web pages of individual faculties, departments, programs, and offices are examples of official web pages.)

**c) RHU web Oversight Committee:** The committee is chaired by the vice president for development and includes representatives from the IT department and the Communication & Alumni Relations Office.

**d) Webmaster:** The University's webmaster oversees the planning, management, and coordination of RHU'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 RHU's information structure. They develop and/or oversee the development and deployment of RHU web templates and dynamic web pages and provide web-related consulting services to the entire University. In addition, working with the RHU web editor, they are responsible for designing sections of the website and ensuring compatibility and consistency among the various sections of the RHU web information structure.

**e) Web Editor:** The web editor has the responsibility for editing all new content of official pages/websites prior to their publication on RHU web, writing some content (where necessary). The web editor responds to queries regarding content-related issues and provides suitable responses and implements necessary solutions. 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 RHU web information structure. The web editor will be responsible for content and adherence to RHU's official style sheet.

#### Background

While publishing on RHU web 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 RHU worldwide website (RHU web) supports the mission and purposes of the University by promoting RHU'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 internet, RHU seeks to:

- a) Improve its programs of teaching and learning by taking advantage of new media.
- b) Provide timely, accurate, and easily accessible information for members of the university.
- c) Promote and publish the University's activities, news, etc.
- d) Promote the University's alumni activities and heighten the alumni sense of community.
- e) Reach out to parents of current and prospective students.
- f) Facilitate recruitment and attract top-quality candidates for administrative and faculty positions.
- g) Facilitate fundraising.
- h) Promote RHU as a regional institution of higher education, research, and development.
- i) Promote and highlight the quality of its programs and the accomplishments of its community.
- j) Demonstrate the leadership of RHU as a center of advanced research.

## 2. Policy

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

### Procedures

An individual or head of unit who intends to publish or update an official web page at RHU website must send an email or TMS for approval (CC appropriate dean or department head) to the webmaster. When the request has been approved, the webmaster send the request to the web editor. The web editor in turn determines the time needed to post/create/update the requests. When the web editor completes the request, an email will be sent to the requester showing if his/her request done successfully or still pending or can't be done with the reason. The RHU webmaster also monitors the reference integrity of the RHU web official site map and all linked pages.

### Compliance

The Oversight Committee will have the authority and responsibility to enforce compliance with published policies and guidelines. The Oversight Committee will appoint the web editor 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.

### Official Web Pages or Websites

The websites or web pages that the RHU web Oversight Committee specifically identify as part of the RHU web official site map. In determining whether a particular web page is an official web page and therefore part of the RHU web official site map, the following issues will be considered:

- a) Does the website target a significant external audience? If yes, it's an official page.
- b) 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).
- d) Does the website include any description of policies, programs, courses, degrees, etc.? If yes, it's an official page.
- e) Is the website for a program or center that RHU is funded (whether internally funded or externally funded)? If yes, it's an official page.

## CONTENT & PUBLISHING GUIDELINES

### WEB COORDINATORS AND WEB CUSTODIANS

#### Purpose

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

#### Content guidelines

- 1) Content on RHU's website should accurately reflect the University's mission and vision and should represent RHU in the most professional manner.
- 2) RHU web sites are for non-profit, educational purposes, and individuals are forbidden to post unlawful or offensive information.
- 3) RHU web is not to be used for commercial advertising or other commercial activities. The chair of the RHU web Oversight Committee must approve any link on the University's web site to a commercial organization.
- 4) The Webmaster reserves the right to remove any outdated information or content that does not comply with the policies and procedures, also his responsibility to ensure that content is updated regularly.
- 5) Home pages should include the following: expiry date (if applicable) and a clickable email address of the web coordinator; a link back to RHU home page (preferably by clicking the RHU logo); contact information for the respective department or faculty, including names, email, telephone number, and extension.
- 6) Content should comply with Accessibility Guidelines.
- 7) Keep passages relatively short so that users are not required to scroll too far down.
- 8) Avoid repeating material that exists somewhere else on RHU's website.
- 9) Provide a link instead.
- 10) Keep a consistent writing style throughout the pages. Do a thorough check for spelling and grammar mistakes.
- 11) Photographs, or images if used, should reflect the University in the most positive manner.
- 12) Be consistent with the styles in use on the front page (colors, fonts, layout etc.).
- 13) Provide a link back to the home page of the current website if not obvious.

- 14) Use a simple, readable size, type, and color of font.
- 15) The logo should not be 'stretched' out of shape, or used in a way that misrepresents RHU. The seal should not be used without the rest of the logo.
- 16) Keep design elements simple.
- 17) White/pastel backgrounds are preferable.
- 18) Keep consistency in link colors throughout.

### **Publishing Guidelines**

For technical questions, please contact the RHU Web editor at extension 555 or [barakehhh@rhu.edu.lb](mailto:barakehhh@rhu.edu.lb).

For content issues, please contact the webmaster at extension 755.

### **3. STAKEHOLDER IMPACT AND SCOPE**

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It is the responsibility of each RHU student and staff member to familiarize themselves with policies and procedures relevant to their area of work, and execute their responsibilities in reviewing petitions and completing forms accordingly.

### **4. RELATED DOCUMENTS**

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IT Manual