CONTENTS

USU Web Site Policies and Guidelines .......................................................................................................... 1

Guidance for Publishing Content to the USU Web Site ............................................................................ 1

Contents ................................................................................................................................................... 2

USU Web Site Mission Statement ........................................................................................................ 3

USU Site Layout .................................................................................................................................... 3

Purpose ................................................................................................................................................ 3

USU Page Requirements ...................................................................................................................... 4

Offsite Links .......................................................................................................................................... 5

Procedures ........................................................................................................................................... 7

References and Tools ........................................................................................................................... 7
USU Web Site Mission Statement

The Uniformed Services University of the Health Sciences (USUHS or USU) web site provides on-line information providing access to the services and resources of interest to the University community and public at-large. The USU Home Page in particular is designed to serve as the primary intermediary between our visitors and the wealth of information available on the USU site. The site should support the University Mission and Strategic Plan by:

1. Providing information rich in pertinent, authoritative content,
2. Optimizing access to our resources,
3. Effectively communicating information available via the USU Web and,
4. Enhancing the reputation of USU as a premier health sciences academic institution with a unique global and military perspective.

USU SITE LAYOUT

The USU web site design, architecture and subsequent navigation of the web site are developed in coordination with the Office of External Affairs. The Drupal Content Management System is the framework behind the USU web site. Certain sections of pages can be edited by approved Pagemasters (authorized content editors for USU sub-sites and sections).

PURPOSE

The USU web site should direct visitors to information in a manner that does not require the visitor to have prior knowledge of the University or our site. Information should be presented in a clear and concise manner. The USU Webmaster is responsible for the technical administration of the web site. Content is managed by the Office of External Affairs.

The USU Home Page supports the following functions:

- Organize and electronically deliver USU-related information to the distributed university community and site visitors
- Deliver information that is public in nature

USU Core Pages support the following functions:

- Organize and electronically deliver USU-specific information to the distributed university community and site visitors
- Act as a gateway to on-line web pages, systems and services provided by the university
- Deliver information that is public in nature
Department, Organization, Center pages support the following functions:

- Organize and electronically deliver USU-specific information to the distributed university community and site visitors
- Deliver information that is public in nature

### USU PAGE REQUIREMENTS

The USU Webmaster is responsible for the technical layout and presentation of information, and has the authority to update markup and content to ensure web content conforms to required standards.

The Office of External Affairs manages the content of the USU web site, and has the authority to remove, update or add information to the web site or a web page at the discretion of their office. Content should be up-to-date, accurate and professional.

Individual organizations may delegate web content developers (called Pagemasters) who are responsible for specific sections of web pages. Pagemasters act as an “extension” of the USU Webmaster, and are required to ensure compliance with all government, DoD, Section 508 and USU guidance.

The following guidelines apply to all USU pages:

- Certain required links are located in the footer of USU web pages. These include (but are not limited to)
  - Privacy Security Notice
  - Accessibility
  - EEO
  - FOIA
- NO ad banners, including those for supported software or programs, should be placed on ANY USU page. This includes banners or images that are placed by a company providing a service, such as a free counter script. This also applies to “page checking” software such as A-Prompt, W3C or “Bobby”.
- All pages must be technically coded for accessibility and must meet Section 508 standards. Validation tools as well as manual inspection of code are REQUIRED. Validation of markup and css is also run periodically by the USU Webmaster.
- Files linked from USU web pages and housed on the USU web server must meet accessibility standards. Microsoft and Acrobat in-application tools are used to check the accessibility of Excel, PowerPoint, Word, and Acrobat files. The content author is responsible for any required updates to files.
- Files that automatically execute (.exe, .bat, .com, etc.) are NOT allowed on the web server.
- USU Branding guidelines will be followed. Changes may be required by the webmaster or External Affairs before publication of material.
• Files linked from the web site should be optimized for the web. Some file sizes may not be appropriate for the web. Video, audio, presentations, images, catalogs and other documents or types of media may need to be evaluated for appropriateness of placement on the web site. Streaming services are not available on the production web server.

• The USU web server is not intended to be used for storage. Only files currently linked from site pages should reside on the server. Supporting files (large sized images, Photoshop, Illustrator, and other layout or development files) should not be stored on the server.

• All Social Media sites (and subsequent links to such sites), abstracts, presentations and Public Affairs content must be cleared through the Office of External Affairs.

• Information on the USU web site may NOT contain personal information and also may not contain:
  o Classified, Sensitive, or Copyrighted records
  o Confidential or Proprietary information
  o Non-public Financial Records
  o Organization’s physical plant information or security procedures
  o Restricted information

• The USU Webmaster reviews pages to ensure that professional standards are being applied to page editing. Examples of page elements that are considered unprofessional:
  o The use of all-caps for text or headers.
  o The use of “click here” as a link. This does not provide the visitor information on where the link will take them. Instead use “click to learn more about <specific subject>” or similarly worded links that provide an indication of where a link will take a visitor.
  o The use of “Coming soon” pages, which are considered to be unprofessional and frustrating to site visitors.
  o Pages void of content

• Pages must be kept up-to-date and accurate; out-of-date pages will be removed.

---

**OFFSITE LINKS**

**CRITERIA FOR USU LINKS**

Links may be published on the USU web site that point to offsite but pertinent medical, military and government pages. Regardless of where the link is placed on the USU site, it must NOT point to a prohibited or unauthorized site. The USU Webmaster evaluates links using the following criteria:

1. Is the requested website’s content relevant, useful, accessible and authoritative for USU faculty, staff, students and visitors?

2. Does information on the linked website complement information on the USU Web Site?

3. Does information on the linked website appear to be accurate and current?
4. The linked website must be free of hate, bias, or discriminatory language, viruses, and “promotional” information or sales material.

Organizations are responsible for ensuring that links are not broken as they are considered “content”. The USU Webmaster may remove broken links without notification.

In some cases, it may be required to add text or an intermediary page that makes it clear that the site visitor is leaving USU and accessing a resource that USU explicitly does not endorse (such as a payment web site). The USU Webmaster, Office of External Affairs and Office of General Counsel will coordinate to make such determinations.

**PROHIBITIONS**

USU will **not** link to any website that exhibits hate, bias, or discrimination. The Webmaster and Office of External Affairs reserves the right to deny or remove any link that contains misleading information or unsubstantiated claims, or is determined to be in conflict with USU’s mission or policies.

Organizations within USU may publish links to specific resources or programs. Such links must be provided responsibly.

Content posted on the USU website may include hypertext links to information created and maintained by other public and/or private organizations. USU provides these links solely for our site visitor’s information and convenience. When a site visitor selects a link to an outside website, they are leaving the USU site and are subject to privacy and security policies of the US Department of Defense (DoD) such as the following:

- The DoD and USU **do not** control or guarantee the accuracy, relevance, timeliness or completeness of information contained on an offsite linked website.
- The DoD and USU **do not** endorse the organizations sponsoring offsite, linked websites, and **do not** endorse the views they express or the products/services they offer.
- The DoD and USU **cannot** authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the owner of the material.
- The DoD and USU **are not** responsible for communication transmissions that site visitors receive from linked websites.
- The DoD and USU **do not** guarantee that outside websites comply with Section 508 (Accessibility Requirements) of the Rehabilitation Act, or any other guidelines.

**PRIVACY AND SECURITY**
No personal information may be published on the USU web site, as required by the DoD Removal of Personally Identifying Information memo (December 28, 2001). This includes, but is not limited to such personally identifying information as:

- Personal email address
- Personal phone number
- Personal address
- Family information
- Social Security numbers

Refer to the Department of Defense Privacy and Security Notice for more information about DoD Privacy and Security policies.

**PROCEDURES**

- A controlled and protected Web Server is used to broadcast approved content.
- Web pages and related files are under the management of the USU Webmaster, who works with the Office of External Affairs and individual Pagemasters to approve and publish content.
- Standard Operating Procedures for the publication of content to the USU web site will be followed.
- All University-related web pages will follow Federal, DoD, Section 508 and USU Guidelines, and should be presented accessibly, technically correct, and with accurate information.
- Requests to edit web site content may be entered into the Service Desk System

**REFERENCES AND TOOLS**
The USU web site follows applicable standards and guidelines intended to provide accessibility and a standardized interface for site visitors.

**REFERENCES**

- USU Instruction 5202.2
- DoD Web and Internet-based Capabilities Policies
- Section 508 Standards
- World Wide Web (W3C) Standards

**TOOLS (SELECT LIST)**

(Used to ensure that the USU web site is accessible and interoperable):

- W3C Markup Validator
- W3C CSS Validator
- Functional Accessibility Evaluator (FAE) 2.0
- Web Accessibility in Mind (WebAIM) Wave 4.0 Evaluator
- Check Accessibility Tools for Documents on the USU Web Site (USU Only)
- USU and Accessible Documents Training Presentation (USU Only)
- Manual inspection (required) of page elements