

University of Education, Winneba

**Web Development Policy
and Guidelines**

August 2014

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Executive Summary

The University of Education, Winneba website is evolving very fast and its user base is widening. There is therefore the need to develop *web development and use policy*. The Web-Development and Use Policy provides the principles and protocols that govern the development, deployment and use of the University's corporate website and content. It seeks to guide decisions and web implementation activities of the University.

The University of Education, Winneba has an ICT Policy that requires further development of standards, procedures and protocols to the various Electronic-Interventions of the University. This web policy therefore provides specific guidelines for individuals working on the corporate, unit, or departmental sites. It also provides guidelines for the use of the corporate website and Applications.

This document is in six (6) Major parts;

- Policies and Guidelines for Web Users
- Policies and Guidelines for Content Contributors
- Policies and Guidelines for Web Developers
- Policies and Guidelines for Web Naming Conventions
- Policies and Guidelines for Web Media
- Policies and Guidelines for Service and Support

Objectives:

This document is

- Set up to guide web developers and contributors in the creation and deployment of web content and applications
- Guide the user on how to use e-resources on the University of Education, Winneba website
- Set up standards and protocols to be followed in web content development for UEW Site.

Coverage/Scope:

This policy is applicable to all web developers, content contributors and users of web applications in UEW.

It also covers the use of servers, deployment of enterprise applications and other web contents.

Prof. Akwasi Asabere-Ameyaw

Vice-Chancellor

August 2014

Review

The Vice-Chancellor has approved the Web-Development and Use Policy.

The University of Education, Winneba in consultation with its legal Council will periodically review the various policies as appropriate.

Abbreviations

UEW	-	University of Education, Winneba
FBU	-	Functional Business Unit
DICT	-	Directorate of Information and Communications Technology
COLTEK	-	College of Technology Education
CAGRIC	-	College of Agriculture Education
COLAG	-	College of Languages Education
HR	-	Human Resources

Definition of Terms

1. Functional Business Units (FBU): FBUs referred to in this document covers the following centres and units of the University of Education, Winneba.
 - Colleges
 - Institutes/Schools/Faculties/Divisions
 - Directorate
 - Faculties/Division
 - Departments
 - Offices
 - Centres
 - Sections
 - Units
2. Media complex systems: this is a system kept by the Webmaster in which, common files (*viz.* pictures, audio, movies, graphics) commonly used at the University of Education, Winneba website are stored and used by all.
3. A Website folder: A Website is a folder or directory on UEW's central Web Complex that contains all the files that make up a School, College or Office Website (also known as the corporate websites).

4. Web media: WEB MEDIA is content on the Web other than Web pages. This includes audio, video, multimedia files and other file types.
5. Moderation: process of reviewing and approving the content by UEW prior to public release.
6. Sensitive information: the following shall be considered sensitive information and treated as such:
 - Student confidential data and examination scores
 - Staff/employee records
 - Financial information

SECTION I.

Policies and Guidelines for Web Users

Scope:

This web user policy is meant to regulate how users access and use information on the University of Education, Winneba website.

User

- A User shall be considered as any person accessing, browsing, or otherwise using the UEW website, either manually or via an automated device or program.

Use of UEW Website information

- This site has been established to provide information for its users
- All the information (images, text, maps, videos, apps, books and graphics) and material contained in this web site is subject to copyright, which is owned by UEW unless otherwise indicated (e.g. hyperlinked sites).
- Users of this site may download information for personal and academic use, but no part of this site may be copied or reproduced for **any commercial purpose** without the prior written consent of UEW.

Information Collected from Users

- The website collects the email address of users that email a question, suggestion, comment or fills a form to the university via the website. This includes users who subscribe to receive e-newsletters and/or other electronic forms of communication from UEW.

- To make the website easy to use and reliable, it may be necessary to use cookies to know what parts of the website are mostly used, how people find their way there, as well as what devices they use to access the information.
- UEW may use the Information collected from its users to:
 - Respond to users' questions or comments
 - To send information inviting users to participate in surveys
 - Fulfill a user's request and notify users of the status of their request
 - Provide excellent website experience and other services as required

Disclosure of Information to Third Parties

- UEW will not sell, share, trade or give away any Information that it collects or receives regarding its users, except as required by law, or to protect the rights, safety and security of UEW.
- UEW may disclose information about users to third party if we are required to do so by law or legal process, to respond to claims, or to protect the rights and safety of UEW.

Privacy Policy

- UEW is committed to protecting online user privacy.
- In order to ensure privacy, information collected through our web site at www.uew.edu.gh is used only in the manner and for the purposes described in the web user policy.
- By using the UEW's website, users have given consent to the collection, use, and disclosure of such information according to its privacy policy.

Linked Internet Web Sites

Even though we will make in effort to comply with provision *4.11 of the UEW ICT Policy on accessing external links from UEW network system*, and specifically in *4.11.1* that seeks to review security of all sites accessed from the university network, note that;

- The Site may provide hyperlinks which may take you to a third party website not controlled by UEW. These hyperlinked third party websites may collect and disclose user information in ways that may differ from what is specified in this policy.
- UEW is not responsible for the collection, use, or disclosure of information collected through these external websites.
- Though efforts will be made to block adware from showing on UEW site, UEW will not be responsible for them if they show up on your browser when accessing our site as a result of users installing such extensions knowingly or in-avertedly on their machines.

Security

This website takes every precaution to protect users' information. To protect information submitted via the website, we will encrypt most of such information collected on our site per the provisions in the *ICT Policy 4.7.3 on Acceptable Encryption*.

Applicable Law/International Issues

- Information that is submitted to UEW website will be collected, processed, stored, disclosed and disposed of in accordance with applicable Ghanaian laws and all international laws Ghana subscribes to.
- Users who do not consent to the terms of this Policy, may desist from using this Site, but if you have already provided us with Information, please contact us and let us know how you would like us to handle such information.
- The Ghanaian law is applicable to all users of our site.
- Non-Ghanaian users are bound only by the laws of Ghana.

Amendments to Policy

UEW reserves the right to amend this policy periodically.

** There should be a link on every web page to the user policy.*

Disclaimer

UEW will not be responsible for the accuracy and content of personal blogs. People's personal views and ideas may not necessary reflect the official position of UEW.

Hyperlinks ("links") on some Web pages may send your browser to a Website that is not owned, operated, or maintained by UEW. UEW is not responsible for the content on these pages.

UEW makes every attempt to ensure links lead to substantial and appropriate content but assumes no responsibility or liability for external Websites.

UEW assumes no liability for any direct, or indirect damages, actions or legal issues arising out of access or use of Websites or Web content.

Every effort is made to encrypt users' information. However, since no system is perfect UEW does not guarantee these security measures. UEW shall not be responsible for any actual or consequential damages that result from a lapse in compliance with this policy because of a security breach or technical malfunction.

SECTION II.

Policies and Guidelines for Content Contributors

Scope:

The policy governs the creation of digital communications and content in pursuit of official UEW business. The purpose of this policy is to promote consistency in UEW's official public presentation, provide guidelines to individual's responsible for the creation and maintenance of digital communications and content. It also sets forth expectations for oversight responsibility, web system requirements, and user privileges.

Digital communications and content includes all communications and content and assets used to interact with the UEW public and to undertake official UEW business or further the mission and vision of UEW. Content includes:

- Internally and externally hosted web sites, web pages, and web-based assets;
- Internally and externally hosted intranets or portals;
- Social media sites and tools;
- Mass messaging to include SMS and email; and
- Mobile-based assets including mobile applications

Enterprise Content guidelines

All UEW content must:

- Comply with all laws governing copyright, intellectual property, libel and privacy,
- Not violate any policy, rule or regulation of UEW,
- Not be used for non-UEW commercial activities.

- Must encouraged to be Disability user friendly and provide standard or text-only alternate versions.

Content Management

- Content Contributors are responsible for the management of Website content and related materials (Web pages, media files, images).
- It is required that outdated information or content be removed or updated.
- Web developers and content contributors must utilize shared content either within the Website or use the University's authorized central shared asset content available in the Corporate Content Management System and the Media Complex Content Management System. For example, tuition fees are published from a central source in the Finance office Directorate.
- Web developers or content contributors may link to the central tuition fee to display fees information within their Website.

Offensive Content

UEW prohibits content that is harmful or offensive to people. All Web users and Web developers must read and adhere to the University ICT Policy and Web Development Policy. Corrective action will be implemented against users who do not use UEW Web systems in accordance with the policies.

Content Ownership and Responsibility

All Web sites, files and data within the domain of uew.edu.gh are the exclusive property of University of Education, Winneba (UEW).

Development, administration and management of Web content including Web pages, Web media and Web data is the sole responsibility of the corresponding department with guidance from the Web-development Unit. Web content ownership and responsibility will be directed to Deans, Directors, and HODs

who are ultimately responsible for all faculties, departments, centers, institutes and other FBUs in their portfolio.

Content Usage or Abuse

- Content posted by an anonymous user is strictly forbidden. This includes (but not limited to) comments, images, videos and links.
- Content posted by account holders who are not associated with UEW (e.g. staff, affiliate etc.) must have all content moderated prior to being released to the public.
- Content posted by FBUs need not be moderated, however, the following rules must be followed:
 - The FBU need to be granted explicit access by a manager or otherwise authorized person to post the content.
 - Content must adhere to UEW standards and reflect UEW official position. Private and sensitive information should never be released to the public.

SECTION III.

Policies and Guidelines for Web Developers

Scope and purpose

Web Developers are people who specialize in the development of Websites. Web developers duties include handle programming, create graphics, add pictures, include links, modify Web page templates and develop information design.

The purpose of this policy is to regulate and streamline the work Web Developers to ensure that a level of consistency is maintained for the University of Education, Winneba Website.

Listserv and Communication

All Web developers and content contributors must subscribe to the UEW Web news listserv. Users who attempt to unsubscribe will be added to the listserv again, unless they are out of the services of the University or re-assigned other jobs other than web-development. It is important that Directorate of ICT communicate system status and conditions so Web developers can prepare for changes, additions, maintenance and upgrades.

Webmaster, Web developer and/or Web administrator Limits

- There shall be a Webmaster of a Senior Member rank. He shall be responsible for the overall running and administration of the corporate website.
- Web developers or Web administrators are permitted to obtain accounts for root directory control of Websites from the Webmaster.
- Content contributors for FBUs are expected to work with or collaborate with web developers.

Scripts, Databases, Processes, Utilities and Applications

- To provide a stable web environment, UEW sites will use the following scripts, databases, processes, utilities or applications:
 - Approved languages include HyperText Markup Language (HTML),
 - Extensible HyperText Markup Language (XHTML) and
 - Cascading Style Sheets (CSS),
 - And any other approved language approved by web management committee
- MS Access databases files with write permissions such as text or Excel spreadsheet files are not permitted on the web server and will be removed and deleted if used as a data source for reading or writing.
- Batch scripts, or other file types that are susceptible to virus attack or scam, hacking may not be permitted on the University of Education, Winneba Web-Server.
- If web developers or other users infringe on this policy, their account privileges may be revoked and all data associated will be removed.
- FBUs that require an application as a companion to or integrated with a website may contact the web-development unit. These projects are subject to the approval of the Webmaster in consultation with the Director of DICT and the web management Committee.

To unify scripts and interface design, any one of the following open source content management systems may be adopted and used for the development of the corporate UEW site: Drupal cms, Joomla cms, or any other that may be discussed and adopted later.

File and Website naming conventions

- Physical root level Websites (www.uew.edu.gh) are reserved for major School, College or Units (for example: www.uew.edu.gh/colteck or www.uew.edu.gh/hr).
- All FBUs websites must be contained within the root directory, a major School, College or unit.
- Requests for temporary server alias names (for example: www.uew.edu.gh/trainingconference20014) can be reviewed and granted for a short duration by the UEW website committee.

- All Website file names must use the following conventions: www.uew.edu.gh/coltek/WEBSITENAME.
- When requesting a new Website, the Webmaster and Department Heads are encouraged to follow the following guidelines in forming the WEBSITENAME of the Web address or naming files within the Web site:
 - i. Never use spaces within, before or after the name of any file or folder. Never use unusual characters or symbols within a file name and avoid punctuation marks (other than period, hyphen and underscore).
 - ii. Keep file names short (under 25 characters) AND meaningful.
 - iii. All Web page files must end in php, html, htm, asp, js, css etc.
 - iv. All graphic files must end in gif, jpg or png.
 - v. Be aware of how you use upper and lowercase letters. This can help users understand your file names but some systems are case sensitive so using the incorrect case can prevent users from accessing information or resources.

Web Tools, Utilities and Services

Web developers are required to use the web and media complex systems within the support guidelines.

Branding Guidelines

- Web developers must follow the university branding policies.
- Student organization websites are not permitted to use UEW logos, signatures or other forms of official branding.
- Use of UEW logos or affiliated branding by student Websites may result in the suspension of privileges and access to UEW web systems and services.

To find out more about branding and the UEW strategic message, contact the Publications office via their email:- publications@uew.edu.gh.

Student web developers and websites

- Students organizations may administer a website under the root website: www.uew.edu.gh/students/GROUP if approved by the SRC and if the association and clubs is registered at the Student Affairs Office.
- All requests must be submitted via the online request form.

UEW Policies guiding web content and structure will apply.

SECTION IV.

Policies and Guidelines for Web Naming Conventions

Scope:

The goal of the University Website naming convention is to provide organization, achieve consistency and optimize usability notwithstanding the fact that, item 4.1 of the UEW ICT Policy delegate the responsibility of naming to DICT.

Naming Convention for Web sites

The approved form for web sites, services and pages is “www.uew.edu.gh/NAME” for major Schools, Colleges and Units only. All other websites must be contained under the major School, College, Unit websites. This format preserves and reinforces the UEW brand identity and is well established across the World Wide Web. It also encourages good content management, usability and accessibility practices.

Non-specific or general names are reserved for initiatives and purposes of UEW.

All major FBUs should have Websites under the Corporate website. Use of second level sub domains are not permitted (e.g. NAME.uew.edu.gh.)

Format examples:

Example 1: (for all major Schools, Colleges, Units)

www.uew.edu.gh/SCHOOL_COLLEGE_OFFICE

or

www.uew.edu.gh/cs

or

www.uew.edu.gh/sct

Example 2: (for all departments, organizations, etc.)

www.uew.edu.gh/SCHOOL_COLLEGE_OFFICE/SUB_DEPARTMENT

or

www.uew.edu.gh/cs/training

or

www.uew.edu.gh/sct/btmm

Naming Convention for Website aliases

IMPORTANT: All requests must undergo an approval process that includes review by senior management in the Web-development Unit and the Website management committee. Alias names for major FBUs may be granted for temporary events or functional use. If a website name is too long for marketing purposes or difficult to use for workflow or usability purposes, Deans or HODs can request a website alias for their respective website addresses. See examples below:

Example 1: (for all major Schools, Colleges, Units)

Actual website name:

www.uew.edu.gh/SCHOOL_COLLEGE_OFFICE/folder/webpage.php

Website alias name that will redirect to the above website:

www.uew.edu.gh/SCHOOL_COLLEGE_OFFICE/webfolder

Example 2: (for all major Schools, Colleges, Units)

Actual website name:

www.uew.edu.gh/school/telecommunications/services.php

Website alias name that will redirect to the above website:

www.uew.edu.gh/school/services

Naming Convention for official aliases

Web address names such as admission.uew.edu.gh, calendar.uew.edu.gh, request.uew.edu.gh are reserved for use by the office of the Vice-Chancellor and the Offices of the Registrar for specific purposes. Aliases often denote an online application as opposed to an informational website. These naming formats are not available for general use on UEW web servers.

Naming conventions for individual Web servers

IMPORTANT: All requests must undergo an approval process that includes review by website management committee for individual web servers. Additional servers to the UEW network must be approved and registered and secured with the computer services unit. Servers within the UEW network cannot use the www prefix. All Schools, Colleges and Office Web sites must use the Website or Website alias naming convention above. Web servers for other purposes must use a School, College or Office description and function in the Web server name. Use of second level sub domains are not permitted (NAME.NAME.uew.edu.edu).

Format:

SERVER_NAME.uew.edu.gh

Example:

- clinic.uew.edu.gh - not allowed.
- uew.edu.gh/clinic - allowed

SECTION V.

Policies and Guidelines for Web Media

Scope:

This policy will guide the use of web media on the UEW website.

Web media files are usually very large and require more bandwidth (network resources) than typical Web pages. Because web media requires substantial resources, all users are additionally bound by this section when using or developing Web media to ensure they strictly adhere to the standards.

Communication

All Web media developers, administrators and content contributors must subscribe to the UEW Web media listserv. Users who attempt to unsubscribe will be added to the listserv again. It is important that we communicate system status and conditions so Web developers can prepare for changes, additions, maintenance and upgrades. Schools, colleges and units must designate a full time employee or faculty member as a contact person regarding the planning, administration and use of rich media and related resources.

Storage and Disk Space

Web media disk storage requirements are significant because of large file sizes and IT Technical Services unit under DICT will provide web media storage quotas for all major schools, colleges and units.

It is the responsibility of the Webmaster or his/her representative at the FBU to manage their allotted disk space and plan for future use of this space for teaching purposes each semester.

On demand Webcasts, presentations and special event programs can be temporarily stored for the duration of an event or to coincide with an event for the current academic calendar depending on the schedule of events.

Because of the cost and maintenance required to maintain stored data, Web-Development Unit will regularly monitor Media Complex storage status to ensure all users have working and available storage disk space. In order to optimize system performance extraneous, unplanned or duplicate stored data will be expunged from the system at the end of every semester. Website Development Unit will not retain a backup or archive.

Network and Bandwidth

Streaming media and delivery of Web media on UEW's network will be monitored and adjusted to ensure reliable content delivery based on the capabilities of the existing complex. System specifications, network and bandwidth information can be obtained by sending a request to the network administrator.

Programming and Scheduling

Unlike traditional broadcast TV, streaming media can be used to Webcast multiple on-demand and live programs simultaneously but the volume and quality of the programs are limited by available bandwidth. Programs must be scheduled in advance in order to prepare and test the system.

Live Events

Live events that require streaming resources are sometimes unpredictable and require significant planning and preparation. Live streaming will be limited to as many users as the bandwidth can accommodate. Live events that require video production crews and other equipment must be scheduled 30 days in advance of the event.

SECTION VI.

Policies and Guidelines for Service and Support

Scope:

Web service and support is provided to the University community with limitations and qualifications.

This policy will guide how such services are provided to staff, departments and units within the University of Education, Winneba with regards to access, availability and to the security of their web content.

Support Limitations

Web-Development Unit will provide support for Web content and Web media during regular business hours; limited service support will be available at nights, on holidays and weekends. The Unit will optimize the performance and reliability of Web and media systems and provision for backup and fall over when possible but does not guarantee system availability or ability to retrieve Web and media data.

Website Backup and Retrieval Policy

UEW Web-development unit must consistently back-up the University website and other web based resources. This should be made available on restoration of systems in case of failure. Staff, students and users of our sites must note the following:

- i. UEW cannot guarantee or ensure a backup of your Website. It is possible that backups may not contain your Website or some or all Website files. It is also possible that retrieved backup files may be corrupted.
- ii. UEW cannot guarantee that backups will contain the most recent version of files or data. Stored data can or may be days, weeks or months old.
- iii. UEW deletes and erases all backup Web data over six months old.
- iv. To retain data that have been backed up over a period of six months, it must be moved to removable media or another disk storage system.

Website Protocols

UEW will ensure that Web systems provide support for the following services and protocols: php, http, https, ssh, sftp, and services: XHTML, ASP and JavaScript programs. Support is limited due to the nature and complexity of programming. UEW does not guarantee support or availability of applications or services installed or created by Web developers. Applications, programs or other files or resources created by Web developers are the sole responsibility of the Webmaster, Web administrators, Web developer or department.

Usability and Accessibility

The Web-development Unit provides assistance for disabled users. UEW creates Web pages and Web content with current technology that ensures the inclusion of all such persons.

System Maintenance

System maintenance is performed monthly (typically the last Sunday of every month) and Web servers may be rebooted weekly on Monday morning. x to system changes, reports or other issues that may occur, system maintenance may be rescheduled or may occur at different times to repair, patch or remedy a problem. Web pages and Web media will be available for Web browsers and

viewing by Web users but access to the development server by Web developers and Web administrators will not be available during the maintenance window. System maintenance and system unavailability usually takes two to four hours and weekly reboots usually takes five to ten minutes. Longer time periods may occasionally occur.

Review Committee

Dr. Issifu Yidana	-	Chairman
Mr. Steve van Kamassah	-	Member
Mr. Reginald Agbo	-	Member
Mr. Hubert Asior	-	Member
Mr. Emmanuel Kutorglo	-	Member/Secretary

Approval

This policy is approved by the Academic Board August 2014