



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

Operating Policy and Procedure

HSCEP OP: 56.40.01 – **Web publishing Standards**

PURPOSE: To establish guidelines on how content will be published by TTUHSC El Paso on the world wide web.

REVIEW: This policy will be reviewed every odd-number year by the associate managing director for Institutional Advancement and the senior director of academic technology, with final approval by the chief information officer (CIO).

POLICY/PROCEDURE:

1. The Office of Institutional Advancement must approve all official web publications prior to publication.
2. The content and links of all websites and webpages are the responsibility of the author and his/her respective department/organization and should be reviewed/updated on a recurring basis according to the guidelines set forth by the Web Task Force to ensure accuracy.
3. Sites and pages that are not regularly maintained or are outdated are subject to removal. A removal notification will be sent out 30 days before the site is removed and a second notice will be sent 10 days prior to the removal date. However, a site may be removed immediately with the approval of the CIO.
4. All TTUHSC El Paso websites must be created using the approved templates, layouts, seals, and logos contained in the Web Content Management System.
5. Altering the website without institutional approval is prohibited.
6. For print and other uses, official digital media must be obtained from the Office of Institutional Advancement on the TTUHSC El Paso Brand Identity Guidelines website.
7. All TTUHSC El Paso-related websites and/or webpages must comply with Texas Administrative Code (TAC) 206, state websites for accessibility, usability, privacy, security, etc. See the following for more information:
 - Texas Administrative Code 206 - State Web Sites
 - W3C's Web Accessibility Initiative
 - W3C Web Content Accessibility Guidelines 2.0 Quick Reference
 - DIR's Statewide Electronic and Information Resources (EIR) Accessibility
 - TAC's Chapter 206 State Web Site Guidelines
8. All websites must follow the S.B.No. 1910 SECTION 1 Subchapter C, Chapter 2054 act.