

Web Services

Date

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Item

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Web Services functions as the central web team of the University and manages the public web presence at usi.edu. The department provides technical expertise and knowledge of web trends and development standards and how they relate to section 508 web accessibility standards. Web Services adheres to University branding guidelines and establishes universal templates and styles to create a cohesive web presence for University web sites.

Web Services consults with content stakeholders to recommend best practices for information architecture, search engine optimization, and website strategy. The department also creates databases and web programming to deliver dynamic data to online users. Web Services does not charge for its services and therefore those services are limited to official University departments, colleges and outreach programs.

Due to compatibility concerns among servers, software, programming languages and accessibility compliance, any web application or software to be used with University web sites should be approved by the director of Web Services. Online forms are created through Qualtrics and administered by Planning Research and Assessment. Online transactions requiring financial information are created through TouchNet and administered by the Business Office.

Web Services utilizes a Content Management System (CMS) as a tool for content editors to easily update and manage the content on departmental websites. Web Services is responsible for creating the CMS templates and development of the layout, appearance and styles utilized by colleges and departments. All templates meet University branding guidelines. Web Services offers access and training to designated editors across campus. Additional training resources are available on the Web Services website at [usi.edu/web](https://www.usi.edu/web). In the event of abandoned, outdated or inappropriate content, Web Services has the authority to add, alter or remove content on the University website at any time. Web editing permission may be revoked at the discretion of the director of Web Services due to neglect of web editing duties, disregard for web accessibility standards, lack of conformance to brand standards, publishing inappropriate content or violation of University policy.

Web Services offers a faculty server for faculty websites. Basic information published in the online University directory is provided on faculty websites. Additional information regarding office hours, course schedules and webpages may be added by faculty. Content published on faculty websites should be professional in nature. Faculty are responsible for the creation and maintenance of individual webpages.

Web Services maintains a USI data collection and privacy statement found at <https://www.usi.edu/web/privacy/>.

SOCIAL MEDIA

USI encourages the University community to be actively involved with social media. USI's presence on social media sites is considered to be an extension of the official University Web site, and most guidelines that apply to the Web site will also apply to your social media site. Social media guidelines can be found at www.usi.edu/social-media