



University Website & E-Communications Policy

May 2014

The Maharaja Sayajirao University of Baroda
Fatehgunj, Vadodara 390002
Telephone: 0265-2795521
Website: www.msubaroda.ac.in

RATIONALE:

- Websites, email, social media, and other electronic communications have become an integral part of any University's very subsistence and identity.
- These modes have inadvertently become the FACE and IMAGE of the University.
- The Website and all other e-conduits have become the most potent and a cost-effective vehicle for reaching MSU's many audiences.
- It is important to streamline the content creation, uploading and overall maintenance of the website in order to optimise its utility.
- It is important to produce tasteful and high-impact web and e-communications that are consistent with our University's identity standards.
- The responsible use of Website and Computing Policy would apply to all academic and operational departments and offices at all university locations, owned and leased. The policies and procedures provided herein would apply to all university faculty, staff, students, visitors, and contractors.
- This Document would thereby work to strengthen the governing policies as also through periodic updating help keep up with evolving the necessary legal modifications and updates in order to maximize relevance and use of the University's Website.

TABLE OF CONTENTS:

	Page No.
SECTION I. Policies and Guidelines for WEB USERS -----	04
SECTION II. Policies and Guidelines for CONTENT CONTRIBUTORS -----	05
SECTION III. Policies and Guidelines for WEB DEVELOPERS-----	06
SECTION IV. Policies and Guidelines for WEB ADMINISTRATORS -----	07
SECTION V. Policies and Guidelines for WEB MEDIA-----	09
SECTION VI. Policies and Guidelines for SERVICE AND SUPPORT-----	11
SECTION VII. Policies and Guideline for UNIVERSITY COMMITTEES/CELLS-----	12

M.S.UNIVERSITY OF BARODA

WEB AND INTERNET POLICIES AND GUIDELINES

M.S.University of Baroda (MSU) provides Web systems and services to Faculties, Colleges, Institutes, Units , Cells, Sections of Administrative Wing, and all authorised organizations for University related information and education. M.S.University's central web server www.msubaroda.ac.in hosts the web site on behalf of all the departments, institutes, and sections of the University. An attempt has been made to craft fair and usable policies for the Web community in accordance with M S University's initiatives and mission.

By agreeing to these policies one accepts, without limitation or qualification, the following Terms and Conditions:

SECTION I.

Policies and Guidelines for WEB USERS

(Web Users are people who browse the Web, visit Web sites and use Web media within the MSUbaroda.ac.in domain.)

- a)** All Web sites, files and data within the domain of *MSUbaroda.ac.in* are the exclusive property of MSU.
- b)** MSU attempts to provide reliable, accurate, and correct information. However, if any inadvertent errors are found, they should be brought to the notice of University authorities. The endeavour on part of MSU would be to always maintain a high quality of University website content.
- c)** Hyperlinks ("links") on some Web pages may send your browser to a Web site that is not owned, operated, or maintained by MSU. MSU is not responsible for the content on these pages.
- d)** MSU makes every attempt to ensure links lead to substantial and appropriate content but assumes no responsibility or liability for external Web sites.
- e)** Images of people, places, graphics and logos on *MSUbaroda.ac.in* are either the property of MSU or used with permission. Unless authorized by MSU, the use of these images by Web developers or the downloading and use of these images by Web users who browse the Web is prohibited, except in the course of normal business operations. Unauthorized use of the images may violate copyright and privacy laws and statutes.

SECTION II.

Policies and Guidelines for CONTENT CONTRIBUTORS

(Content Contributors are people who have permission to edit, modify or update Web page or Web media content within the MSUbaroda.ac.in domain. Content Contributors are bound by all preceding sections of the MSU Web and Internet Policies and Guidelines.)

a) Structure

MSU has organized its Website into a logical structure to improve searching, usability and locating all content within an information hierarchy for ease of managing web assets. MSU's content management systems opens web editing and updating to the entire university population and no technical expertise is required. The Website has been developed on the concept of *decentralization of access*, and institutional micro sites have been embedded in the main site.

b) Content Management

Content Contributors are responsible for the management of Web site 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 Web site or use MSU's authorized central shared asset content available in the Web Content Management System and the Media Content Management System.

c) Offensive Content

MSU will not tolerate content that is harmful or offensive to people. Corrective action will be implemented against users who do not use MSU's Web systems in accordance with the policies. All questionable issues will be escalated to the Director, Computer Centre and/or Registrar, MSU.

d) Content Ownership and Responsibility

Development, administration and management of Web content including Web pages, Web media and Web data is the sole responsibility of the corresponding Institutions in the University. Web content ownership and responsibility will be directed to Deans, Principals, Directors, Section Heads or those offices who are ultimately responsible for all departments, centres, institutes and other organizations in their portfolio.

SECTION III.

Policies and Guidelines for WEB DEVELOPERS

(Web Developers are people who specialize in the development of Web sites. Web developers handle programming, create graphics, add pictures, include links, modify Web page templates and develop information design, among other duties. Web Administrator and Web Developer roles can be held by one person. Web Developers are bound by all preceding sections of the MSU University Web and Internet Policies and Guidelines.)

a) Web developer and/or Web administrator Designations

In MSU, the Director , Computer Centre is Web Master , the System Manager is the Principal Web Administrator , and the System Analyst is the Web Administrator cum Developer.

b) Scripts, Databases, Processes, Utilities and Applications

To provide a stable web environment, Computer Centre limits the use of scripts, databases, processes, utilities or applications. Approved languages include Hyper Text Markup Language (HTML), Ajax, Java Script, and PHP (Hypertext Preprocessing), Cascading Style Sheets (CSS), and MySQL. Databases or 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 attempts to execute other processes on the web servers will be detected and aborted. Applications other than the web server and websites or other approved applications are not permitted to be uploaded and executed. If web developers or other users infringe on this policy account privileges may be revoked and all data will be removed and deleted. Departments or organizations that require a database application as a companion to or integrated with a departmental or organisational web site may contact Computer Centre for a consultation and request a database application project. These Projects are subject to the approval of the Director, Computer Centre.

c) Web Tools, Utilities and Services

Web developers are required to use the web and media complex systems within the support guidelines. Computer Centre Services cannot provide support or assistance with programming or services that do not fall within available configured resources or the expertise and skill level of the support staff.

SECTION IV.

Policies and Guidelines for WEB ADMINISTRATORS

(Web Administrators can be any person at MSU. This is purely an organizational and operational role. Learning to be a Web administrator takes a short time (minutes) and involves using simple and easy-to-use Web utilities. Web administrators can be a administrative assistant, a department head, a Web developer or any one else the department head wishes to designate to this administrative role. Web administrators manage the Web operations component of web sites. Web operations involves, but is not limited to the following functions; providing access to a Web site, scrutinizing the Web site to ensure up-to-date content and compliance with university Web branding, acting in the role of liaison between the departments and department head office and other duties that ensure smooth departmental or organizational Web operations. Web administrator and Web developer roles can be held by one person. Web Administrators are bound by all preceding sections of the MSU Web and Internet Policies and Guidelines.)

- a) All primary Web contacts (Deans , Principals, Directors, Heads of Departments , Section Heads , etc.) who are responsible for Web sites, Web content and Web developers are strongly encouraged to familiarize themselves with the entire Website content and navigation techniques. Understanding the scope of its features would help utilize the Website optimally.

- b) Web site deactivation in emergency situations relating to MSU's Computer Services policy can result in the following actions: Replace a Web site with a Web page message stating that the Web site is temporarily unavailable or redirect the Web site to another Web site.

- c) Requests to change, disable, delete or deactivate any Web site content that may come from anyone other than registered Web developers, Web administrators or department heads require an e-mail request to Director , Computer Centre from the highest-ranking responsible person.

- d) MSU Computer Centre reserves the right to inspect, add, delete, update, any files in any Web site. They would provide information relevant to specific allegations or issues to an appropriate authority.

- e) Termination of Access and Accounts - All Web developers and Web administrators who cease affiliation with MSU (employee, student or other authorized affiliation) will lose access to all Web accounts and privileges immediately.

- f) Account activity - Accounts will be discontinued or eliminated if they have not been updated or accessed or if the department head has not requested an extension for one calendar

year.

g) Computer Services reserves the right to move (to Archives) or remove outdated data or material.

h) Web administrators should monitor content to ensure appropriate use and compliance with this policy and ensure that Web developers and content contributors at all levels follow all policies in preceding sections.

i) MSU would follow consistently its Web naming conventions and University's branding policies (size and colour of logo, all other public projections, etc.)

SECTION V.

Policies and Guidelines for WEB MEDIA

(streaming audio, video, flash and other multimedia)

(WEB MEDIA is content on the Web other than Web pages. This includes audio, video, multimedia files and other file types. Web media files are usually very large and require more bandwidth (network resources) than typical Web pages. Because of web media requires substantial resources, all users are additionally bound by this section when using or developing Web media.)

a) Communication

The Faculty level website coordinators/ website team members will be responsible for the planning, administration and use of rich media (including photo-galleries, short videos, graphics, etc.) and related resources at their Faculty/Departmental level. Any/all content generated at institutional level, would move forward and be uploaded on Website only after factual verification and approval by Dean/Director/Person authorized by the Dean.

b) Storage and Space

Web media disk storage requirements are significant because of large file sizes and Computer Centre will provide web media storage quotas to all Faculties, Colleges, Institutes, Cells, and Sections of the University. 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.

c) Network and Bandwidth

Streaming media and delivery of Web media on MSU'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 Director, Computer Centre.

d) 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. Computer Services can only provide limited bandwidth, which limits the extent of programming. Programs must be scheduled in advance in order to prepare and test the system.

e) 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. Computer Services will work with vendors or production companies in advance to ensure a high quality event. Please be advised that although precautions and preparation will be implemented, the nature of live events can be unpredictable.

f) Limitations

Network bandwidth, storage space, server performance, software and hardware configurations and other system enhancements have been added to MSU's underlying Web infrastructure to provide adequate Web media services. Audio, video and multimedia streaming requests are subject to bandwidth and network limitations.

SECTION VI.

Policies and Guidelines for SERVICE AND SUPPORT

(WEB service and support is provided to the University community with limitations and qualifications by the Computer Centre of the University.

a) Support Limitations

Computer Centre will optimally provide support for Web content and Web media at all times.

b) Web site Backup and Retrieval Policy

Computer Centre will consistently attempt to provide reliable Web data storage using latest technologies at all times.

c) Web site Protocols

MSU will ensure that Web systems provide best possible support for website services and protocols at all times.

d) System Maintenance

System maintenance is to be performed monthly and Web servers to be rebooted weekly. Due 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.

e) Email Account Use Policy

In an effort to increase the efficient distribution of critical information to all faculties, staff and students, and the University's administrators, it is recommended to utilize the university's e-mail services, for formal University communication and for academic & other official purposes.

E-mail for formal communications will facilitate the delivery of messages and documents to campus and extended communities or to distinct user groups and individuals. Formal University communications are official notices from the University to faculty, staff and students. These communications may include administrative content, such as human resources information, policy messages, general University messages, official announcements, etc.

To receive these notices, it is essential that the e-mail address be kept active by using it regularly. Staff and faculty may use the email facility by sending in their list of staff and students to Computer Centre.

Users may be aware that by using the email facility, the users are agreeing to abide by the following policies:

- (1) The facility should be used primarily for academic and official purposes and to a limited extent for personal purposes,
- (2) Using the facility for illegal/commercial purposes is a direct violation of Rules and may entail withdrawal of the facility.

SECTION VII.

Policies and Guideline for UNIVERSITY COMMITTEES/CELLS

(for functional responsibilities towards Website maintenance, monitoring and upkeep):

1. A **Website Advisory Committee** comprising the following members be formed.
(The Committee may meet once in three months):
 - i. Vice Chancellor: Chairperson
 - ii. Director, Computer Centre: Convener
 - iii. Dean, Faculty of Journalism and Communication
 - iv. Two Senate Members nominated by Vice Chancellor
 - v. Two Syndicate members nominated by Vice Chancellor
 - vi. Director, Communication Cell
 - vii. Deputy Director, Examinations
 - viii. Chief Accounts Officer
 - ix. Development Officer
 - x. Registrar: Member-Secretary

2. A **Technical Committee** comprising the following members be formed:
 - i. Director, Computer Centre: Chairperson
 - ii. System Manager
 - iii. One System Analyst nominated by Director, Computer Centre

3. A **Content Management Committee** comprising the following members.
(The Committee may meet once in a month and take decisions to requests on design and content changes, etc.):
 - i. Director, Computer Centre : Chairperson
 - ii. Dean, Faculty of Journalism and Communication
 - iii. Five teachers of the University nominated by Honourable Vice Chancellor

4. A **Project Implementation Committee** be formed:
As and when any special Project may have to be considered, the above mentioned Committee may be constituted by the Director, Computer Centre/Web Master.

5. Role and Responsibilities of **Communication Cell** of MSU:
Maintaining the MEDIA TAB: Social Media HUB, MSU in Media, any other communications/media requirements.

6. Role and Responsibilities of all **Section Heads of MSU**:
Maintaining information updating/uploading of circulars, notices, notifications, news, and facilitating the downloads of forms, etc.

University Website & E-Communications Policy

7. Role and Responsibilities of the **Deans, Principals, Directors, Heads of Institutions** in MSU:

Monitoring / uploading information regularly, especially pertaining to timetable/s, syllabus, all relevant information useful to students/staff, etc. of all programmes offered.

Information must be updated every Friday by 5pm. If not done, a trigger email would go the Computer Centre, from where a reminder about the same would be sent to respective institutes to do the needful.

8. Role and Responsibilities of **Student's Facilitation Centre** in MSU:

Maintaining the admissions and other information Helpline, replying online to queries, etc.

9. Subsequently, all efforts be made to optimise the use of the additional interactive features of/on the website –viz. scope of hosting Webinars, use of Blackboard, students online assignments submissions facility, notes sharing by teachers, etc.

10. For functional optimization of the ALUMNI TAB on the MSU website and the related “gifts” gateway information and logistics to be formalised, appointment of a Director, Alumni Coordination and Relations may be made.

11. MSU and Computer Centre shall make all efforts to GO GREEN by committing to reducing the environmental impact of its services, wherever possible, and to this end introduce a number of measures: for example, automatic shutdown of computers when not in use, recycling of printer cartridges and waste printed output, double-sided printing, reduce the use of paper, etc.

Various ways of disposing of PC's (and laptops), printers and other IT equipment that are no longer of any use in various departments can also be seriously considered.

In the future, thought may also be given to include features that would help physically challenged persons to access the Website.

12. With Computer Centre of the University being the backbone and playing the main role in maintenance of the Computerisation and Website initiatives in MSU, it is imperative that all key players in these very important processes viz. the Website Committee/s and Institutional level Website coordinators, the Digital University (DU) Committee/s and Institutional level DU coordinators, the Examination Section, the service providers from MKCL , Pune and VCAN Tech, Vadodara , the Communication Cell , and all designated Members to various Website Committees of the University shall work in a coordinated way to ensure the smooth functioning of the University services at all levels.