

Guidelines for FIU Web Development

ADA Compliance

The university must comply with the [US SECTION 508/ADA](#), and therefore all Web sites containing official university information must comply with the [US SECTION 508/ADA](#) of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), which establishes the minimum standards for accessibility of electronic and information technology; developers are encouraged to develop Web sites that exceed the minimum standards required for accessibility.

To meet accessibility standards, all FIU Web sites must employ as many of the following general accessibility strategies as possible:

- Title frames with text that facilitates frame identification and navigation
- Provide alternative text for all photos and graphics
- Provide text alternatives for multimedia content (Flash, video, and audio)
- Provide a hyperlink to a longer description for graphics that present important information such as charts, graphical tables, and diagrams
- Provide a description for each hyperlink
- Make sites usable for assistive technologies by providing alternative text for content that might normally be managed and/or hidden by Web components (such as JavaScript, Applets, Scripts, CSS) that these technologies do not utilize
- When electronic forms are designed to be completed online, allow for assistive technologies to access information <http://webaim.org/techniques/forms>

Personal Information Collection

In those instances in which a Web page seeks to capture the name or likeness of an individual, consent should generally be obtained if the use is for trade, promotional or advertising purposes. There are a number of situations, however, where it may not be necessary to obtain an individual's consent, such as when the information is provided as part of a news report or a presentation having a current and legitimate public interest where a person's name or likeness is not used for advertising purposes; or where a person appears in a photograph solely as a member of the public and where such person is not named or otherwise identified. Any questions or concerns regarding consent in particular cases, should be referred to the Vice President for External Relations or the Office of General Counsel.

All University Web sites should Contain the Following Minimum Requirements

- The university's complete name -- Florida International University -- on the Web site.
- An "FIU Home Page" link (<http://www.fiu.edu>) at the bottom of the site of each page.
- A contact name with an e-mail address. The designated e-mail recipient should check and answer e-mail sent to this address within a reasonable time frame. The contact e-mail address may be supplemented by a contact name and/or telephone number. In unusual cases where an e-mail address is unavailable, a contact name and telephone number must be substituted for a contact e-mail address. Generic e-mail addresses should be used in Web site contact information with more than one person monitoring the Web site inbox for contacts. Departments / units should develop appropriate standards for responding to Web site e-mail. A technical or content contact should have the authority to resolve problems reported with respect to a site.
- Each area should have an individual designated to be the primary contact for the unit's Web site and timely update of its content.

- All site URLs should be registered or updated in the FIU Web site A-Z index located at <http://fiu.edu/atoz>.
- The date (month, day, year) the material was last updated.

Site Content Guidelines

Each department / unit that publishes information on an official university Web site is responsible for maintaining accurate content and current information, to the extent reasonably possible.

- All Web sites must be reviewed and updated as necessary, at least once each semester, or as often as necessary to maintain the accuracy and relevance of all posted content.
- Site administrators should verify that all links are accurate and working. They should re-check links regularly to ensure that they are still operating.
- Site administrators should take steps to make the older, obsolete versions of Web pages / Web sites (usually replaced during the normal maintenance of site content) invisible to the indexing system. Ultimately, unnecessary Web pages/Web sites should be deleted to conserve disk space and reduce maintenance confusion, and should be retained only when necessary for a particular purpose.
- All code/markup should be tested for valid HTML and be free of any errors according to W3C recommendations. (A free code validator is available at <http://validator.w3.org/>)
- All official university Web sites must present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). The Office of Web Communications or the appropriate vice president or his/her designee may request that the site administrator make necessary changes to any Web site or Web page.
- All units should adhere to the latest edition of The AP Stylebook as well as the exceptions as published in the FIU Editorial Guidelines or discipline-specific style guides.
- Units should link any information on their home page that exists in original form elsewhere on the Web (e.g., student handbook, campus map, directions to campus) to its original source, rather than copying it. This reduces duplication and helps ensure consistency and accuracy.
- Site administrators should consider utilizing appropriate links to university-wide resources (calendar, email, campus maps, phonebook, etc.).
- When updating the address of a site, the developer needs to insure that all previous links are disabled or forwarded to avoid dead links.

FIU Homepage (<http://www.fiu.edu>)

- Requests to place content on the FIU home page <http://fiu.edu> should be directed to the [Office of External Relations](#).
- Space on the home page is limited, and as such, priorities are based on the size of the intended audience and support of university goals.
- Link requests for the home page should be directed to [the Office of External Relations](#). Links are intended to provide general university information and direct users to needed sub-sites. Space is limited and priorities are determined by the Office of External Relations.

- Links from the home page will not be provided to unsponsored personal resources, (e.g., a Web site for which a department or office has not accepted responsibility or where content is not controlled by university administrators, faculty, or staff). Web sites that originate from a non-university host will not be directly linked to the university's Web site.

The following are the approved methods for including content on the homepage.

- Write an article for FIU News
- Submit an event to the FIU Events Calendar

Recognizing Corporate Supporters on the Web

- From time to time, the university enters into sponsorship arrangements with corporate entities for the purpose of fundraising or underwriting of events or programs. Each unit must abide by the specific requirements that may apply to the disclosure of such sponsorship agreement or underwriting. In general, units that enter into approved sponsorship arrangements may provide limited sponsorship recognition on their Web pages in the form of a link that includes the sponsor's name, a static logo, a short factual description of the supporter's relationship with the university and a link to the supporter's home page.
- Links may only point to the supporter's corporate or main home page or a page developed specifically for the sponsor's relationship with the university.
- Links to retail pages (other than the supporter's corporate home page) are prohibited.
- A university Web page must not contain (1) a comparative or qualitative description of a sponsor's or underwriter's products, (2) price information or any other indications of savings or value regarding such products, or (3) any message that endorses such products or induces one to purchase or use such products.

Design / Development Outsourcing

Before outsourcing all or part of an official Web site design or development to an external provider, Web supervisors should contact the Office of Web Communications. The Office of Web Communications will review the design, accessibility, hosting, and linking requirements with the Web supervisor to develop an appropriate plan of action. The Information Technology Security Office will review the security features if the Web page is designed to maintain sensitive information (e.g., social security numbers, credit card payment information, medical information, etc.).

University Web site Privacy Policy Statement

In order to develop targeted content for the FIU visitor, the university collects personally unidentifiable information such as: browser type and version, the operating system of the computer browsing the Web site, the Internet Service Provider used to connect to the Internet and the pages on the site accessed during a visitor session.

The FIU Web site also employs "cookies," which allows access to the Web server to better tailor the content of the Web site to a visitor's specific browsing needs. The cookies used on the FIU site contain no personally identifiable information unless that information is provided directly via site form, survey or other opt-in method. While a Web browser does not have to have cookies enabled to browse the FIU Web site, specific site features may require that cookies are enabled.

Terms & Conditions of Use

FIU site administrators should include links to these terms and conditions from their respective sites.

BY USING THE FIU WEB SITE, YOU AGREE TO THE TERMS AND CONDITIONS OF USE SET FORTH HEREIN. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT USE THE FIU WEB SITE.

As a condition of use of this Web site and the services contained therein, you represent and warrant to FIU that you will not use this Web site for any purpose that is unlawful or prohibited by these terms, conditions and notices.

- THE INFORMATION, PRODUCTS, AND SERVICES INCLUDED ON THIS WEB SITE MAY INCLUDE INACCURACIES OR TYPOGRAPHICAL ERRORS. CHANGES ARE PERIODICALLY ADDED TO THE INFORMATION HEREIN. FIU MAY MAKE IMPROVEMENTS AND/OR CHANGES TO THIS WEB SITE AT ANY TIME. ADVICE RECEIVED VIA THIS WEB SITE SHOULD NOT BE RELIED UPON FOR PERSONAL, LEGAL OR FINANCIAL DECISIONS AND YOU SHOULD CONSULT AN APPROPRIATE PROFESSIONAL FOR SPECIFIC ADVICE TAILORED TO YOUR SITUATION.
- FIU MAKES NO REPRESENTATIONS ABOUT THE SUITABILITY, RELIABILITY, TIMELINESS, AND ACCURACY OF THE INFORMATION, PRODUCTS AND SERVICES CONTAINED ON THIS WEB SITE FOR ANY PURPOSE. ALL SUCH INFORMATION, PRODUCTS, AND SERVICES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND.
- FIU HEREBY DISCLAIMS ALL WARRANTIES AND CONDITIONS WITH REGARD TO THE INFORMATION, PRODUCTS, AND SERVICES CONTAINED ON THIS WEB SITE, INCLUDING ALL IMPLIED WARRANTIES AND CONDITIONS FOR MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT.
- IN NO EVENT SHALL FIU BE LIABLE FOR ANY DIRECT, INDIRECT, PUNITIVE, INCIDENTAL, SPECIAL, CONSEQUENTIAL DAMAGES OR ANY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF USE, DATA OR PROFITS, ARISING OUT OF OR IN ANY WAY CONNECTED TO THE FIU WEB SITE OR CONTENT CONTAINED THEREIN.
- IF YOU ARE DISSATISFIED WITH ANY PORTION OF THE WEB SITE OR WITH ANY OF THESE TERMS OF USE, YOUR SOLE AND EXCLUSIVE REMEDY IS TO DISCONTINUE USING THIS WEB SITE.
- These Terms & Conditions are governed by the laws of the State of Florida, U.S.A. You hereby consent to the exclusive jurisdiction and venue of courts in Miami-Dade County, Miami, Florida, U.S.A. in all disputes arising out of or relating to the use of the Web site. Use of this Web site is unauthorized in any jurisdiction that does not give effect to all provisions of these terms and conditions, including without limitation this paragraph. No joint venture, partnership, employment, or agency relationship exists between you and FIU as a result of your use of this Web site. These terms and conditions are subject to existing laws and legal process, and nothing contained herein is in derogation of FIU's obligation to comply with government, court, and law enforcement requests or requirements relating to your use of the Web site or information provided to or gathered with respect to such use. If any terms or conditions herein are determined to be invalid or unenforceable pursuant to applicable law including, but not limited to, the warranty disclaimers and liability limitations set forth above, then the invalid or unenforceable provision

will be deemed superseded by a valid enforceable provision that most clearly matches the intent of the original provision and the remainder of the terms and conditions set forth herein.

- This document sets forth the terms and conditions between the user and FIU with respect to this Web site and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral or written with respect to the Web site. A printed version of this document and any notice given in electronic form shall be admissible in judicial or administrative proceedings based upon or relating to this document to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form. Fictitious names of companies, products, people, characters and/or data mentioned herein are not intended to represent any real individual, company, product or event. Any rights not expressly granted herein are reserved.