



## **Web Sites, Web-Based Systems, and Web-Based Content Accessibility Standards and Guidelines**

Version: 3.3  
Date posted: March 5, 2013

# Web Sites, Web-Based Systems, and Web-Based Content Accessibility Standards and Guidelines

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## **Part 1: Web Sites, Web-Based Systems, and Web-Based Content Accessibility Standards**

### **Introduction**

This document establishes the official university standards and guidelines for the accessibility of web technology in accordance with the Temple University policy on the Accessibility of Information and Technology.

Any information and technology -- such as, but not limited to, computers and ancillary equipment, instructional materials, software, videos, multimedia, telecommunications, or web-based content or products -- developed, procured, maintained, or used in carrying out university activities must be compliant with Sections [504](#) and [508](#) of the Rehabilitation Act of 1973, as amended, the [Americans with Disabilities Act of 1990, as amended](#), and [other related state, and federal laws](#), as well as other related university policies.

Temple University is committed to ensuring that the web sites, web-based systems, and web-based content (herein referred to as web technology) that it creates or provides in conducting its activities is accessible to everyone who needs it. The university strives to employ accessible and responsive design principals when creating, purchasing, or otherwise providing official web technology by adhering to

federal guidelines, statues, and laws, as well as the [World Wide Web Consortium's Accessibility Initiative](#) for [Web Content Accessibility Guidelines \(version 2.0\)](#) (WCAG 2.0).

All official university web technologies used by faculty, staff, or used for the instruction of students (including but not limited to admissions, advising, catalogs, course work, registration, and student services) must be accessible according to established university policy, standards, and guidelines.

## Scope

This document provides accessibility standards and guidelines for web technology that is used as an official means of communication for Temple University. These standards and guidelines apply to all university web technology used to conduct university activities, except web technology created or published by students, faculty, or employees for personal use.

This document is designed to ensure that all web technologies created, purchased, or used to carry out university activities shall be accessible, with or without a reasonable accommodation, to individuals with disclosed disabilities, except when an exception has been granted. Students or other web technology creators/providers are encouraged to adopt university standards when creating personal content.

These standards and guidelines are derived from and are intended to be consistent with the requirements of federal and state laws including, but not limited to, the [Rehabilitation Act of 1973, as amended](#), [Americans with Disabilities Act of 1990, as amended](#), [Telecommunications Act of 1996](#), and the [Twenty-First Century Communications and Video Accessibility Act of 2010](#).

These standards and guidelines are intended to complement and be consistent with other university policies or standards that pertain to accessibility and web technology.

These standards and guidelines apply to all Temple-Related Individuals and all schools, colleges, departments, centers, institutes, administrative units, offices, and authorized organizations (hereafter referred to as schools, colleges, and departments), and content created for these units in-house or by external entities.

## Definitions

**Disability:** Under the Americans with Disabilities Act of 1990 (ADA), as amended, §. [12102](#):

The term "disability" means, with respect to an individual-

(A) a physical or mental impairment that substantially limits one or more major life activities of such individual;

(B) a record of such an impairment; or

(C) being regarded as having such an impairment

**Disclosed Disability:** A disclosed disability is a disability of a registered student, faculty, or staff member whom Disability Resources and Services or Human Resources identifies as a qualified individual with a disability as a result of his/her submitting appropriate documentation for accommodations under

Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, as amended, and in compliance with university policy.

**Information and technology related to university activities:** Information and technology related to university activities include, but are not limited to, any information and technology that students, faculty, staff, and prospective students must use to participate effectively in programs, services, and activities offered by the university. Examples include, but are not limited to, athletics, departmental web sites, general financial services, housing and residential life, human resources, student activities and support services, student financial services, student information systems, learning management systems, web-based teaching, evaluation, communication systems used in the classroom, and school and college web sites.

**Major life activities:** In general, major life activities include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working. They can also include the operation of a major bodily function including, but not limited to, functions of the immune system, normal cell growth, digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions. <http://www.eeoc.gov/laws/statutes/ada.cfm>

**Reasonable Accommodation:** In general, a reasonable accommodation is any change in the work or educational environment or in the way things are customarily done that enables an individual with a disability to enjoy equal employment or educational opportunities, except when such accommodation would cause an undue hardship or would fundamentally alter the nature or operation of the business or course of study.

**Temple-Related Individuals:** Includes students, faculty, staff, and university affiliates who interact with university resources. (See the [Student Conduct Code](#) for a definition of “student.”)

**Undue Hardship:** The term “[undue hardship](#)” means, with respect to accessibility accommodations, significant difficulty or expense and focuses on the resources and circumstances in relation to the cost or difficulty to the university of providing a specific accommodation. Undue hardship refers not only to financial difficulty, but to reasonable accommodations that are unduly extensive, substantial, or disruptive, or those that would fundamentally alter the nature or operation of the business or course of study. The financial hardship of an individual unit does not constitute undue hardship.

**Web Technology:** Web technology includes web sites, web pages, web-based intranet and internet information systems, and the web-based content contained therein.

**Web technology related to core academic functions:** Web technology related to academic functions includes, but is not limited to, any web based information and technology that students, faculty, and prospective students must use in order to enroll in the university, complete course requirements, and make progress towards a degree. Examples include, but are not limited to, student information systems, learning management systems, web-based teaching, evaluation, and communication systems used in the classroom, and school and college web sites.

**Web technology related to core university business:** Web technology that students, faculty, and staff use to effectively participate in programs, services, and activities offered by the university. Examples include, but are not limited to web technology used for athletics, housing and residential life, student financial services, student activities and support services, human resources, general financial services, and departmental web sites.

## **Responsibilities**

The individual, school, college, or department creating or purchasing web technologies is responsible for abiding by the Temple University Accessibility and Information Technology policy and ensuring that the web technology is compliant with the [Americans with Disabilities Act, as amended](#), and with standards established in the Federal Rehabilitation Act, Sections [504](#) and [508](#) (specifically, subsections 1194.22 and 1194.31), and should conform to [WCAG 2.0](#) (level AA) published as part of the [Web Accessibility Initiative](#) of the [World Wide Web Consortium](#). The Accessible Technology Compliance Committee may grant exceptions to adherence to this policy on an individual basis under several circumstances including, but not limited to, undue hardship or if a reasonable accommodation can provide equal and equitable access.

## **Compliance dates**

All new and existing web technology must be compliant according to the following schedule.

### **Web technology created after adoption of these standards**

All new web technology related to university activities created on or after the effective date of these standards and guidelines must be compliant with the [Americans with Disabilities Act, as amended](#), and conform to the standards established in the Federal Rehabilitation Act, Sections [504](#) and [508](#) (specifically, subsections 1194.22 and 1194.31), and should conform to [WCAG 2.0](#) (level AA) published as part of the [Web Accessibility Initiative](#) of the [World Wide Web Consortium](#), unless granted an exception under the Accessibility of Information and Technology policy by the university's Accessible Technology Compliance Committee.

### **Web technology less than 2 years old**

All web technologies related to core academic activities or core university business that have been created or revised (i.e., significantly redesigned or a majority of the content updated) within two years prior to the effective date of these standards and guidelines must be compliant with the [Americans with Disabilities Act, as amended](#), and conform to the standards established in the Federal Rehabilitation Act, Sections [504](#) and [508](#) (specifically, subsections 1194.22 and 1194.31) by January 1, 2015, and should conform to [WCAG 2.0](#) (level AA) published as part of the [Web Accessibility Initiative](#) of the [World Wide Web Consortium](#), unless granted an exception under the Accessibility of Information and Technology policy by the university's Accessible Technology Compliance Committee. Although the owners of these web technologies may have until January 1, 2015 to achieve compliance, they are encouraged to make their web technologies accessible as soon as is practicable.

Content for web pages will be considered to have been revised or updated if the last modified date of the file has been altered regardless of the change to the content or design. The evaluation process for determining if a site has been revised via a majority of the content being updated is by the following formula:

If the total number of .htm and .html files in the directory divided by the total number of .htm and .html files in the directory that have a modification date less than 2 years old is greater than .5 then the site is considered to have a majority of the content updated and therefore needs to be made compliant if it is not already.

### **Legacy web technology (greater than 2 years)**

Web technologies related to core academic activities or core university business that have not been created, revised or redesigned after December 31, 2010, are considered legacy technologies and do not need to be revised, unless requested to do so. If a request is made to make a web technology compliant, it must be made compliant within a reasonable timeframe, unless granted an exception. Owners of legacy web technologies are encouraged to either remove web technologies that are no longer used or achieve compliance as soon as it is practicable.

See the above section for the determination if a site has been revised.

The following table identifies the compliance deadlines based on web technology created or revised (i.e., significantly redesigned or a majority of the content updated) within a specific timeframe.

<b>For a web technology created or revised ...</b>	<b>Web technology must be compliant...</b>
On or after 3/31/13	when published
between 1/1/11 and 3/31/13	by 1/1/2015
before 1/1/11	upon request

### **Exceptions**

If a majority of web technologies have not been updated or redesigned for at least two years before the effective date of these standards and guidelines, they do not have to be made compliant, unless requested.

Exceptions to adherence to these standards and guidelines will be granted on an individual basis under several circumstances including, but not limited to, undue hardship or if the use of a reasonable accommodation can provide equal and equitable access. Requests for exceptions must be made to the Accessible Technology Compliance Committee. Note: the financial impact to an individual unit does not constitute an undue hardship.

## Monitoring and Enforcement

Temple University has purchased software to audit web technology and has made this software available to web creators/designers with the expectation that they will regularly audit their web technologies to ensure ongoing compliance as well as effective remediation. Periodic general audits will also be conducted in order to assess and ensure overall compliance. . The person responsible for the web technology must make a reasonable attempt to make the web technology accessible upon self-discovery, automated scan, or notification by either the Accessible Technology Compliance Committee, or a consumer of the web technology. If the web technology is required for coursework or for essential job functions, a timely review will be carried out by the person responsible for the technology to determine if appropriate alternatives are available and can be implemented. If the remedies cannot be implemented in a timely manner, consideration should be given to removing access to the web technology.

Temple-Related Individuals who encounter inaccessible web technology that hinders their ability to conduct university business or attain academic accessibility should submit this information, including the URL of the inaccessible web technology, to [TUhelp.temple.edu](mailto:TUhelp.temple.edu) or [accessibility@temple.edu](mailto:accessibility@temple.edu).

## Associated guidelines

The Accessible Technology Compliance Committee is responsible for developing, reviewing, and approving guidelines to assist individuals who create or purchase web technologies in their efforts to adhere to applicable laws and standards.

## Part 2: Web Style Guide for Accessibility

This style guide is published in accordance with the Temple University policy on Accessible Information and Technology:

Any information and technology -- such as, but not limited to, computers and ancillary equipment, instructional materials, software, videos, multimedia, telecommunications, or web-based content or products -- developed, procured, maintained, or used in carrying out university activities must be compliant with Sections [504](#) and [508](#) of the Rehabilitation Act of 1973, as amended, the [Americans with Disabilities Act of 1990, as amended](#), and [other related local, state, and federal laws](#), as well as other related university policies.

These accessibility standards and guidelines also improve search engine optimization for marketing purposes. To create web sites that are Section 508 and WCAG 2.0 compliant, Temple requires that all university web sites follow these guidelines:

- a) Text and images
- b) Equivalent alternatives for multimedia
- c) Color: meaning and contrast
- d) Style sheets

- e) Image maps
- f) Tables
- g) Frames
- h) Screen flicker and flashing content
- i) Text-only versions of pages
- j) Scripts, Applets and Plugins
- k) Forms
- l) Navigation and Skip Navigation
- m) Timed responses
- n) Keyboard only navigation
- o) Page structure and titles
- p) Links: decoration, purpose, target, naming
- q) Adherence to HTML and XHTML standards

Recommended accessibility standards (optional)

- r) Playback controls
- s) Forced focus

**(a) Text and images:**

- Web pages must use relative sizes for all fonts that are set using CSS (see [typography recommendations](#)).
- Provide a description of all, non-decorative, images in an ALT attribute. It is recommended that you use the guidelines provided at <http://www.w3.org/TR/2012/CR-html5-20121217/embedded-content-0.html#alt> for creating the alternate text. Developers who need to provide long descriptions may also use ARIA-describedby in conjunction with the alt attribute.
- Decorative images should use a null alt tag (alt="").
- If your non-text content is dynamic (i.e. a rotating slider), make sure that equivalents change with the non-text elements. For more information on web accessibility, visit [www.w3.org](http://www.w3.org).
- CAPTCHAs should have multiple output modes to accommodate different disabilities.
- Text should be able to be resized (via browser controls) up to 200% without loss of content or functionality.

**(b) Equivalent alternatives for multimedia:**

- Sound files, applets, etc. must have a text equivalent.
- Video and audio features which are publicly accessible, used for marketing purposes, or instruction must provide captioning, audio descriptions, and/or transcripts.
- Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- Captions and transcripts must be at least 95% accurate.

### **(c) Color: meaning and contrast**

- Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup (i.e. "text marked with an "\*" is required").
- Text must have at least a 4.5:1 contrast with the page background colors (large text, such as 18 point or 14 point bold text, can have a contrast ratio of 3:1); however, purely decorative text does not have to adhere to these contrast requirements.
- Do not put text over patterned backgrounds.

### **(d) Style sheets**

- The content of pages must still be readable and usable if CSS is disabled, or if a user overrides the pages style sheet with their own.

### **(e) Image maps**

- Client-side image maps are strongly discouraged, but if required they shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
- Server-side image maps are strongly discouraged, but if required then redundant text links shall be provided for each active region of a server-side image map.

### **(f) Tables**

- Tables should not be used to structure the visual display, or layout, of the page. CSS should be used instead.
- Use of tables should be limited to displaying data (either essential, or non-essential) within the content block of the page only.
- Caption, Row, and column headers shall be identified for data tables.
- Markup (such as the header, ID, and scope attributes) shall be used to associate data cells and header cells for large data tables, or those that have two or more logical levels of row or column headers.

### **(g) Frames**

- Web pages must not use frames. The content of frames may not be searchable by search engines.

### **(h) Screen flicker and flashing content**

- Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
- Content that flashes should not do so more than three times per second, and adheres to the [general flash and red flash thresholds](#).

### **(i) Text-only versions of pages**

- If a page cannot be made compliant then a text-only page, with equivalent information or functionality, shall be provided to make a web site comply with applicable laws and statutes.
- The content of the text-only page shall be updated whenever the primary page changes.

### **(j) Scripts, Applets and plugins**

- When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
- JavaScript elements must degrade gracefully and must provide the ability to ignore the element.
- The use of Flash and Shockware is strongly discouraged but if they must be used, then they must also gracefully degrade and provide the ability to be ignored without impacting the function or information contained on the site.
- Essential content should not be conveyed using Flash, Shockwave or JavaScript.
- Flash Objects as well as JQuery scripts embedded in the page must take into account accessibility issues relating to hearing disabilities, photo epilepsy and other 508/WCAG 2.0 standards.
- When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet.

### **(k) Forms**

- All fields in electronic forms shall be appropriately labeled so that people using assistive technology can access the information, field elements, and functionality required for completion and submission of the form.
- Errors for form submissions should be displayed in the page itself and not via a popup window or modal dialog. In addition, the title of the page should be changed to inform the user that an error has occurred.
- If an input error is detected then the item in error is identified and the error is conveyed to the user in text.

### **(l) Navigation and Skip Navigation**

- Navigation must not be dependent on images or JavaScript.
- Skip navigation links (labeled "Skip to main content") shall be provided as the first link keyboard and screen readers' access, positioned in the upper right corner of the site, and which is visible only with keyboard focus, and to screen readers. For more information on how to use CSS to implement screenreader/keyboard only skipnavs visit <http://webaim.org/techniques/skipnav/#focus>.

### **(m) Timed responses**

- When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required. For more information on timing, see the [WCAG article](#).

### **(n) Keyboard only navigation**

- Web pages must be able to be navigated and all functions accessed by using a keyboard only.
- If focus is moved to a part of the page using the keyboard, it should be able to be moved away as well (that is, the focus should not be trapped).
- The keyboard focus indicator should be visible.

### **(o) Page structure and titles**

- Web pages must use heading tags in a meaningful and logical sequence, and mark-up language to help text-reading devices interpret the structure of the page.
- The pages must be uniquely titled to describe the purpose or topic of the page (note: it is appropriate to change the title of the page to include "error" if a page is reloaded due to a rejected form submission error.)
- Headings and labels should be used to describe a topic or purpose, and not as a mechanism for text formatting.

### **(p) Links: decoration, purpose, target, naming:**

- Within the content of a page, web sites must indicate links with either underlining or a clear, consistent font/style/size format that is coded within the CSS.
- Opening links in a new window/tab should be avoided, however if links do need to be open in a new window or tab (target=" \_blank "), the user must be notified in advance. (There are multiple ways to accomplish this, one is using [CSS styles](#) and a <span>.)
- Links which go to unique content must be uniquely named on a page (i.e. a page should not contain a series of 'read more' links which have different hrefs.) Multiple links on a page with the same href can share the same name.

### **(q) Adherence to HTML and XHTML standards**

- The language of the page should be specified via the XHTML standard (and if parts of a page are in a different language, then the language of those parts should be appropriately tagged.)
- Pages should be properly structured and formatted so they pass HTML and XHTML parsing.

### **(r) Playback controls (optional)**

- Audio and video content should not begin playback automatically.
- Playback controls should be accessible to screen readers, and usable via keyboard only navigation.
- Volume controls should be available independent of the system volume.
- Moving, blinking, and scrolling content that starts automatically should have a mechanism to pause, stop, or hide it (unless it is part of an essential activity).

### **(s) Forced focus (optional)**

- Keyboard input focus should not be forced unless it is accompanied by appropriate ARIA markup language so that screen reader users have context for the requested input.

## **Part 3: WEB DESIGN AND DEVELOPMENT GUIDELINES**

Temple University provides Web systems and services to schools, colleges, and departments for university-related information and education. Temple University's central web server [www.temple.edu](http://www.temple.edu) (www) hosts web sites on behalf of more than 500 departments and organizations of the university. Some web sites exist on a Drupal environment, some on a legacy Web Complex, and others exist on web environments managed and maintained by individual schools, colleges, or departments. These standards and guidelines should be followed regardless of which environment is used to host Temple University web content. A Temple University Web Consortium meets regularly to provide guidance and assistance to the Temple University Web Community by crafting fair and usable standards and guidelines in accordance with Temple initiatives and mission.

Web producers are classified in the following categories: website administrator, website developer, website owner, website content contributors, and web visitors. Each of these roles are explained below. To request a student organization website, access website tools, or change web user access and permissions for websites please visit the Web Request Form at: [www.temple.edu/webform](http://www.temple.edu/webform). By creating, maintaining, using, or viewing content on [www.temple.edu](http://www.temple.edu) and all associated subwebs and subdomains you accept, without limitation or qualification, to adhere to the following guidelines:

### **Section I - Guidelines for WEB VISITORS**

*(Web Visitors are people who browse the Web, visit Web sites and use Web media within the temple.edu domain.)*

- a)** All Web sites, files and data within the domain of temple.edu are either the property of Temple University or are used under license or as otherwise permissible under copyright law.
- b)** Temple University makes no express warranties or representations as to the accuracy or reliability of information. Temple University assumes no liability or responsibility for content errors or omissions.
- c)** Hyperlinks ("links") on some Web pages may send your browser to a Web site that is not owned, operated, or maintained by Temple University. Temple University is not responsible for the content on these pages.
- d)** Temple makes every attempt to ensure links lead to substantial and appropriate content but assumes no responsibility or liability for external Web sites.
- e)** Use of temple.edu is at your own risk. Temple University assumes no liability for any direct or indirect damages, actions or legal issues arising out of access or use of Web sites or Web content.

f) Images of people, places, graphics and logos on temple.edu are either the property of Temple University or used with permission. Unless authorized by Temple University, the use of these images by Web developers or the downloading and use of these images by Web visitors 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 - Guidelines for CONTENT CONTRIBUTORS**

*(Content Contributors are people who have permission to edit, modify or update Web page or Web media content within the temple.edu domain. Content Contributors are bound by all preceding parts and sections of this document.)*

### **a) Enterprise Content Management**

Physical root level Websites (www.temple.edu) are reserved for schools, colleges or large departments (for example: www.temple.edu/cst or www.temple.edu/hr). All other departments, centers, institutes and other organization websites must be contained within the root directory a school, college or large department. For example the training department in Computer Services must be located under the Computer Services umbrella Website (www.temple.edu/cs/training). Temple University is organizing all Websites into a logical structure to improve searching, usability and locating all content within an information hierarchy for ease of managing web assets. Temple's content management systems, on the Drupal environment and legacy Web Complex, opens web editing and updating to the entire university population and no technical expertise is required. To facilitate this accessibility and usability it is important to consolidate and structure Websites.

### **b) Content Management**

Content Contributors are responsible for the accessibility and management of Web site content and related materials (Web pages, media files, images). Outdated information or content is required to be removed or updated. Web developers and content contributors must utilize shared content either within the Web site or use Temple University's authorized central shared asset content available in Drupal, and the legacy Web Complex Content Management System and the Media Complex Content Management System. For example, tuition rates are published from a central source in the Bursar's office. Web developers or content contributors may link to the central tuition asset to display tuition rate information within their Web site.

### **c) Offensive Content**

Temple University will not tolerate content that is harmful or offensive to people. All Web producers must read and adhere to the [Temple University Computer Usage Policy](#) . Corrective action will be implemented against users who do not use Temple Web systems in accordance with these policies. All questionable issues will be escalated to the Vice President of Computer and Information Services for review.

#### **d) Accessible Content**

In accordance with the Temple University policy on Accessible Information and Technology all content must be accessible and adhere to the web style content standards established in part 2 of this document.

In accordance with the Accessible Information and Technology policy, inaccessible content will be removed if the responsible parties do not correct it in a timely manner after notification.

#### **e) Content Ownership and Responsibility**

Development, administration, accessibility, and management of Web content including Web pages, Web media and Web data is the sole responsibility of the corresponding department. Web content ownership and responsibility will be directed to Deans, Directors, Vice Presidents or Vice Provost offices who are ultimately responsible for all departments, centers, institutes and other organizations in their portfolio.

### **Section III - 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 parts and sections of this document.)*

#### **a) Listserv**

All Web developers, content contributors, and content managers on the Drupal environment, and legacy Web Complex who are temple employees must subscribe to the Temple University [Web news listserv](#). Users who attempt to unsubscribe will be added to the listserv again. It is important that Computer Services communicate system status and conditions so Web developers can prepare for changes, additions, maintenance and upgrades.

#### **b) Web developer and/or Web administrator Limits**

A limit of three Web developers or Web administrators are permitted to obtain accounts for root directory control of Web sites for the Drupal environment, legacy Web Complex. Content Contributor accounts (people who update or edit Web site content) for the Content Management System are unlimited. Only temple employees and authorized vendors with web development skills and technical expertise should be site administrators. Students should not be administrators of official temple school, college, departmental or administrative Web sites.

#### **c) Scripts, Databases, Processes, Utilities and Applications**

To provide a stable web environment, Computer Services limits the use of scripts, databases, processes, utilities or applications for the Drupal environment, and legacy Web Complex. Approved languages for these environments include HyperText Markup Language (HTML), Extensible HyperText Markup Language (XHTML) and Cascading Style Sheets (CSS). MS Access databases, MySQL databases or files with write permissions such as text or Excel spreadsheet files are not permitted on the Drupal environment, or legacy Web Complex 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 Drupal environment, or

legacy Web Complex 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 on the Drupal environment and legacy Web Complex. If web developers or other producers 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 organizational web site may contact Computer Services for a consultation and request a database application project. These projects are subject to the approval of the Associate Vice President.

**d) File and Website naming conventions**

Refer to Part 3, Section V of this document for file and Website naming conventions.

**e) Web Tools, Utilities and Services**

Web developers who use the Drupal environment and legacy Web Complex are required to use the web and media complex systems within the support guidelines. Computer 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. Web developers are encouraged to use tools and utilities to develop Web sites. Adobe Dreamweaver is supported and recommended for creating Web sites for the legacy Web Complex. Other Web development editors or software development tools that can be used in the legacy Web Complex system are not supported and are used at the web developer's risk. Legacy Web Complex developers should distribute content maintenance responsibility using the Content Management System and Adobe Contribute. Content Management Software for university use can be purchased from Computer Business Services at 1-5000 or [www.temple.edu/cs/business](http://www.temple.edu/cs/business). Web developers for the Drupal environment should use the native Drupal tools for content management.

**f) Branding Guidelines**

Web developers must follow the university branding policies and guidelines available at [www.temple.edu/logos](http://www.temple.edu/logos). Student organization websites are not permitted to use Temple logos, signatures or other forms of official branding. Use of Temple logos or affiliated branding by student Websites may result in the suspension of privileges and access to Temple University web systems and services. To find out more about branding and the Temple's strategic message, contact the Creative Services office at 215.926.2544. To find out how to use a university web template, contact [webhelp@temple.edu](mailto:webhelp@temple.edu).

**g) Student web developers and web sites**

Student organizations may administer a website under the root web site: [www.temple.edu/students](http://www.temple.edu/students) if approved by the President of the student organization and if the organization is registered and in good standing with the Temple University Student Activities Office. Student organization web sites must obtain the authorization of Student Activities, via <http://studentactivities.temple.edu/contact> or 215-204-7131. All requests must be submitted via the [Temple University Web site Account Request Form](#). *Important:* to retain the use of Web systems and services, students Web sites are prohibited from using the Temple University logo and/or branding.

#### **h) Vendors and Non-Temple web developers**

All vendors proposed to use the Drupal environment, or legacy Web Complex for streaming or to develop multimedia must be first sponsored by a Department Head then evaluated and approved by Computer Services. Vendors must meet the minimal skill level requirements and work in accordance with technical guidelines and capability of the Drupal environment, or legacy Web Complex. Creative Services and Computer Services can also provide a list of approved vendors who provide services at reasonable rates.

Web developers and/or Web administrators not affiliated with Temple University who require access to the Drupal environment, legacy Web Complex, or to the media complex must obtain sponsorship in accordance with the [Granting Systems Access and Guest Cards to Guests](#) guidelines as outlined in the [Obtain an AccessNet Account for guests](#) instructions. The account will be created after the required information has been obtained and combined with the sponsor's information. Once the account has been created, submit a request at <http://www.temple.edu/webform> to have the requisite web access granted. There is a 1 year (or shorter) time limit on guest Accessnet accounts that need System Access Only. When the account expires, the sponsor must renew the account.

#### **Section IV - Guidelines for CONTENT MANAGERS**

*(Content managers can be any person at Temple University. No technical expertise is required or necessary to fill this role. This is purely an organizational and operational role. Learning to be a content manager takes a short time (minutes) and involves using simple and easy-to-use Web utilities. Content managers can be an administrative assistant, a department head, a Web developer or anyone else the department head wishes to designate to this administrative role. Content managers 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. Content manager and Web developer roles can be held by one person. Content managers are bound by all preceding parts and sections of this document.)*

**a)** All primary Web contacts (Department Heads, Vice Presidents, Deans, Etc.) who are responsible for Web sites, Web content and Web developers are required to subscribe to the Temple University [Principle Web Contacts listserv](#).

**b)** Web site deactivation in emergency situations relating to the Temple University 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 disable, delete or deactivate Web sites that come from anyone other than registered Web developers, Web administrators, content managers, department heads, or the Accessible Technology Compliance Committee require an e-mail request from the highest-ranking department head (vice president, director, dean, chair) to [webhelp@temple.edu](mailto:webhelp@temple.edu) or submit a request at [TUhelp.temple.edu](http://TUhelp.temple.edu). If no department head is available or the department head is involved in the

request, an e-mail or Help Desk contact from the next highest-level executive (VP level or next highest superior to the highest department head) is acceptable and will be escalated to senior management.

**d)** Temple University Computer Services reserves the right to inspect any files in any Web site. We will provide information relevant to specific allegations or issues to an appropriate authority in accordance with our Network Security Policy.

**e)** Termination of Access and Accounts - All Web developers, Web administrators, and content managers who cease affiliation with Temple (employee, student or other authorized affiliation) will lose access to all Drupal environment and legacy Web Complex 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 or remove outdated data or material. Computer Services may also move or remove data or material in accordance with, but not limited to, sections IIa, IIc, and IIIf.

**h)** Content managers should monitor content to ensure appropriate use and compliance with this policy and ensure that Web developers and content managers follow all policies in section IIa and IIc.

**i)** Temple University Web naming conventions (see section V).

**j)** The Develop system is intended for development of content only before it is transferred to the Publish system for public access on the legacy Web Complex environment. The Develop system may NOT be used for publishing live content. Any content intended for live viewing must be moved to the Publish system or to the Drupal environment. The Develop system may be subject to changes or downtime that would interfere with the use of the system for live data. Use of the Develop system for live content is prohibited.

## **Section V - Guidelines for WEB NAMING CONVENTIONS**

*(The goal of the Temple University Web site naming convention is to provide organization, achieve consistency and optimize usability. Non-specific or general names are reserved for initiatives and purposes of Temple University. A Web site is a folder or directory on Temple's central Web Complex that contains all the files that make up a school, college or department Web site (also known as umbrella web sites). All schools, colleges and large departments have Web sites on the Web Complex. Examples of umbrella Web sites are; Human Resources, Computer Services, College of Liberal Arts, School of Social Administration and others. Requests for Web sites from departments, groups and organizations within umbrella web sites must be approved at the highest level of the umbrella School College or Office. Use of second level sub domains are not permitted (e.g. NAME.NAME.temple.edu).)*

### **a) Naming Convention for Web sites**

The approved form for web sites, services and pages is "www.temple.edu/NAME" for schools, colleges and large departments only. All other websites must be contained under the school, college, and departmental umbrella websites. This format preserves and reinforces the Temple brand identity and is

well established across the World Wide Web. It also encourages good content management, usability and accessibility practices. Also, see section III.a above. For additional information or to request services please visit [www.temple.edu/webhelp](http://www.temple.edu/webhelp) or [www.temple.edu/webform](http://www.temple.edu/webform).

**Legacy Format examples:**

**Example 1:** (for all schools, colleges, and large departments)

[www.temple.edu/SCHOOL\\_COLLEGE\\_OFFICE](http://www.temple.edu/SCHOOL_COLLEGE_OFFICE)  
or  
[www.temple.edu/cs](http://www.temple.edu/cs)  
or  
[www.temple.edu/sct](http://www.temple.edu/sct)

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

[www.temple.edu/SCHOOL\\_COLLEGE\\_OFFICE/SUB\\_DEPARTMENT](http://www.temple.edu/SCHOOL_COLLEGE_OFFICE/SUB_DEPARTMENT)  
or  
[www.temple.edu/cs/training](http://www.temple.edu/cs/training)  
or  
[www.temple.edu/sct/btmm](http://www.temple.edu/sct/btmm)

**Drupal Format examples:**

**Example 1:** (for all schools, colleges, and large departments)

[SCHOOL\\_COLLEGE\\_OFFICE.temple.edu/](http://SCHOOL_COLLEGE_OFFICE.temple.edu/)  
or  
[cs.temple.edu/](http://cs.temple.edu/)  
or  
[smc.temple.edu/](http://smc.temple.edu/)

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

[SCHOOL\\_COLLEGE\\_OFFICE.temple.edu/ SUB\\_DEPARTMENT](http://SCHOOL_COLLEGE_OFFICE.temple.edu/SUB_DEPARTMENT)  
or  
[cs.temple.edu/training](http://cs.temple.edu/training)  
or  
[smc.temple.edu/msp/](http://smc.temple.edu/msp/)

**b) Naming Convention for Web site aliases**

**IMPORTANT:** All requests must undergo an intensive approval process that includes review by senior management in the offices of Electronic and Web Communications and Computer Services. Alias names for schools, colleges and large departments may be granted for temporary events or functional use. If a website name is too long for marketing purposes or difficult to use for work flow or usability purposes, Deans or Vice Presidents can request a website alias for their respective website addresses. See examples below:

**Legacy Example 1:** (for all schools, colleges, and large departments)

Actual website name:

www.temple.edu/SCHOOL\_COLLEGE\_OFFICE/folder/webpage.html

Website alias name that will redirect to the above website:

www.temple.edu/SCHOOL\_COLLEGE\_OFFICE/folder

**Legacy Example 2:** (for all schools, colleges, and large departments)

Actual website name:

www.temple.edu/cs/telecommunications/services.htm

Website alias name that will redirect to the above website:

www.temple.edu/cs/services

**Drupal Example 1:** (for all schools, colleges, and large departments)

Actual website name:

SCHOOL\_COLLEGE\_OFFICE.temple.edu/folder/webpage.html

Website alias name that will redirect to the above website:

SCHOOL\_COLLEGE\_OFFICE.temple.edu/folder

**Drupal Example 2:** (for all schools, colleges, and large departments)

Actual website name:

cs.temple.edu/telecommunications/services.htm

Website alias name that will redirect to the above website:

cs.temple.edu/services

**c) Naming Convention for functional aliases**

Web address names such as tumail.temple.edu, tuportal.temple.edu, calendar.temple.edu are reserved for use by the President's Office, Electronic and Web Communications and the Office of Institutional Advancement for specific purposes. Aliases often denote an online application as opposed to an informational website. This naming format is not available for general use on Temple University webservers.

**d) Naming conventions for individual Web servers**

**IMPORTANT:** All requests must undergo an intensive approval process that includes review by senior management in Electronic and Web Communications and Computer Services. Additional servers to the Temple network must be approved, registered, and secured with Computer Services. Servers within the Temple University network cannot use the www prefix. All schools, colleges and departmental Web sites must use the Web site or Web site alias naming convention above. Functional servers for other purposes must use a school, college or departmental description and function in the Web server name. Use of second level sub domains are not permitted (NAME.NAME.temple.edu).

Format:

SERVER\_NAME.temple.edu

Example:

csapps.temple.edu

## **Section VI - 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**

All Web media developers, administrators and content contributors of the Drupal environment and legacy Web Complex must subscribe to the Temple University [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 departments 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 (see applicable subsections below).

#### **b) Storage and Disk Space**

Web media disk storage requirements of the Drupal environment and legacy Web Complex are significant because of large file sizes and Computer Services will provide web media storage quotas for all schools, colleges and large departments.

It is the responsibility of schools, colleges and departments to manage their allotted disk space on the Drupal environment and legacy Web Complex 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 on the Drupal environment and legacy Web Complex, Computer Services 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. Computer Services **will not retain a backup or archive**.

#### **c) Network and Bandwidth**

Streaming media and delivery of Web media on Temple'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 [webhelp@temple.edu](mailto:webhelp@temple.edu).

#### **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 with the Web Media group of Computer Services via a request at TUhelp.temple.edu. Computer Services will work with vendors or production companies in advance to ensure a high quality event. In the event of an unforeseen or emergency event that needs to be streamed live Computer Services will work with vendors to accommodate requests but cannot guarantee the full services offered for planned events (including captioning). Please be advised that although precautions and preparation will be implemented, the nature of live events can be unpredictable. Live events should have simultaneous and immediate (real-time) captioning provided at the time of the event in accordance with the Accessible Information and Technology policy. To assist with this the University has purchased the necessary hardware to provide real time captioning; however, the department or school/college hosting the event must still pay for the remote captioner to transcribe the event. Arrangements for real time captioning can be made through the Web Media group of Computer Services at the time of the request.

#### **f) Accessibility**

All web media, including live events, must meet accessibility standards and guidelines. This includes but not limited to captioning, keyboard navigation and control, and text alternatives, as applicable.

#### **g) Costs and Maintenance Fees**

To provide services on the Drupal environment and legacy Web Complex for Web based media such as audio, video, multiple medias and some decision support systems (other than static or dynamic Web pages) significant resources are required. Beyond standard Web services, Computer Services has created a robust development and hosting environment that demands significant monetary and work resources to maintain. Charges and fees may apply for special services and additional maintenance on a case-by-case basis. Please keep in mind the following subsections:

- i. All full time faculty and staff who use streaming and rich media services on the Drupal environment and legacy Web Complex must be authorized by a Department head associated with a Temple University cost center number. Approval and authorization must come from senior management at the highest level in a department.
- ii. All students (sponsored by Student Affairs) and vendors (sponsored by departments) who use streaming and rich media services on the Drupal environment and legacy Web Complex must be first sponsored by a Department Head then evaluated and approved by Computer Services. Vendors must meet the minimal skill level requirements and work in accordance with Computer Services technical guidelines. Computer Services can also provide a list of approved vendors who provide services at reasonable rates.

iii. Live streaming of media (such as audio and video) is subject to a production fee or production requirements. To create a quality streaming event, a production crew or resources is essential to address the following issues: lighting, audio, image quality, continuity, location, captioning, and other considerations. Computer Services can provide consulting services at standard Computer Services hourly rates and vendor contacts for audio, video, and captioning services. The captioning of live events requires additional funding; prices can be obtained by submitting a request through [TUhelp.temple.edu](http://TUhelp.temple.edu).

iv. Network bandwidth, storage space, server performance, software and hardware configurations and other system enhancements have been added to Temple University's underlying Web infrastructure on the Drupal environment and legacy Web Complex to provide adequate Web media services. Audio, video and multimedia streaming requests are subject to bandwidth and network limitations. A department or sponsor may request a network or bandwidth enhancement to accommodate a desired deliverable or streaming project. Computer Services will provide pricing and a work plan to make these adjustments.

#### **h) Social Media**

Please refer to the [University-Wide Electronic Communications Guidelines](#) for information on appropriate use of social media.

### **Section VII - Guidelines for SERVICE AND SUPPORT**

*(WEB service and support is provided to the university community with limitations and qualifications.)*

#### **a) Support Limitations**

Computer Services will provide support for Web content and Web media during regular business hours (nights, holidays and weekends are excluded) for the Drupal environment and legacy Web Complex. Computer Services will optimize the performance and reliability of Web and media systems on the Drupal environment and legacy Web Complex and will provision for backup and fail over when possible but does not guarantee system availability or ability to retrieve Web and media data.

#### **b) Web site Backup and Retrieval Policy**

Temple University Computer Services consistently attempts to provide reliable Web data storage using magnetic tape backup for files, text, programs, data, and other materials (Files stored on removable media, such as floppy disks, zip disks or CDROMS are excluded.) Temple University performs regularly scheduled backup of data on [www.temple.edu](http://www.temple.edu). The following sub sections denote backup limitations.

- i. Temple University cannot guarantee or ensure a backup of your Web site. It is possible that backups may not contain your Web site or some or all Web site files. It is also possible that retrieved backup files may be corrupted.
- ii. Temple University 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. Temple University deletes and erases all backup Web data over one month old. To retain data over one month make sure to save data locally.

### **c) Disk Space and Storage**

Temple University provides a standard disk space allotment of 100MB for all departments hosting a Web site on the Drupal environment and legacy Web Complex and 250MB for all departments using the media complex. There is no charge for standard disk space. Requests for additional disk space are subject to nominal one-time or monthly charge and must be requested by a department head via e-mail sent to [webhelp@temple.edu](mailto:webhelp@temple.edu). All Web site accounts on the Drupal environment and legacy Web Complex will be contacted when a Web site approaches the 100mb limitation in order to manage the files and resources appropriately on the system. All directories over the specified limits may be subject to a one-time or monthly charge and may have to be divided into multiple sub-directories in order to optimally work with Temple University online Web utilities.

### **d) Web site Protocols**

Temple University will ensure that the legacy Web Complex, until its decommissioning, provides support for the following services and protocols: http, https, ssh, sftp, and services: XHTML, ASP and JavaScript programs. The Drupal environment will support http and https protocols, along with XHTML and JavaScript. Support is limited due to the nature and complexity of programming. Temple University 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 Web administrators, Web developer or department.

### **e) Usability and Accessibility**

It is everyone's responsibility to make sure Web content is accessible in accordance with the Temple University policy on Accessible Information and Technology, and that it adheres to the standards in part 2 of this document.

Inaccessible content will be removed if the responsible parties do not correct it in a timely manner after notification.

### **f) System Maintenance**

System maintenance is performed monthly (typically the last Sunday of every month) and the legacy Web Complex servers are rebooted weekly on Monday morning. The Drupal complex, and other systems, may be rebooted according to the schedule established by system administrators. 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 visitors but access to the development server by Web producers 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.

### **g) Emergency standby site**

In the event of an emergency or extreme load on the www server, a standby site with a limited number of resources will be active and requests for [www.temple.edu](http://www.temple.edu) and its subwebs will be directed to the standby site. The standby site will not be a complete replica of the www complex, but will host information deemed relevant to the emergency including, but not limited to, a replica of the following

pages: main www page, about, academics, administration, admissions, alerts, info, media, and newsroom.

## **Part 4: Other relevant policies, standards and guidelines**

Accessible Technology and Information policy [awaiting approval]

Instructional Materials and Technology Accessibility Standards [in progress]

- Smart Classroom Accessibility Standards [in progress]
- Computer Lab Accessibility Standards [in progress]

Purchasing Policy [in progress]

[Ratification of nondiscrimination policy](#)

[Nondiscriminatory policy as to students](#)

[Policy on Preventing and Addressing Discrimination and Harassment](#)

[Course Syllabus Policy](#)