

**DRAFT**

**USU Web Site Guidelines**

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Written and compiled by the USU Webmaster for guidance in viewing, creating  
and publishing information at USU.

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## **USU Web Site Mission Statement**

The Uniformed Services University of the Health Sciences (USUHS or USU) Web Site provides on-line information providing access to the services and resources of interest to the University community and public at-large. The USU Home Page in particular is designed to serve as the intermediary between our visitors and the wealth of information available through the USU site. The site should support the University Mission and Strategic Plan by:

1. Providing information rich in pertinent, authoritative content,
2. Optimizing access to our resources,
3. Effectively communicating information available via the USU Web and,
4. Enhancing the reputation of USU as a premier health sciences academic institution with a unique global and military perspective.

## **USU Site Layout**

The USU site layout is divided both in content and style. Major divisions and their purposes include:

- USU Home Page
- USU Main Navigational Areas
- Other USU Core Pages
- Departments/Organizations and Activities

## **USU Home Page**

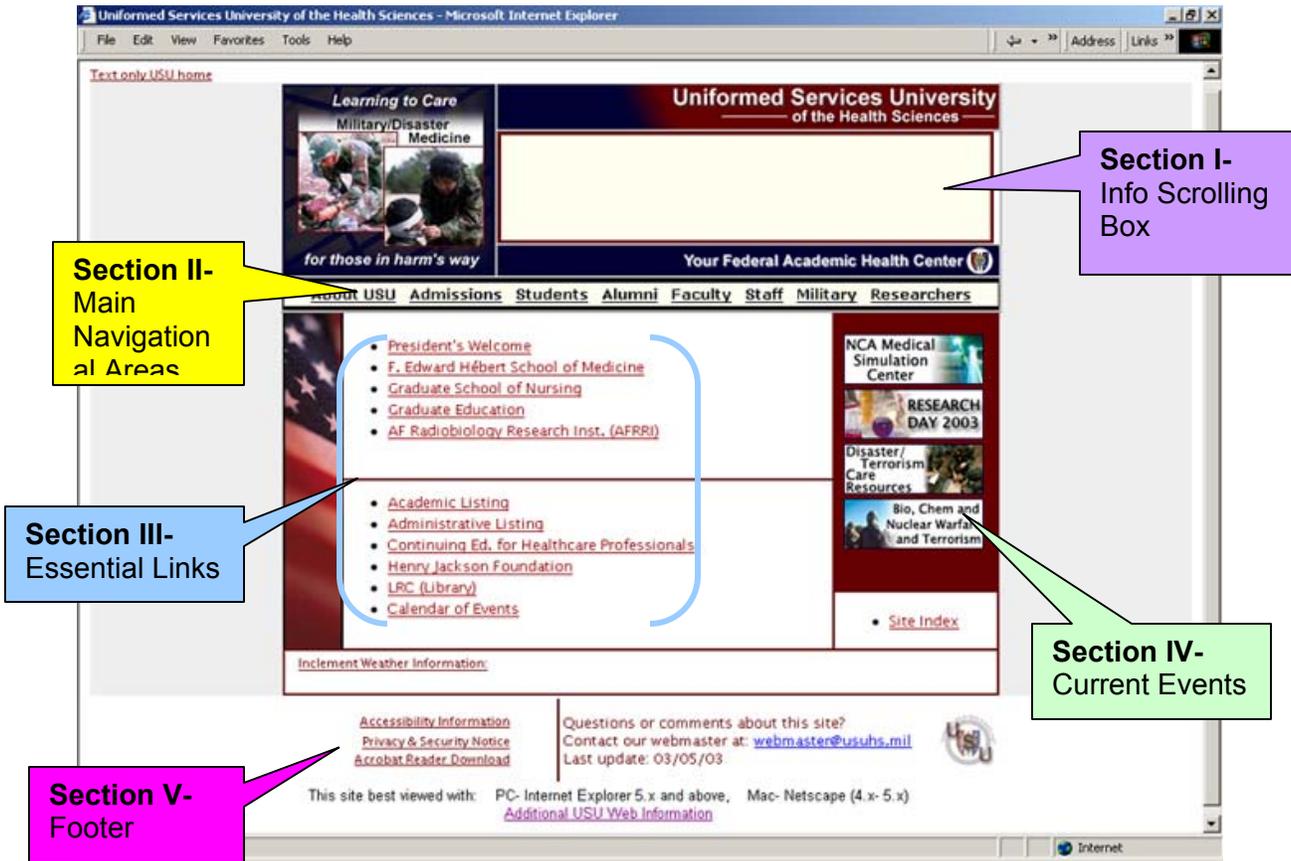
### Purpose

The USU home page directs visitors towards information in a manner that does not require the visitor to have prior knowledge of the University or our site. Information should be presented in a user-friendly and concise manner. The home page also supports a link to a *text-only* home page, placed as the top link for easiest access. For Section 508 compliance, this page MUST mirror the information on the “parent” page, will not contain graphics, javascript or other items that text-only or feature-disabled browsers cannot render.

The USU Webmaster is responsible for the maintenance of the home page. The USU Home Page supports the following functions:

- The organization and electronic delivery of information of interest to our distributed university community, and
- To act as a gateway to on-line systems and services located within the University and affiliated organizations for the public at-large.

The home page itself has been broken into sections as described below:



## Section 1. Scrolling Information Box

### Purpose

The Scrolling Information Box located in the heading of the page was developed to provide multiple, timely links to information at the university. The intent is to provide at-a-glance information on special events taking place on the USU Campus. These special events are short-term and the information is generally of interest to the USU community as a whole. Examples of items appropriate and not appropriate includes (list is not all-inclusive):

Appropriate:

- Messages to the USU community from the President, Deans or University Affairs
- Links to USU Newsworthy events such as interviews or articles that highlight achievements within USU.
- Noted presentations by speakers invited to USU

- Short-term university-wide surveys

Not Appropriate:

- Research or class lectures (should be advertised on USU Calendar of Events- public access, or the Bulletin Board, USU-only access)
- Small activity or club meetings
- Messages regarding outages, department closures, inclement weather or other events which may be of interest to various members of the USU community, however are more administrative in nature.

The USU Webmaster will use the following criteria when considering information for this section of the USU Home Page:

- Function is a University sponsored event, survey or University-wide announcement.
- Function is open to entire University Community participation.
- Information will not be posted more than 30 days prior to the event/activity.
- After event/activity has been completed, the information will be removed.
- Exceptions to duration guidelines may be requested (approval is needed).

Requester will be notified of approval or non-approval and the date(s) the information will appear, if approved.

#### Content Point of Contact

Requests should be placed through the USU Webmaster using the "[Request a Link](#)" form:

- The following information is required:
  - URL for the link
  - Name and contact information of person making request
  - Requested range of dates for Highlight
  - Sponsoring entity
  - Date and location of event

Content for this section is approved by the USU Webmaster along with the Director of University Affairs, in conjunction with the Office of General Counsel as necessary.

#### Administration and Maintenance

The USU Web Master will perform the administration of this section. The USU Web Master reserves the right to post information for major University events that may take priority over other requests.

## **Section 2. Main Navigational Areas**

### Purpose

The main navigational areas serve several purposes, the first being ease-of-use. Visitors to the site will be “channeled” or “guided” to the appropriate areas instead of sifting through irrelevant links. Secondly, information should be provided to visitors grouped by information sought, not by visitor status. For example, an visitor interested in applying to USU may first visit “Admissions” or “About USU” to gain more information, may later visit the site as an enrolled Student or with research in mind, and later be interested in Alumni, faculty or staff information. Each visitor is not classified by who they are, but rather by the information they seek at each visit. Following this widely used method (many top-rated university sites use a similar layout), the 8 main areas are the focus of how information is “channeled” on the site.

### *Navigational Links:*

*About USU, Admissions, Students, Alumni, Faculty, Staff, Military, Research*

Due to the purpose of the navigational areas, these links are not expected to change and no requests to add, delete or change links will be accepted.

## **Section 3. Essential Links**

### Purpose

Some links have been determined to be essential to the home page- depending upon the high priority of the information contained within the page or site, to further facilitate flow of information, for the crucial nature of the information contained within the page or site, or even as an important affiliate. Links to such areas have been placed on the home page with careful consideration and are not intended to be changed, have links added or accommodate short-term information. There are many links of importance to university information, however these are the most essential. Accordingly, the USU site index remains a necessary link from most pages as a quick link to ALL online USU information.

Due to the nature of the Essential Links, these links are not expected to change and no requests to add, delete or change links will be accepted.

## **Section 4. Current Events**

### Purpose

The Current Events Section of the USU Home page provides links to highlighted USU events or programs. The following criteria will be used when considering information for this section of the USU Home Page:

- Function is a University sponsored and highlighted event or program.

- After event/activity has been completed, the information will be removed (if applicable).
- Exceptions to duration guidelines may be requested (approval is needed).
- USU Webmaster reserves the right to replace any current highlight with higher-priority highlight link.
- The information placed in the Current Events area is not intended to be permanent.

Requests should be placed through the USU Webmaster using the “[Request a Link](#)” form. The following information is required:

- URL for the link
- Name and contact information of person making request
- Requested range of dates for Highlight
- Sponsoring entity
- Date and location of event (if applicable)
- Purpose for special highlight

Content for this section is approved by the USU Webmaster along with the Director of University Affairs, in conjunction with the Office of General Counsel as necessary. The USU Webmaster will notify the requester of the decision and the date(s) the information will appear, if approved.

## **Section 5. Footer**

### Purpose

The footer of the USU home page addresses necessary links to accessibility information, the DoD Privacy and Security/Disclaimer information, Webmaster contact information and date of last update, link to web guidelines and link to Acrobat Reader as a widely-used format on the USU web.

## **USU Core Pages**

### Purpose

USU Core pages are created and maintained by the USU Webmaster. The Core pages are intended to guide visitors to the information they are looking for without prior knowledge of the university or our site, and work in conjunction with the home page to accomplish this, acting as a “second layer” to the home page. Examples of core pages include, but are not limited to:

Site Index, President’s Welcome, Administrative and Academics, main Navigational pages (ie, Alumni, Students, Faculty...), links of USU interest, and Accessibility information.

Information on these pages may change. Suggestions, recommendations and comments on the flow of information are welcome.

The current “USU silhouette” image is used to denote “core university page” and is not intended for use by departments.

## **ALL Other USU Pages**

Pages falling within the usuhs.mil domain need to ensure that they reflect up-to-date, accurate information as well as represent the university in a professional manner. The USU Webmaster is not responsible for the specific content or maintenance of many sites and pages- individual organizations often have web content developers (called Pagemasters) who are responsible for such areas of the USU web. Pagemasters act as an “extension” of the USU Webmaster, and are required to ensure compliance with all DoD, Section 508 and USU rules and guidelines. The Pagemaster’s Guide, available for download at:

<http://www.usuhs.mil/uis/ieb/pagmas.html> has more information on this topic. All organizational pages should include contact information for that area.

Additionally, the USU Webmaster reserves the right to remove any links from the site to pages that do not follow DoD/Section 508/USU guidelines- provided the Pagemaster has been provided with correction information and has failed to repair reported errors.

For ALL USU Pagemasters and authorized content providers, the following guidelines apply:

1. Pages should be easy to read and user-friendly in navigation
2. All pages must link to <http://www.usuhs.mil/warning.html>. Pagemasters should NOT create their own versions of this page as updates to this information are made through security and subsequent “warning” pages cannot be ensured to have the latest information.
3. All pages should provide a link to the USU home page.
4. All pages should provide contact information for either the Pagemaster or an organizational representative.
5. All pages should provide “page last updated” information.
6. NO ad banners, including those for supported software or programs, should be placed on ANY USU page. This includes banners or images that may be placed by a company providing a service, such as a free counter script, Adobe Acrobat Reader or any other plug-ins. This also applies to “page checking” software such as A-Prompt, W3C or “Bobby”.
7. All pages must ensure Section 508 compliance, or at the very least provide an easily accessible link to a “text-only” page that is updated with the same information as the “parent” page (the page with the information that the text-only page mirrors).
8. Any types of files that automatically execute (to include .exe, .bat, .com etc) are NOT allowed on the web server.
9. Scripts such as .cgi or .pl are supported on the server, however a request should be placed in writing to the USU Webmaster with information on the origin of the script and related files, purpose for script, length of time script may be needed and any other information supporting the need for the script to be placed on the USU web server.

10. Organizational home page sizes should remain as small as possible- preferably under 100k in total load size. Images of large file sizes should not be linked to if the content developer intends the display size to be smaller. An example would be an image that is 1 MB and 1000w X 1000h that needs to be displayed in a 150w X 150h space. The Pagemaster should use a graphics program to lessen the size and dimensions of the image BEFORE linking to it- the file size will be significantly reduced. Pagemasters can request assistance through the Audio Visual Center (AVC) or the USU Webmaster.

## **USU Web Site Linking Policy**

### Criteria for USU Links

The USU Web Master evaluates all suggested links using the following criteria:

1. Is the requested website's content relevant, useful, accessible and authoritative for USU faculty, staff, and students?
2. Does the requested website complement existing information on the USU Web Site?
3. Does the requested website's information appear to be accurate and current?

### Featured Links

USU highlights links of special interest to wide audiences by temporarily posting them in a position of prominence on the website. Featured links may include: USU Current Events; seasonal information such as inclement weather messages; current and upcoming special events open the USU community, and Affiliated Sites.

### Affiliated Sites

Affiliated Sites are linked throughout the USU pages (examples include the HMJ Foundation, AFRRRI, National Capital Consortium and Walter Reed Army Medical Center). Requests can be submitted to the USU Webmaster to request a link on the USU site as an Affiliate.

### Other Links from the USU Site

The USU Webmaster as well as individual organizations may publish links to current pertinent medical, military and government sites. Regardless of where the link is placed on the USU site, it must NOT be a prohibited or unauthorized site.

### Prohibitions

USU will **not** link to any website that exhibits hate, bias, or discrimination. Furthermore, USU reserves the right to deny or remove any link that contains

misleading information or unsubstantiated claims, or is determined to be in conflict with USU mission or policies.

Organizations within USU occasionally may have a published link to a very specific resource or program that has certain linking procedures or uses. Pagemasters are responsible for ensuring such links are used properly and responsibly.

### Disclaimer of Endorsement

The information posted on the USU website includes hypertext links or pointers to information created and maintained by other public and/or private organizations. USU provides these links and pointers solely for our users' information and convenience. When users select a link to an outside website, they are leaving the USU site and are subject to the privacy and security policies of the Department of Defense.

- The US Department of Defense and USU **do not** control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website.
- The US Department of Defense and USU **do not** endorse the organizations sponsoring linked websites, and we **do not** endorse the views they express or the products/services they offer.
- The US Department of Defense and USU **cannot** authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website.
- The US Department of Defense and USU **are not** responsible for transmissions users receive from linked websites.
- The US Department of Defense and USU **do not** guarantee that outside websites comply with Section 508 (Accessibility Requirements) of the Rehabilitation Act.

### Privacy and Security

Check the Dept of Defense [Privacy and Security Notice](#) for more information about DoD Privacy and Security policies.

### **How to Request a Link on the USU Site**

USU welcomes and reviews all requests for additional links to useful, timely, University-centered information and services. To request a link, follow these simple steps:

1. Review USU Web Site Linking Policy within these guidelines.
2. Complete the "[Request a Link](#)" Form.
3. Click "Submit" and your request will go directly to USU Web Master for approval.

### **How to Fill Out the "Request a Link"**

1. Identify the full Web address (URL) of the site to which you request we link.
2. Identify your First and Last Name
3. Email Address
4. Contact telephone number
5. Describe the link you are requesting and tell us how it meets the 'Criteria for USU Links' described in the Linking Policy within these guidelines.
6. If we approve your request, where on the USU Web site would you recommend the link be published?

### **How to Request Web Hosting Services**

The USU domain (usuhs.mil) is administered by University Information Systems (UIS) and encompasses all sites, pages and servers that fall within the usuhs.mil and usuhs.edu domain (ie afri.usuhs.mil, anes.usuhs.mil, bio.usuhs.mil, etc).

#### Hosting Criteria

(UIS) offers virtual hosting of websites for USU-affiliated organizations that meet criteria listed below. Virtual hosting of sites will provide space on the USU web server or allow a DNS entry for sites that can be administered by the USU Webmaster or an organizational web content developer (Pagemaster).

#### Military/Educational

1. USU can host pages or sites that are military or have been registered with the State as educational. USU can host sites if the source of funding is governmental or military.
2. USU can host some sites depending upon the source of funding (some Federal Gov. or Military)
3. The information must be considered relevant to the USU community.
4. Site content should be maintained by the organizational Pagemaster, however in rare instances where maintenance is low the USU Webmaster may be able to maintain the site.
5. Requests for web hosting services can be made through the USU Webmaster via the "[Request Web Hosting](#)" form.

### Linking as an Affiliate

Non-military or non-educational sites will not be hosted by USU. USU may link to a site as an Affiliate (ie Henry M. Jackson Foundation). Please refer to “USU Website Linking Policy- Affiliated Sites” for more details.

### Prohibitions

1. USU CANNOT host sites already registered as .com, .net, .org, etc. Please refer to “Linking as an Affiliate” above for more information.
2. Non-military or non-educational sites will not be hosted by USU
3. USU will **not** host any website that exhibits hate, bias, or discrimination. Furthermore, USU reserves the right to deny hosting to any site containing information that is misleading or has unsubstantiated claims, or is determined to be in conflict with USU mission or policies.

Drafted March 12, 2003

University Information Systems (UIS)/  
Information Engineering Branch (IEB)  
USU Web Master