

**JOMO KENYATTA UNIVERSITY
OF
AGRICULTURE AND TECHNOLOGY**

WEBSITE POLICY

JUNE 2012

UNIVERSITY VISION

To be a university of global Excellence in Training, Research and Innovation for Development

UNIVERSITY MISSION

To offer accessible quality training, research and innovation in order to produce leaders in the fields of Agriculture, Engineering, Technology, Enterprise Development, Built Environment, Health and other Applied Sciences to suit the needs of a dynamic world.

UNIVERSITY PHILOSOPHY

JKUAT values the need for visionary leadership, innovation and teamwork. The University will Endeavour to Attract, Develop, Motivate and Retain a multi-skill workforce while nurturing a consultative working environment. The University shall adopt ethical standards, best practices, and up to date and appropriate technology. The institution shall strive to contribute to the community and environment among which she operates to realize both her vision and mission.

UNIVERSITY MOTTO

Setting trends in Higher Education, Research and Innovation

CORE VALUES

Quality

Team work

Transparency

Accountability

Professionalism

Innovativeness

Integrity

Dynamism.

FOREWARD

Websites have become major media through which universities reflect their activities to the world. Many traditional processes of communication have now been automated and information can easily be obtained on websites with just a click of a button. With internet revolution and virtually everything going online, measures have to be put in place to ensure our website is competitive.

This policy makes a commitment to utilize best practices in the management of information on the web for our regular consumers, stakeholders, and other interested parties. The policy establishes guidelines for proper website design, development, maintenance and management of what goes online. With the world being a global village and with the rapid expansion of the University, this policy provides guidelines on the use of the University website to facilitate sharing of information and knowledge. This is in line with the University's core business of training, research and innovation.

The policy will facilitate provision of accurate, useful and timely information about Jomo Kenyatta University of Agriculture and Technology, that is easily accessible to JKUAT community and her external constituencies. Furthermore, it will provide the planning framework of all website activities in the University. It will, undoubtedly, support the management of the University's decentralized sites with the consequence of enhancing overall presence and visibility of JKUAT in the global web arena.

Prof. Mabel O. Imbuga, PhD., EBS
Vice Chancellor

DEFINITIONS OF TERMS

Applet: A small application program that can be called up for use while working in another application.

Application: A computer program used for a particular type of job or problem.

Department: A functional unit within the University.

Domain: The URL used to access a website.

Footer: A line of information placed at the end of a web page for purposes of identification.

Head of Department: The person in charge of a department.

Homepage: The initial page of a website on the World Wide Web.

Navigation: The main links on a website that aid in traversing the website by its hierarchical structure.

Plug-in: Accessory software package that is used in conjunction with an existing application to extend its capabilities or provide additional functions.

Social Media: Online forms of communication which include blogs, microblogs such as Twitter and social networking sites such as Facebook.

Sub-domain: A child of a domain.

Template: The pattern and layout of a web page.

URL: Uniform Resource Locator: a protocol for specifying addresses on the Internet.

User: A person who accesses the website with the purpose of getting information.

Web page: A single, usually hypertext document on the World Wide Web that can incorporate text, graphics, sounds, video or other digital assets.

Web server: A computer that makes web services available on the Internet.

Website: A collection of related web pages containing images, videos or other digital assets.

Website Representative: The person in charge of a departmental website.

Website Management Committee: A committee appointed by the Vice Chancellor, in charge of the University Website.

1.0 Introduction

Jomo Kenyatta University of Agriculture and Technology website is becoming a major source of information for the University community and external users. For this reason, it has become necessary for the University to put in place measures that promote its management and use to enhance her presence in the world wide web.

2.0 Purpose

This policy will govern the design, development, maintenance and management of cohesive and consistent user friendly website and pages across the University. It will help students, staff and other external users to achieve their online goals easily and efficiently.

3.0 Policy Statement and Scope

3.1 Policy Statement

- 3.1.1 The JKUAT website aims to provide accurate, useful and timely information on all aspects of the University's activities to both members of the University and external users.
- 3.1.2 Users of University web resources will not make use of, or publish, material that is obscene, libelous or defamatory or in violation of any right of any third party. Users of University web resources will not publish material which would bring the name of JKUAT into disrepute
- 3.1.3 All pages within the University website will conform to the University's ICT security policies
- 3.1.4 The design of all University web pages will conform to the technical and design requirements developed by the University's Web Management Committee
- 3.1.5 Except E-learning Department, only those web pages which containing the domain name www.jkuat.ac.ke/, will be hosted on any server in the University network.

3.2 Scope

This policy governs web-based documents made available via the JKUAT domain www.jkuat.ac.ke and its sub domains.

4.0 Responsibility for Web Pages

- 4.1 The Vice Chancellor, under whose auspices the University's website management committee operates, is responsible for the University website. The primary function of the Website Committee is to coordinate the management of the website to ensure it remains relevant in all aspects.
- 4.2 Each Departmental head is responsible for legal compliance, accuracy, timeliness and completeness of the content on their web pages. They must take every reasonable care to ensure this.
- 4.3 Each Departmental head should periodically audit (at least once every 3 months) content of their web pages for data accuracy, appropriateness and legal compliance.
- 4.4 The Website Management Committee will design and maintain the following pages on the University website:
 - 4.4.1 Global and local home pages
 - 4.4.2 Index pages for Colleges, Campuses, Faculties/Schools, Departments, Courses, Research and staff
 - 4.4.3 Contact pages, people finder and search facilities
- 4.5 Heads of Academic and administrative units including other service areas will designate one person as Website representative, whose name will be notified to the Website Management Committee, as having responsibility for maintaining their respective web pages.
- 4.6 Where there is a committee, the Chairman for the committee will designate one person (preferably part of the secretariat) as having responsibility for maintaining that committee's website. The name of the latter will be notified to the Website Management Committee. Each Chairman, in this case, will be responsible for the legal compliance, accuracy, timeliness and completeness of content in their web pages.
- 4.7 Individual staff members and research team leaders are responsible for legal compliance, content of their materials and timeliness.
- 4.8 Capitulated bodies

Student societies/associations and clubs are an integral part of University life. Web pages affiliated to capitulated bodies will be given access to the main website. However, if the pages are found not to be compliant with all other aspects of the University's web policy, the Website Management Committee will recommend their removal from the University website. Chairpersons of all student societies and clubs and student committees will be responsible for legal compliance and content.
- 4.9 The E-learning is gaining momentum within undergraduate and postgraduate courses. In view of the pedagogic considerations of web based academic course material developed by JKUAT academic staff, e-learning material may not be bound by University's technical and design requirements. In such circumstances, the e-Learning or academic staff are responsible for legal compliance, accuracy and completeness of their course materials.

5.0 Website Design and Maintenance

Website for all Departments are approved by the Website Management Committee with Departments concerned contributing significantly to the design concepts for their website and being entirely responsible for their content.

5.1 For purposes of branding, the design of web pages shall take the following form

| | |
|----------------------------------------|-----------|
| JKUAT HEADER (Section A) | |
| SUBSIDIARY SITE HEADER (B) | |
| SUBSIDIARY SITE NAVIGATION (Section B) | Section C |
| JKUAT FOOTER (Section A) | |

- 5.1.1 Sections of web pages (A and B in diagram above) will be designed and maintained centrally in consultation with the functional area concerned
- 5.1.2 Section of web pages (C in diagram above) will be maintained and updated locally.

5.2 All JKUAT web pages must use the above template as supplied by the University Website Management Committee.

5.3 Departmental heads must ensure that University's target audiences are identified, acknowledged and their preference for relevant, understandable information is accommodated in their pages.

5.4 All homepages will reinforce key University messages which can be obtained in the University strategic plan.

5.5 All the Departmental pages must display the following information on the first page:

- 5.5.1 The name of the department
- 5.5.2 Contact information
- 5.5.3 The date of last revision.

5.6 Copy rights should be included on the University website.

6.0 Website content management

Departmental heads are responsible for the management of their web pages. It is required that obsolete information be removed and outdated information be updated on a regular basis.

7.0 Writing and Exporting Web Pages

- 7.1 External companies/individuals writing web pages on behalf of University staff or Departments or students are not given direct access to the University server. Writing pages to the University server is the responsibility of the University Department on whose behalf these web pages are written. These pages must therefore conform to all policy, technical and design requirements of University web pages.
- 7.2 All pages written for the University web should be readable on standard versions of browsers. For a stable website environment, the use of scripts, databases, processes, utilities or applications is limited. Approved languages include Hyper Text Markup Language (html), Extensible Hyper Text Markup Language (xhtml) and Cascading Style Sheets (CSS).

8.0 Navigation

- 8.1 All web pages website must provide navigational links that appear and behave in a consistent fashion.
- 8.2 All web pages must incorporate the template search tool as supplied by the University Website Management Committee.
- 8.3 All web pages must include the following information when linking to information, resources or services that may require a plugin or separate application: file format, file size, and provide a link to the applet, plugin or application.
- 8.4 All University Departments must ensure that their pages are listed in the University's Contact Directory.

9.0 Accessibility

- 9.1 All web pages must meet accepted world-class standards as detailed on World Wide Web Consortium's Web Content Accessibility Guidelines Version 2.0 found at <http://www.w3.org/TR/WCAG20/>
- 9.2 All web pages must include, in the page footer, a link labeled Accessibility pointing to the University's Accessibility page or an equivalent statement and link to a contact mechanism for dealing with accessibility issues.
- 9.3 Departmental heads are responsible for ensuring that requests for assistance in accessing information within their areas are expedited.

10.0 Social Media

- 10.1 Official use of social media sites and services as additional way to engage students, staff and the community is encouraged
- 10.2 The primary website employed for the delivery of information and other services must be owned and managed by the University.
- 10.3 Social media sites and services not owned or managed by the University must not be used as the sole or primary delivery platform for information and services.

10.4 Use of social media must comply with the terms of this and other relevant University policies

11.0 Advertising

The University's Web pages must not be used for commercial, non-mission-related purposes.

12.0 Registration of Web Servers

All JKUAT web servers must be registered with the JKUAT Website Management Committee.

13.0 Applicability and Exceptions

This policy is generally applicable to all websites hosted on the University's domain or directly associated with the JKUAT website. If an individual or group feels that they are unable to meet the requirements of this policy for any reason, be it technical, legal, logistical, or other, they may choose to request either an exemption to the policy or a review in policy. Such requests should be sent to the Vice Chancellor.