

# COLLEGE OF OSTEOPATHIC MEDICINE WEBSITE POLICY

Version 1.1

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## CONTENT MANAGEMENT

The College of Osteopathic Medicine communications office manages and maintains the com.msu.edu website. Content owners are responsible for ensuring that their content is accurate and up to date. All content change requests should be directed to the communications office. All attempts will be made to implement content updates in a reasonable and timely manner.

## BRAND STANDARDS

The com.msu.edu website complies with [MSU brand standards](#).

## ACCESSIBILITY STANDARDS

Content owners are responsible for ensuring that documents submitted to the communications office to be hosted on the website complies with [accessibility requirements](#).

## HOSTING

The College of Osteopathic Medicine utilizes hosting services provided by MSU IT.

## DATA AND PERSONAL INFORMATION

All College of Osteopathic Medicine and college-affiliated websites must comply with [HIPAA](#) and [FERPA](#).

Site owners shall abide by the [MSU Institutional Data Policy](#). No College of Osteopathic Medicine website shall ask for, store or transmit data deemed as confidential as listed in 'Appendix I: Confidential Data' of that policy.

## SEPARATE UNIT WEBSITES

Units of the dean's office, for example the Office of Research and Office of Admissions and Student Life, should not have separate sites and should maintain a presence on the main college site. Specific departments, programs and labs may retain or create a separate site that complies with brand standards and accessibility guidelines.

In the event that a major update to a specific section of the com.msu.edu website is requested, the requesting unit must submit their proposal including all new content to the communications office. Working with the unit, the communications office will attempt to roll the new content into the site in a way that maintains the site architecture and user experience. In situations where there is clearly too much new content for the site to accommodate, a separate site may be authorized. If authorized, the

unit may build their website utilizing assistance from MSU IT or an [MSU-approved external vendor](#). The site must meet brand and accessibility standards and should be hosted by MSU IT.

- Domain name should be nameofunit.com.msu.edu.
- Unit creates and populates the content.
- Unit manages and updates the site.
- Unit is responsible for securing resources to manage and update the site both in the short term and the long term.
- Unit is responsible for acquiring technical support from an MSU-approved external vendor.
- The communications office will provide consulting and guidance.

The policy applies to intranet sites as well as public sites, unless there is a compelling case for content to be located behind a login.

### **DEPARTMENT WEBSITES**

Department sites must meet brand and accessibility standards and should be hosted by MSU IT. The sites are managed entirely by the department.

### **COLLEGE-AFFILIATED WEBSITES**

College-affiliated “microsites” such as programs, labs, and grants must meet brand and accessibility standards and should be hosted by MSU IT. The sites are managed entirely by the site owner.

### **STUDENT WEBSITES**

College-related student websites such as for student organizations should meet brand and accessibility standards and should be hosted by MSU IT. The sites are managed entirely by the site owner.