



Policy Name	Website Security & Brand Consistency
Policy Number	50000.0--
Effective Date	September 23, 2022
Administrative Division	Division of Academic Affairs
Unit	Department of Information Technology
Revised Date	

1.0 Policy Statement

The purpose of this policy is to ensure JSU brand consistency, to better track JSU website usage, and to ensure JSU Main web site and its pages are protected by the University's web security software. This policy also serves to minimize any vulnerabilities or potential threats when linking to or interacting with external JSU owned or non JSU owned websites located outside of the main JSU website content management system.

2.0 Purpose

The establishment of this policy sets the standards for the usage of the JSU Website by JSU employees, and vendors.

These rules are also in place to protect its users and JSU. Inappropriate use exposes JSU to risks including virus attacks, compromise of network systems and services, and legal issues.

3.0 Definitions

3.1 **Users** - JSU employees (faculty, staff, students, alumni), vendors

3.2 **JSU main website(s)** - All websites, and web pages and sub-directories and sub-sites that are part of the <https://www.jsums.edu> and <https://www.jsums.net> domains.

3.3 **Content Management System** - The software system used by the University to create and update web pages and web content.

3.4 **Website Content Editors** - professional staff or faculty designated by colleges, schools, centers, institutes, divisions and departments to update web content

4.0 Employee Adherence

This policy is applicable to the IT Staff members, vendors, website content editors and the web pages of all of the colleges, schools, centers, institutes, divisions and departments of the University housed on the main JSU website.

5.0 Policy

General Website Policy:

Jackson State University® websites must meet professional standards in content, usability, accessibility performance and security. These standards of uniformity offer a consistent, user-friendly experience to JSU employees and to those who use, view or visit JSU's websites. These standards will be met through the guidelines and policies outlined below:

5.1 Website Content Management Access:

Administrative accounts and access to the main JSU website's CMS area will be provided upon approval by the JSU webmaster or a designated member of the JSU website support team after the proper request has been submitted by professional staff or faculty designated by colleges, schools, centers, institutes, divisions and departments to update web content for those areas. user roles and permissions

5.2 Website Content Editing Training:

The JSU IT department and appropriate designated IT employees will provide website content managers with the essential CMS training sessions and materials to ensure that all designated website content editors can successfully edit the website content for their area.

5.3 Website Brand Consistency:

All websites, web pages, sub-sites and web content created by JSU employees, website content editors and vendors under the JSU main website shall be housed within the University's content management system (CMS) and shall use web design templates, stylesheets and plugins approved by the University. To ensure JSU brand consistency each page or website created under the JSU main website(s) domain must adhere to the following website design standards and guidelines:

- a) **Menus** - All new or existing websites shall include the same horizontal primary header and footer menus including menu style, links and colors as those located in the primary header and footer areas on the JSU main website homepage. All other custom menus must include consistent design colors for links, headers, and text as established throughout the JSU main website.
- b) **Fonts** - All font size, color, and types for headers, sub-titles, menus and content must be consistent with the University's designated design standards when adding content to website pages.
- c) **Logos** - The approved official JSU logo must be consistent in size, and location and shall be displayed on each website and web page located under the JSU main website.
- d) **Colors** – Website and web page color schemes used on the JSU main website and externally designed websites must be consistent with the JSU colors as designated in JSU's University Communications' JSU Brand Style Guide (pg. 14).
- e) **Image size** – All images uploaded to the JSU main website must be less than 10 MB in size.

5.4 Website Usability Consistency:

Jackson State University aims to provide a simple, friendly, and user centered usability experience for all JSU employees and to visitors who use and view the JSU main website(s) and its' content. To ensure that the University provides a consistent quality usability experience, the following standards shall be followed:

- a) **Accessibility** – All users, visitors and employees must be able to access the desired content information in the least amount of clicks possible.
- b) **Links** - Links included on JSU main website(s) pages must be functioning and shall lead to relevant and properly functioning internal or external websites, website pages, documentation or media material(s).
- c) **Clarity** - All content and alerts placed on website pages must be presented in a clear and concise format that can be easily understood by all JSU main website(s) visitors, employees, and users.
- d) **Search feature** – the JSU main website(s) shall provide its' visitors and users with the ability to search and retrieve relevant information contained in the site's pages, posts, and metadata pages
- e) **Performance**- All uploaded website images must be optimized to improve website speed and performance

5.5 Website Security:

While Jackson State University strives to provide its' users and visitors with a well-designed and functional website, it is also critical that these goals are achieved in parallel with the implementation of the best website security safeguards, standards and practices that will allow users to also have a safe and efficient user experience. The following website security standards shall be followed to minimize the introduction of viruses, vulnerabilities and threats into the JSU main website(s) and its' CMS:

- a) **Plugins-** All plugins requested to be purchased or installed
 1. Must be essential for providing a certain function on a web page or website,
 2. Shall be **carefully reviewed** for vulnerabilities and threats by the appropriate cyber security personnel **before being installed** on the JSU main website(s),
 3. Shall only be installed by the JSU webmaster or a designated JSU IT employee after the proper approval has been given
 4. Plugins shall be updated by the appropriate JSU IT employees as soon as possible
- b) **External JSU Website Vendors-** All areas must provide contact and business information for any external contractor or vendor it intends to use for the purpose of designing or generating content on the JSU main website or on a separate website that will link back to the JSU main website. These third-party vendors/contractors may only be used if the following requirements are met:
 1. Must be approved by the appropriate University personnel, departments and complete the required vendor or contractor forms and documentation
 2. Must be able to show the use of security standards, safeguards and best practices if designing websites in which they use or access sensitive data sets
 3. Must be willing to adhere to the University design standards as established by the JSU University Communications Brand Style Guide design guidelines unless given approval to do otherwise.
- c) **Internal JSU main website(s) that link to external websites or pages** – the JSU main website(s) shall not include links to any external JSU related websites and non JSU related websites or pages that are not secure and that display questionable malicious behavior.

6.0 Policy Compliance

Any JSU employee, users, contractor(s) or vendor(s) in violation of this policy will result in loss of access to the CMS under the JSU main website(s) and any abuse of JSU website content editing access should be immediately reported to the Division of Information Technology.

7.0 Related Standards, Policies, and Processes

- [JSU 2019 Brand Style Guide](#)

8.0 Revision History

- Created: September 23, 2022