

## 1 Please read and understand the following:

### Preamble

At IMSA, the goal of the web is to serve as an efficient and ubiquitous informational medium for students, faculty, staff, and alumni. Properly implemented, the web can provide publications, data, sound and video files, and even personal contact to the IMSA community and its external partners. Maintaining a proper website in such a diverse setting requires structure, responsibility, and accountability.

The purpose of this Code is manifold:

- To extend the ideals and policies of the Academy to include this new medium, to provide a set of guidelines that recognize the institutional and technological opportunities that are inherent to the World Wide web, to assist in the creation of an environment in which all members of the IMSA community may utilize the web in the most effective manner possible, to create an effective web management structure that is accountable to IMSA, and to establish and detail the rights and responsibilities of IMSA Web Maintainers.
- The Code establishes a set of guidelines by which Web Maintainers may model and judge ethical conduct with respect to IMSA's resources. It provides Web Maintainers with a clear set of principles to be applied when ethical and policy decisions must be made, and forms the basis of any consideration of the propriety of a Web Maintainer's actions.
- By accepting the guidelines and standards detailed in the Code, Web Maintainers acknowledge their responsibility to the IMSA community on the World Wide web, which takes precedence over personal preferences and interests. This Code forms the basis for the relationships between Web Maintainers and CNS' Web Team, their individual Web Team, and the entire IMSA community.

### Global Issues

#### Copyright

Under no circumstances may copyrighted material be copied without prior authorization -- which is to say, any material you do not know you own, or for which you have not paid, and is not clearly marked as being in the public domain. Any material for which IMSA holds the copyright may be used on IMSA's web for IMSA projects. This applies to both material found on the web, and material that can be transferred to the web, i.e., scanned images, retyped text, and sampled sound or video. While the author(s) of any web page are automatically granted copyright, those who wish to protect their page's copyright should clearly mark said pages with a copyright symbol, the year, and their name(s). It is always acceptable to solicit permission from the owners of copyright if you wish to use copyrighted material on your page.

#### Net Etiquette

Keeping in mind that the web is a widely-read medium, all pages should strive to meet the standards of the global web-using community. The concept of Net Etiquette is governed by principles of common courtesy: this includes the notion of designing pages that can be available to the maximum number of software and platform configurations, and minimizing the amount of transfer time required for downloading a page.

## **Credibility**

Credibility is defined as both the accuracy of information and the qualifications or credentials of a page's author. The potential anonymity of web page authors can deny browsers the ability to confirm the accuracy of the web page's contents. Steps should always be taken to provide browsers with the identity and a relevant description of the author; this includes name, title/position, and e-mail address. The Web Maintainers are responsible for evaluating the credibility of web pages under their jurisdiction, and will be held accountable in cases of fraud and similar misrepresentation. The web is a publication and therefore standards of legitimacy and accuracy that apply to publications must also be enforced.

## **Honesty**

Since the web is an extension of IMSA and reflects upon the entire community, it is expected that the same standards governing honesty and truth in the community at large shall also be applied to web documents.

## **Legality**

Existing legislation pertaining to the publication of materials both in a general sense and specifically on a computer network apply to all areas of IMSA's web. Web Maintainers are required to ensure that their site conforms to these laws.

# **Academy Issues**

## **Standards**

Any standards set by the Academy specifically for the web or for publications in general must be enforced by the Web Maintainers.

## **Mission**

While Web Maintainers are not expected specifically to tailor their sites for the benefit of the Academy's Mission Statement, they are expected to act in the best interests of the Academy as reflected in its Mission Statement.

## **Equity of Opportunity**

As the IMSA community believes in the equality of its members, it is crucial that Web Maintainers avoid discrimination in the administration of their sites. All members of an organization with a web site should be made aware of it and should have the opportunity to contribute. Policies or behavior expressly designed for exclusionary purposes will not be tolerated. However, this should not interfere with the Web Maintainer's right to restrict access in the interests of upholding the other directives of this Code.

## **IMSA Identity Standards**

The Academy has an established set of policies and guidelines for its representation in all media, including the web. These must be adhered to on all IMSA web pages under the administration of Web Maintainers. Official copies of IMSA graphics (i.e., IMSA logo, ten-year seal, etc.) should be used whenever possible.

## **Appropriateness**

All IMSA web materials should have some connection to the IMSA community, its projects, or people. Materials that cannot legally be supported by an agency of the government (i.e., religious material, political endorsements, outside businesses, etc.) will not be permitted on IMSA web space.

## **Representation**

Web Maintainers must realize that the web reflects upon the Academy as a whole, and therefore it must reflect the beliefs and Mission of IMSA. The Academy reserves the right to impose restrictions and guidelines at any point upon Web Maintainer areas, individually or as a whole.

## **Privacy**

Given that the web is a broadcast medium, appropriate measures must be taken to prevent unlawful and inconvenient intrusion into the lives of all members of the IMSA community. It is crucial to secure permission from those whose work or personal information is to be placed on the web.

## **Integrity of Information**

The Academy's commitment to providing accurate and appropriate information to the public should guide Web Maintainers in deciding what content is appropriate for their site. Knowingly publishing information that is incorrect or fraudulent represents a serious breach of the trust placed by the Academy upon Web Maintainers.

# **CNS Issues**

## **Machine Integrity**

Web space resides on the IMSA Computer System. Care must be taken to safeguard against disrupting its normal operation. CNS' Applications Team expects that Web Maintainers will seek the required technical expertise in the interests of this principle.

## **Security**

Web Maintainers are responsible for protecting their website and the computer system as a whole from unlawful intrusion. This includes protecting passwords and exercising good judgment when granting access via Web Team membership.

## **Adherence to Intent Clause (Statement of Purpose)**

All Web Maintainers are required to provide a statement of purpose when requesting a website. The content of a website should reflect this statement. Web Maintainers must take care to avoid abusing the privilege of web space for their own purposes, or placing information that should have its own allocation.

## **Adherence to Web Purpose Restrictions**

The web is an electronic broadcast medium used both to disseminate information and to provide a means of contact between individuals. It should be in a manner that is better suited to other existing media. Similarly, the web should not be used in a manner that exceeds its functional limits or drains resources from other organizations and projects.

## **Adherence to IMSA Network Honor Code**

It is expected that, like all members of the IMSA community, Web Maintainers will adhere to the guidelines set forth by the IMSA Network Honor Code.

## **Respect Decisions/Authority of CNS' Applications Team**

CNS' Applications Team is duly appointed administrator of IMSA's websites. Web Maintainers receive their space as a grant from the Web Team with the understanding that said space is still subject to Web Team authority. Web Maintainers are expected to respect the policies established by the Web Team and act in their best interests.

## **Issues for an Organization's Web Team**

### **Act in the Best Interests of the Web Team**

As web space is granted for specific purposes and not individuals, Web Maintainers are expected to hold the needs of the represented organization and its Web Team over their own.

### **Accurately Represent IMSA**

Web Maintainers are entrusted with web space with the intent that it will be used as a publication for an IMSA organization or project. Along with this comes the responsibility to represent accurately the intended subject. The input of all members of the subject group should be solicited. Failure to maintain accurate representation of the group may be brought to the attention of CNS' Applications Team, which has the authority to take appropriate action.

### **Form and Manage Web Team**

Web Maintainers are charged with finding appropriate individuals to staff their Web Team and act in a supervisory capacity. Web Teams should be developed with two goals in mind: maximizing the utility of the web space to the represented group, and fulfilling the goals of this Code. Web Maintainers have direct authority over the composition and conduct of their Web Team, and are the only ones empowered to decide which accounts are to be given access to their web space.

## **2 Purposes, Name, Signature, and Date** – CNS will **not** process unsigned requests

Website Purpose:

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Name (please print)

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Signature

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Date