



UC Davis Web Content Management System (Web CMS) Terms of Use

1. Definitions of roles
 - a. Clients: Schools, colleges, academic departments and programs, and administrative units and programs that use the Web CMS (see Appendix: Web CMS Clients for more information).
 - b. Users: Individuals employed by clients who have been given permission to access and use the Web CMS.
 - c. Information and Educational Technology (IET): Administers the Web CMS, including user training, user account maintenance, development of new Web CMS features, and communication with clients. Provides server administration, security, hardware and software upgrades, backups and other technical support for the Web CMS servers. Provides programming support for the maintenance and development of new Web CMS features.
 - d. Strategic Communications: Provides design standards and guidance to help achieve the campus goal of consistency of branding and marketing.
 - e. Web CMS administration: IET staff assigned to support the Web CMS.
 - f. Web CMS Administrator: IET position assigned to manage the overall operation of the Web CMS.
 - g. Hannon Hill: Developer of the Cascade Server Web CMS software.
 - h. Steering Committee (see Appendix: Web CMS Steering Committee).

2. Client and user rights and responsibilities
 - a. Clients and users shall be familiar with and abide by the terms of this agreement.
 - b. Clients shall designate a site manager for each client site maintained in the Web CMS to serve as the point of contact for site administration.
 - i. Site managers must be UC Davis staff or faculty trained in use of the Web CMS.
 - ii. Only site managers may request changes to a user's site access (new accounts or role changes) or site configurations.
 - iii. A site may have more than one site manager.
 - c. Clients must provide a Web server to host their site(s).
 - d. Clients are responsible for ensuring that the Web CMS servers can access their Web server for the purpose of publishing Web content using the secure file transport protocol (SFTP), using a storage area network (SAN) to mount an appropriate directory of their webserver on the Web CMS server file system, or another method supported by the Web CMS.
 - i. For SFTP, clients must provide login credentials (username and password) to allow the Web CMS to connect to the client Web server(s) for the purpose of publishing Web content. The client is responsible for maintaining these credentials.
 - ii. For SAN mounts, the client is responsible for creating the SAN mount and assigning appropriate security limitations on their Web server.
 - iii. Clients are responsible for ensuring that their firewalls allow appropriate access for the Web CMS servers. Appropriate firewall information will be provided by the Web CMS administration.
 - e. Clients are responsible for ensuring that their Web server(s) hosting live Web CMS managed content are online and available.
 - f. Clients are responsible for backing up the published Web content on their servers.
 - g. Clients shall notify the Web CMS administration of user changes for their site(s):

- i. If a user leaves the client's unit and no longer needs access to the system.
 - ii. If a new user needs a Web CMS account, access and training.
 - iii. When there is a change of site manager.
 - h. Policy and standards
 - i. Clients and users shall adhere to all relevant policies of the University of California, Davis.
 - ii. Clients and users shall not override page template layout or styles in a manner that degrades accessibility or conformance with campus graphic or technology standards.
 - iii. Clients will use the standard Web CMS page templates and features developed and maintained by the Web CMS administration.
 - 1. Clients may apply custom HTML, JavaScript, CSS and server-side language features using the methods and naming conventions provided by the Web CMS.
 - 2. Clients must ensure that all custom HTML, JavaScript, CSS and server-side language features meets campus standards and policies (see Section 5).
 - 3. Clients are encouraged to ask the Web CMS administration to review custom HTML, JavaScript, CSS to verify best practices are being used.
 - 4. Clients are responsible for the maintenance of any custom HTML, JavaScript, CSS and server-side language features.
 - 5. Clients are encouraged to submit suggestions for improvements or new features for the Web CMS to the Web CMS administration.
 - iv. Clients and users shall follow best practices in Web authoring and development. The Web CMS curriculum for end-users will provide guidance in this area.
 - i. Content
 - i. Clients are responsible for providing content to populate the pages of their sites and performing the work to create and maintain that content.
 - ii. Clients are responsible for ensuring that all content on Web CMS managed site(s) is accurate and up-to-date, that grammar and spelling are correct, and that content conforms to campus editorial guidelines and graphic standards as defined at <http://marketingtoolbox.ucdavis.edu>.
 - iii. Clients are responsible for dealing promptly with site errors (e.g., broken links, factual errors) and feedback inquiries.
 - j. Training
 - i. All users must be trained before they may use the Web CMS.
 - ii. Users may be trained either by the Web CMS administration or by instructors within their client unit who have been trained by the Web CMS administration.
 - iii. Clients are responsible for training their users on any custom HTML, JavaScript, CSS and server-side language features they develop for their site.
 - k. Clients and users of the Web CMS are responsible for the proper functioning of code created with server-side languages (such as PHP, ASP.NET, or ColdFusion) hosted in their Web server environment.
 - l. Clients and users are encouraged to participate in the campus Web CMS community, through meetings, email, newsletter and other activities coordinated by the Web CMS administration.
 - m. Clients who decide to stop using the Web CMS to manage their website(s) shall notify the Web CMS administration. See "Termination of service" Section 4.a. below.
- 3. Web CMS administration rights and responsibilities
 - a. The Web CMS administration shall provide administration of the Web CMS software including:
 - i. Management of roles, groups and user accounts

- ii. Management and maintenance of all Web CMS page templates and functions, except those tasks that have been explicitly delegated to clients.
- b. The Web CMS administration shall provide appropriate access to the Web CMS for users designated by the client or the client's designee.
- c. The Web CMS administration shall develop and maintain standard Web CMS page templates, style sheets and features.
- d. The Web CMS administration shall provide technical support to clients and users of the Web CMS.
- e. The Web CMS administration shall forward verified Web CMS application issues reported to Hannon Hill and coordinate problem resolution with the vendor.
- f. The Web CMS administration shall coordinate with IET staff to keep the Web CMS servers and software up to date.
- g. The Web CMS administration shall provide training on the use of Web CMS page templates and features offered by the service.
- h. The Web CMS administration is not responsible for the proper functioning of code in server-side languages such as PHP, ASP.NET, ColdFusion that clients/users have embedded in their pages using the Web CMS.
- i. System availability
 - i. Unless temporarily removed from service for maintenance, upgrades or technical difficulties, the Web CMS shall be operational 24 hours per day.
 - ii. When the Web CMS will be removed from service for scheduled maintenance or upgrades, the Web CMS administration will inform all users of the date, time and duration of the planned service interruption at least 5 business days in advance of the scheduled service interruption.
 - iii. In the event of extended Web CMS downtime, clients may elect, if necessary, to manually edit previously published Web content on their local Web servers.
 - iv. The Web CMS administration will provide the client with a process to request system status and support if the Web CMS is inaccessible because the system is down or access to users is denied. Status updates can be obtained through the campus' status page: <http://status.ucdavis.edu/>.

4. Termination of service

- a. Voluntary termination
 - i. Clients may choose at any time to terminate use of the Web CMS to manage their Web content.
 - ii. Clients should provide two weeks notice to the Web CMS administration of their intent to terminate use of the service so that arrangements can be made to archive their site instance and disable user accounts appropriately.
 - iii. The Web CMS administration will maintain an archive of the client's Web CMS site for three months after the date of termination. After that time, the site instance may be deleted.
- b. Termination with cause
 - i. Violation of the terms of this agreement may result in termination of a client's access to the Web CMS. Termination of service will occur only after:
 - 1. The Web CMS Administrator has warned the client of the violation in writing.
 - 2. The client has not taken steps to rectify the violation in a reasonable period of time (specified by the Web CMS Administrator).
 - 3. The Web CMS Administrator recommends service termination to the Web CMS Steering Committee.
 - 4. The Web CMS Steering Committee reviews the circumstances and approves service termination.

- ii. In the event that a client's account is terminated:
 - 1. The client will retain ownership of their published site(s) content on their Web server.
 - 2. All user accounts associated with the client account will be disabled.
 - 3. The Web CMS administration will maintain an archive of client's Web CMS site for three months from the date service is terminated.
- 5. Unused site instances
 - a. A new Web CMS site instance that has never been used after 2 months from its creation date is subject to review for deletion by the Web CMS administration.
 - b. A Web CMS site instance that has not been actively used for more than 6 months may be subject to deletion.
 - c. Prior to deleting an unused site instance:
 - i. The Web CMS administration will contact the site manager to confirm the instance is not needed.
 - ii. If the site manager verifies the instance is unneeded and has no useful content, Web CMS administration may delete the instance.
 - iii. If the site manager verifies the instance is unneeded but has useful content, the Web CMS administration will maintain an archive of the instance site for three months. After that time, the site instance may be deleted.
 - iv. If the site manager verifies a blank site instance is needed but no action is taken to create content after two months, the site instance will be deleted.
- 6. Policies affecting users of the Web CMS
 - a. 270-05, Campus Organizations
 - b. 310-21, Computer Vulnerability Scanning Policy
 - c. 310-22, UC Davis Cyber-Safety Program
 - i. Exhibit A, UC Davis Security Standards
 - d. 310-23, Electronic Communications--Allowable Use
 - i. Exhibit A, Acceptable Use Policy
 - e. 310-24, Electronic Communications--Privacy and Access
 - i. Exhibit A, Request to Inspect, Monitor, or Disclose Electronic Records--Access With Consent
 - ii. Exhibit B, Request to Inspect or Disclose Records--Access Without Consent
 - f. PPM 310-40: University Communications: Publications, Graphic Standards, Marketing and Media Relations
 - g. PPM 310-70: World Wide Web Standards
 - h. UC Davis Identity Standards (<http://identitystandards.ucdavis.edu/>)
 - i. Principles of Community (<http://occr.ucdavis.edu/poc/>)
- 7. Appendix: Web CMS Steering Committee
- 8. Appendix: Web CMS Clients
- 9. Appendix: Client Site Information (separate form)

Appendix: Web CMS Clients

1. The Web CMS is available to UC Davis administrative units, colleges, schools and academic departments whose Web content is owned by the Regents of the University of California. Organized Research Units (ORU) and other campus-wide research units and facilities, as identified by the Office of Research, are included.
2. All websites maintained in the Web CMS must use a DNS name within the ucdavis.edu domain.
3. All websites maintained in the Web CMS must be hosted on a campus-owned or contracted server.
4. All websites maintained in the Web CMS must be permanent sites. Sites for one-time events, conferences, seminars will not generally be maintained in the web CMS.
5. Websites for recognized campus organizations (PPM 270-05) may use the Web CMS provided the sites adhere to all applicable campus policies and guidelines and to the terms and conditions in the Web CMS Terms of Use. These organizations may not execute a Web CMS Memorandum of Understanding but must instead be incorporated under an existing Web CMS client's MOU who agree to sponsor the applying group (see 1 above).
6. Websites for registered campus organizations (PPM 270-05) may not be maintained in the Web CMS.
7. Web sites of student organizations may not be maintained in the Web CMS.
8. Personal websites (PPM 310-70) may not be maintained in the Web CMS.
9. Faculty research, lab and personal websites may not be maintained in the Web CMS. Faculty websites are those whose content is the intellectual property of an individual faculty member, including content about his or her research, research facility or lab, scholarly endeavors or teaching activities.
10. Exceptions to these client guidelines can be addressed to the Web CMS administration for consideration.

Appendix: UC Davis Web Content Management System Steering Committee

The UC Davis Web Content Management System (Web CMS), a campus-wide service administered by Information and Educational Technology, supports the creation, management, delivery and sharing of Web content across the campus, while promoting compliance with organizational standards for branding, accessibility and communications as outlined by Strategic Communications.

The Web CMS is governed by the Web CMS Steering Committee, which made up of representatives of campus units using the Web CMS.

Purpose of the Steering Committee

- Create reports regarding service usage and financial status, as appropriate.
- Evaluate and recommend continued campus funding for the Web CMS, as appropriate.
- Review Web CMS business practices.
- Approve or deny client service termination recommendations submitted by the Web CMS Administrator.
- Arbitrate client concerns regarding decisions made by the Web CMS Administrator.

Steering Committee Constituency

- Permanent representatives from Strategic Communications and Information and Educational Technology serve as co-chairs of the committee.
- The Web CMS Administrator is an ex officio member.
- Meetings are coordinated and chaired by the Web CMS Administrator or, in the event of his or her absence, one of the committee co-chairs.
- In addition to the chairs and Web CMS administration, the committee members will be representatives from campus units currently using the Cascade Server Web CMS software. Each unit may have only one representative on the committee. Members will serve for one year, with option to continue serving at the discretion of the Web CMS Administrator.
- Invitations to participate on the committee will be issued to users of the Web CMS as needed by the Web CMS Administrator.
- Campus units may seek membership on the Steering Committee without invitation by request to the Web CMS Administrator. Such requests will be reviewed and approved or denied by the Steering Committee.
- In the case of a vacancy on the committee, the represented unit will first be asked to provide a replacement. Failing that, an invitation to the user base will be issued seeking possible new representatives.
- Meetings will be held as needed. Normally, the business of the committee will be conducted using email.