

Attachment F

Web Standards

Colorado State University must establish a standard and enforceable e-commerce policy to limit liability to the university and to ensure cost-effective services are provided to the university. To that end, we ask the ITEC to endorse the following course of action, with final approval pending completion of draft policies. With this approval, we will embark on the following course:

1. Develop a standardized e-commerce policy and require that all e-commerce transactions occurring on www.colostate.edu go through a centralized process. This policy will be established in coordination with the treasurer and bursar's offices as well as the IT and ACNS units. This policy will establish required standards for all e-commerce conducted via the www.colostate.edu web domain, including any university approved .com sites.
2. Develop a process to seek, through the purchasing process or through other administrative services mechanisms as appropriate, the best service for e-commerce transactions. This item could be limited by existing contracts or provisions of existing contracts. The idea is to explore how we would provide the e-commerce services required for the implementation of a standard policy and to make recommendations on how best to proceed.

As part of its planned marketing initiatives, Colorado State University will incorporate the new tagline "Knowledge to go Places" into its existing logo for use in certain media. The web domain www.colostate.edu will be one of the places where use of this logo will be required, under new content and graphic standards under development now. This new standard will:

1. Require that all academic and non-academic units use a re-designed logo at the top of at least the front page of their web presence. (This logo, which will be provided in a template form that will give several size options to users, will not only incorporate the new tagline, but will serve as a navigational aid.)
2. Require that all academic units provide an "Apply to CSU" link near the top of the first webpage on their site. This revised standard will not require the use of a specific button, but will require that the links be of at least a certain size.