



WEB POLICY

UNIVERSITY OF KELANIYA

Web site: www.kln.ac.lk

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1.0 Vision of the University Web Site

To become the major channel of interaction of University of Kelaniya (UoK) for all its stakeholders in fulfilling their information and service requirements and, the key medium for branding the University of Kelaniya.

2.0 Mission of the University web site

To store and disseminate information timely, accurately and securely while maintaining privacy of all stakeholders and to provide web based services from the university.

3.0 The objectives of the Web Policy

The objectives of the web policy are to,

- provide consistent visual and content standards across UoK websites
- ensure accessibility for all users of UoK websites
- ensure compliance with legal requirements
- provide competitive search engine rankings for UoK web content
- provide an improved website user experience, and
- meet industry best-practice standards on web development.

4.0 Scope

This policy applies to anyone who has published, publishes, or who is intending to publish content on any website established for, or owned and maintained by, UoK.

5.0 Content Policy

5.1 Structure

The website of the University of Kelaniya would be arranged into a combination of faculty sites, departmental sites, sites of centers/units/committees, administrative sites, instructional support sites, and student organizations' sites. It may further contain links to any other site, which contain information posted on University web servers by faculty, staff, or students that are not in direct support of teaching and academic research, upon strict justification and under continuous monitoring.

Faculty sites: Each faculty of the university may maintain an official site for the faculty in their own subdomain to provide information and services relevant to the respective faculty. Each faculty site may have links to the sites of each of its departments and other appropriate sites.

Departmental sites: Each recognized academic department of the university would maintain its official site containing information regarding all relevant academic, administrative and research activities and services of the respective department.

Sites of institutes/centers/ units/ committees: Each recognized institute, center, unit or a committee of the university would maintain its official site containing information regarding all relevant academic, administrative and research activities and services of the respective center/unit/committee.

Administrative sites: Each administrative branch of the university would maintain an official website, which carries information about its services as well as online services wherever possible.

Student/alumni organization sites: Each recognized student/alumni organization would maintain an official site, which contains information about their activities.

External sites: On grounds of strict justification and with agreement to continuous monitoring, permission may be given to link external sites that are not in direct support of teaching and academic research.

5.2 Type of contents

Free expression of ideas and the pursuit of knowledge are central to the academic process; therefore, faculty, staff, and students may publish freely and openly within the constraints of the University's acceptable use policies, and legal and ethical requirements of the university as well as the country, including copyright law. Pages that do not meet the legal and ethical requirements will be removed immediately from the web server. Pages that do not meet and reflect the requirements of the University may be removed from the web server at the discretion of the University Webmaster. Those who need assistance in complying should contact the University Webmaster.

All web sites must be current, accurate and consistent. Departmental, Instructional Support and Student Organization sites must conform to University of Kelaniya Design Standards as outlined in this policy. Official information on the web requires the same scrupulous attention as does print publication. If the online document is not considered to be the official version, there must be an explicit disclaimer to inform users and a referring link to the official version of the text so that users may follow up with the appropriate source if so desired.

To make the University web site easily identified to users, certain elements should consistently appear on all Departmental and Instructional Support sites. To facilitate effective and efficient access to campus web information, certain navigation elements should be incorporated into the design of the web pages. This will help to improve the inter-connectivity of the various web pages and help users identify sources of information, move around within the site, and save time.

5.3 University Marks

It is imperative that users can readily recognize that they are in the University of Kelaniya Web site. Web pages should clearly identify that they are part of University of Kelaniya by using one of the Primary Institutional Identity Marks such as the university logo, colors, etc.

The University logo should be placed in the upper left quadrant of the screen and should be linked to the home page of the university website.

All sites connected to the university website must carry in the upper right corner of each web page the following links:

Home | Search | Contact Us

In addition, each web page should have a link to the individual site main page and links to any related University faculties/departments as appropriate.

5.4 Required identifiers and content

Web sites should identify the person who is responsible for its information of content. Contact information should appear on the bottom of each page and should include: e-mail, phone numbers, and mailing address.

Academic departments are also required to have the following content areas:

- Program overview
- Staff profiles (including contact information, recent awards and publications, research interests, and links to their individual web sites and courses.)
- Links to syllabi of academic programs
- Academic departments may also include other information of interest such as information on careers in that discipline, graduate programs, alumni, projects by faculty and/or students, or departmental news.

5.5 Page Titles

Each web page should have a descriptive, unique (non-duplicated) title that includes the name of the originating department or organization and the University of Kelaniya.

5.6 Duplication of information

Web authors should link to information not originating from their department rather than duplicating information whenever possible. This will help ensure that users will see the most current information. Examples include the Course prospectus and Student Handbook.

5.7 Currency

Web pages should be reviewed and updated as often as warranted.

5.8 Links

All text links should be clearly defined as a link, by either underlining or a contrasting color.

5.9 Colors

University colors are maroon and yellow. Maroon should be used as the predominant color in web designs.

5.10 Text

Large areas of text should use the fonts of the Sans family (including Arial), and the text size should be 10pt or 12pt. Large blocks of text should be in a dark color on a light colored background. When it is necessary to emphasize the text, bold or italic should be used rather than underlining the text, which can be mistaken for a link.

5.11 Frames

Web pages should not use frames. Pages using frames cannot be indexed properly, and navigation to and from frame sets can be problematic. Frames also make web pages more difficult to access for those using assistive technologies.

5.12 Review

All information should be complete, accurate, and spell-checked. Web pages should be checked on multiple browsers (Internet Explorer, Chrome, FireFox, Opera, and Safari) and platforms (Windows and Macintosh) before posting it to the web to maximize accessibility. Special attention should be given to the accuracy of grammar of the web content.

5.13 Language

The primary language of the website is English. However, the webmasters of all entities of the university are encouraged to maintain their respective sites in Sinhala and Tamil as well. Offensive or demeaning language is prohibited.

4.14 Copyright

All sites must abide by copyright law and respect the intellectual property of others.

5.14. Other requirements of the UoK web sites

- i. Documents and graphics should be clear. Page designs should emphasize brevity and judicious use of graphics in order to encourage the use of University of Kelaniya web pages and help people find the information they are seeking.
 - Loading of the page should be completed in a reasonable amount of time. A delay can discourage viewing of the page.
 - Large graphics delay viewing and should be avoided.
- ii. Acronyms should not be used as a first reference.
- iii. Under construction messages or image signs should not be used.
- iv. All references to institutional units, departments, buildings should use the names found in common university references.
 - Page publishers must obtain the express written permission of those owning an image or photo, and all those pictured in an image or photo, used in a page.
 - Publishers must obtain the express written permission of the person or organization that owns a trademark or the copyright of any material that is used on a page.
 - Commercial advertising in any of the university sites is not allowed. In case of sponsorships and collaborations, logos and names of the respective organizations could be displayed for a particular period of time.

6.0 The UoK Home Page

www.kln.ac.lk is the official Internet site ("home page") for the University. The home page's primary objective is to provide an attractive, distinctive, clear and easily navigable point-of-entry to the wealth of information on UoK's internet servers. Main slider, featured news, recent news and other content in the home page should be managed with align to university's vision and mission.

7.0 Responsibilities for website maintenance, and content authorization

UoK uses the following hierarchy of authority for all web services, websites, and web-enabled actions taken on behalf of UoK.

Entity	Website Maintenance	Site authorizer
University main website	University webmaster	Vice Chancellor
Faculty websites	Faculty webmaster	Dean of the faculty
Department websites	Department webmaster	Head of Department
Institutes/Centers	Institute/Center webmaster	Director of the Institute/Center
Committees/Councils	Committee/Council webmaster	Chairman of the committee/council
Administrative divisions	Authorized officer	Registrar
Student societies	Department/faculty webmaster	Head of Department/Senior Treasurer

8.0 Role of the webmasters

8.1 University Webmaster

The University Webmaster is responsible for the design, production, maintenance, and oversight of all sites coming under the kln.ac.lk domain, to further University's mission of teaching and research. The Webmaster serves as the consultant on web publishing and the use of new technologies and innovations in the area of web development. This position works with the respective webmasters of academic departments, administrative offices, and student organizations to ensure the availability and professional presentation of information on the Web in accordance with the University Web Policy.

8.2 Deputy webmaster

Assisting the university webmaster to carry out the aforementioned duties and representing the university webmaster in his/her absence.

8.3 Faculty webmasters

The faculty webmaster is responsible for the design, production, maintenance of the respective faculty's website and oversight of the websites of its entities including departments.

8.4 Department web masters

The department webmaster is responsible for the design, production and maintenance of the respective department's website.

8.5 Other webmasters

Each webmaster is responsible for the design, production, maintenance of the respective administrative division's, center's, committee's, council's, institution's, unit's website.

9.0 Access Policy

Site	Full Access	Limited Access	No access
All Websites of kln domain	Webmaster/Deputy webmaster	None	None
Faculty Websites	Faculty Webmaster		All others
Department Websites	Departmental webmaster	Faculty webmaster	All others
Centre/Unit/Committee Websites	Centre/unit web master	Relevant Faculty webmaster	All others
Institute Websites	Institute webmaster		All others
Administrative divisions	Authorized officer		All others
Student societies	Department/faculty webmaster		All others

10.0 Definitions and Acronyms

Authorized officer	Authorized officer is the head of an administrative division and is responsible for the quality assurance and approval of their respective websites
Content	Text, images, non-html files (such as PDF, Word and RTF documents), metadata, sound, animation, video, software, etc, whether combined or separately used on a website
Site authorizer	A staff member who approves website content created or updated by a relevant web master
Domain name	A unique name that is used to identify a particular website and forms part of the URL, e.g. "www.kln.ac.lk" (domain name), http://www.kln.ac.lk (URL)
Home page	The front page of a website or web interface
Search engine ranking	A ranking given to a search term in a list of results produced by a search engine
Site user	A user visits a site and attempts to find information and interact with the site

Web page	Contains information and can be accessed through a web browser and displayed on a computer screen or a range of alternative viewing devices such as mobile phones and personal data devices
Website	A collection of related web pages usually accessible via the internet and viewed in a web browser