



# GUIDE TO THE RUTGERS ANNUAL WEBSITE CERTIFICATION PROCESS

Annual Website Certification is the process through which units confirm that they have assessed their websites in accordance with the [Rutgers University Website Policy](#) and have developed a remediation plan to address any categories that do not comply with the guidelines defined in the policy. Certification is required for all Rutgers websites **except** faculty personal webpages, individual faculty research websites, faculty research lab websites, and student club/organization websites.

Administrative council members are responsible for selecting certification coordinators who will ensure that inventory and assessment information is entered in the database for each website belonging within the council member's area of responsibility.

Certification coordinators are responsible for entering, or assigning others to enter, complete information about each website into the database.

Information for the inventory and assessment database may need to be gathered from various people within the area. For instance, technical information about the website infrastructure as well as information about the content will be required.

The certification process is managed through a [website inventory and assessment application](#) (<https://websiteintegrity.rutgers.edu/>). **NOTE:** You must be on the university VPN to access the site.

## Website Inventory and Assessment

The Website Inventory and Assessment application, developed by the Office of Information Technology, enables all users to add websites (individually or in bulk), as well as follow and update websites they are working on. A Coordinator Dashboard allows certification coordinators to see at a glance all the websites for which they are responsible.

## Phase I: Inventory

The inventory will provide the university with a much-needed listing of websites at Rutgers. The inventory form needs to be filled out in its entirety. If the user does not have the necessary information, questions should be answered with TBD or some other placeholder answer. The form can be updated in the future.

## To Begin

**Select** a unit from the unit list. To find your unit, select the highest-level unit in your area.

- **Central administrative units** should select the highest-level unit in their reporting structure (i.e.: Institutional Planning and Operations for Department of Transportation Services).
- **Chancellor-based administrative units** should select the appropriate division.
- **Academic units** should select their school or college.

Choose from:

- Central Administration
- Divisions (Chancellor-led Unit)
- Schools & Colleges

**Review** the sites within your unit to see whether the site has already been added. If the site has already been entered, you can click on it to see and update the inventory. If not, the site will have to be added.

**Choose** “+ Add New Website Inventory.”

[+ Add New Website Inventory](#) | [Upload Websites via CSV](#) | [Upload Assessments via CSV](#) | [Unit Status Report](#)

From this screen, you can also upload website inventory data via CSV if you have a large number of websites. Clicking on “Upload Websites via CSV” will display the required specifications for the .csv file and allow you to download a template.

“Upload Assessments via CSV” functions similarly to “Upload Websites via CSV.” You will also use this screen to provide Unit Status Reports.

## Inventory Tool Form Fields

Following are the inventory form fields in the Website Inventory and Assessment application.

- Website Name\*
- Select one\*: Active, To Be Retired
- Primary Domain\* (URL)
- Certification Required\*
  - Select one: Yes, No
    - Help Text: Annual Website Certification is the process through which units confirm that they have assessed their websites in accordance with the University Website Policy and have developed a remediation plan to address any categories that do not comply with the guidelines defined in the policy. Certification is required for all Rutgers websites and university-owned web applications except: faculty personal webpages, individual faculty

research websites, websites for faculty research labs, student club/organization websites.

- Protocol\*
  - Select one: HTTP, HTTPS, Both
- Alias URL(s)
- Website Owner\*
  - Name
  - Email address
- Technology Administrator\*
  - Name
  - Email address
- Content Editor\*
  - Name
  - Email address
- Purpose\* (Check all that apply)
  - Academic, Administrative/Business Services/Operational, Event Promotion, Instruction, Fundraising, Health Care, Informational, Marketing, Student Recruitment, Research, Other
    - If selecting “Other,” please specify.
- Audience\* (Check all that apply)
  - Students, Faculty, Staff, Alumni/Donors, Public, Other
    - If selecting “Other,” please specify.
- For the Number of Visitors/Users and Number of Pageviews, indicate the total from July 1, 2019, through June 30, 2020. Please indicate if data is not available or for a different set of dates.
  - Number of Visitors/Users\*
  - Number of Pageviews\*
- Technology Stack\*
  - Provide as much information as you can about any CMS being used (Drupal, Joomla, WordPress, etc.), the CMS version number, the type of database (MySQL, SQL Server, etc.), or the languages used (PHP, JavaScript, etc.).
- For **Hosting**, **Technical Support**, and **Content Support**, select Rutgers University or 3rd Party Vendor. If selecting 3rd Party Vendor, provide the vendor's name and website URL in the details box. Provide the

details for hosting, technical support, and content support from Rutgers University or the 3rd party vendor, including cost if available.

- Hosting\*
  - Rutgers University, 3rd Party Vendor
  - Hosting Location/Cost Details
- Technical Support\*
  - Rutgers University, 3rd Party Vendor
  - Technical Support Details/Cost Details
- Content Support\*
  - Rutgers University, 3rd Party Vendor
  - Content Support Details/Cost Details

### Complete the inventory

- Select the “Update Website” button

### Additional Functionality

From the Unit Screen, there are several other actions you can take for each website.

1. To follow a website and include it on your “My Websites” dashboard, click the star ☆ on the left side of the website name.
2. To view the website inventory details, click the arrow > on the left side of the website name.
3. You can Edit the “Website Inventory,” “Add Assessment,” and “Update Status” using the appropriate links on the right.
4. You can also get a status report of all the websites in your dashboard using the Unit Status Report link under the department name.

[+ Add New Website Inventory](#) | [📄 Upload Websites via CSV](#) | [📄 Upload Assessments via CSV](#) | [📄 Unit Status Report](#)

**Create Status Update:** Click the > to the left of the Website Inventory entry to go to the Website Inventory detail page. The detail page will show information about the Website Inventory, the latest assessments conducted, and a link to update the website status.

**Follow This Site:** Click the ☆ to follow the website and see it in your My Websites dashboard. Click the ★ to unfollow.

10	Search:					
↑ ↓	Name and URL	↑ ↓	Active	↑ ↓	Actions	↑ ↓
☆ >	Drupal Basics <a href="http://drupalbasics.rutgers.edu">drupalbasics.rutgers.edu</a>	Yes			<a href="#">📄 Edit Website Inventory</a> <a href="#">+ Add Assessment</a> <a href="#">🔧 Update Status</a>	
☆ >	Department of External Affairs <a href="http://externalaffairs.rutgers.edu">externalaffairs.rutgers.edu</a>	Yes			<a href="#">📄 Edit Website Inventory</a> <a href="#">+ Add Assessment</a> <a href="#">🔧 Update Status</a>	

## Phase II: Assessment

The assessment will indicate the current state of websites at Rutgers and provide a roadmap for remediation.

**Select “My Websites”** from the navigation for a list of websites you are following or navigate to the unit page as indicated above.

- Select “+Add Assessment” on the right of the website name.
- If an assessment was added previously, the form will be pre-populated with those answers.

### Assessment Tool Form Fields

Each entry coincides with a section of the Rutgers University Website Policy. “Yes” indicates that the site complies with the website policy. “No” indicates that the site does not comply with the website policy. Entries receiving “No” must be updated through a Remediation Plan. The plan for remediating issues is entered in the “Update Status” page following the submission of an assessment.

Following are the assessment form fields in the Website Inventory and Assessment application.

1. The website has an official Rutgers logo at the top of each webpage.
  - a. Yes/No
  - b. Help Text
    - i. For information about the Rutgers logo, visit [communications.rutgers.edu/logos-signatures-and-templates](https://communications.rutgers.edu/logos-signatures-and-templates).
2. The full name of the university—Rutgers, The State University of New Jersey—appears on every page in the website.
  - a. Yes/No
  - b. Help Text
    - i. The footer is the preferred location for the full name of the university.
3. The website homepage has a link to the universitywide homepage, rutgers.edu, in the site’s top section.
  - a. Yes/No
  - b. Help Text
    - i. This ensures that visitors to any university webpage can navigate to a consistent “home base.” For examples, visit [communications.rutgers.edu/linking-rutgers-homepage](https://communications.rutgers.edu/linking-rutgers-homepage).
4. The website has a link to the universitywide search function, search.rutgers.edu.
  - a. Yes/No
5. Top-level pages of the website provide contact information for additional assistance.
  - b. Yes/No
6. The website footer contains a prominent link to rutgers.edu.
  - a. Yes/No

7. The website footer contains the university accessibility statement.
  - a. Yes/No
  - b. Help Text
    - i. Accessibility statement: Rutgers is an equal access/equal opportunity institution. Individuals with disabilities are encouraged to direct suggestions, comments, or complaints concerning any accessibility issues with Rutgers websites to <mailto:accessibility@rutgers.edu> or complete the [Report Accessibility Barrier / Provide Feedback Form](#).
8. The website footer contains the university copyright: Copyright 20XX Rutgers, The State University of New Jersey.
  - a. Yes/No
9. The website has been reviewed for accessibility.
  - b. Yes/No
  - c. Help Text
    - i. For information, visit [it.rutgers.edu/it-accessibility-initiative/](http://it.rutgers.edu/it-accessibility-initiative/).
10. The website content is accurate.
  - a. Yes/No
11. The website content is timely.
  - b. Yes/No
  - c. Help Text
    - i. Timely content is current, with out-of-date content removed
12. The website has been reviewed for broken links.
  - a. Yes/No
13. The website does not contain restricted data.
  - a. Yes/No
  - b. Help Text
    - i. For definitions of types of restricted data, visit [rusecure.rutgers.edu/data-classification](http://rusecure.rutgers.edu/data-classification)
14. For restricted data, the site requires users to log in via the university's standard authentication services to access the data.
  - a. Yes/No/NA
  - b. Help Text
    - i. For information about the university's standard authentication services, visit [eas.rutgers.edu/?ht\\_kb=middleware-application-data-management-services](http://eas.rutgers.edu/?ht_kb=middleware-application-data-management-services).

15. Any use of copyrighted or trademarked material complies with University Policy 70.1.1: Acceptable Use Policy for Information Technology Resources.
- a. Yes/No/NA
  - b. Help Text
    - i. No university webpage may contain any copyrighted or trademarked material owned by others without permission except as permitted by law. Photographs, drawings, video clips, or audio clips may not be used on a page without permission of the person who created them or who owns the rights except as permitted by law
    - ii. For more information, visit University Policy 70.1.1: [Acceptable Use Policy for Information Technology Resources \[PDF\]](#)
16. Any use of endorsements complies with University Policy 80.1.4: Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials.
- a. Yes/No
  - b. Help Text
    - i. Endorsements are not permitted. “Endorsement” means any statement, publication, visual representation, or activity that expresses an opinion, value judgment, or association that can be reasonably construed to contain or imply a preference by the university, or by any of its units or employees speaking or acting as representatives of the university, for any commercial product or service. An “endorsement” occurs when the name of Rutgers, Rutgers University, or Rutgers, The State University of New Jersey, or any variation or combination thereof, or the name of any of the university’s constituent units is used to market, sell, promote, or endorse any commercial product or venture. A statement of fact is not an endorsement
    - ii. For more information, visit University Policy 80.1.4: [Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials \[PDF\]](#)
17. Any use of sponsorships complies with University Policy 80.1.4: Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials.
- a. Yes/No
  - b. Help Text
    - i. “Sponsorship” means the provision of money or a gift-in-kind of goods, materials, and/or services by a non-university entity to a university unit in support of one or more activities, events, or programs
    - ii. University units may not accept sponsorships in or on print or electronic materials, websites, or other university assets that students are required to access to complete their studies, such as the web registration system, or that prospective students are required to access when seeking admission to Rutgers, such as application and financial aid forms
    - iii. For more information, visit University Policy 80.1.4: [Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials \[PDF\]](#)

18. Any use of advertising complies with University Policy 80.1.4: Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials.
- a. Yes/No
  - b. Help Text
    - i. “Advertising” means any technique or practice intended to promote, sell, or market any trade, business, service, program, facility, or product to a university audience through a university communication or on a university building, sign, or other asset
    - ii. University units may not accept advertising in or on print or electronic materials, websites, or other university assets that students are required to access to complete their studies, such as the web registration system, or that prospective students are required to access when seeking admission to Rutgers, such as application and financial aid forms
    - iii. For more information, visit University Policy 80.1.4: [Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials \[PDF\]](#)
19. Any fundraising complies with University Policy 40.2.13: Donor Gift Policy and University Policy 60.1.9: Commercial and Charitable Solicitations.
- a. Yes/No
  - b. Help Text
    - i. Fundraising for official university programs is permitted. The university has designated responsibility to the Rutgers University Foundation for soliciting and administering all gifts and grants from individuals as well as gifts to the university's endowment.
    - ii. For more information, visit University Policy 40.2.13: [Donor Gift Policy \[PDF\]](#) and University Policy 60.1.9: [Commercial and Charitable Solicitations \[PDF\]](#)
20. The website contains links to external vendors
- a. Yes/No
  - b. Help Text
    - i. Linking to non-Rutgers websites and pages is permitted. Links should not appear to be an endorsement or a violation of the Ethics and Conflict of Interest Policies. See University Policy 60.4.2: [Code of Ethics for Administrative and Professional Staff Members](#) and University Policy 60.5.8: [Conflicts of Interest - Faculty Professional Activities Outside the University and Outside Employment for Academic Personnel](#)

## Phase III: Status Update and Reporting

### Status Update

The Status Update page summarizes the assessment, supports form fields for citing a remediation plan, and provides a method to socialize the assessment summary and remediation plan.

If you have previously followed a website and included it on your “My Websites” dashboard:

**Select** “My Websites” from the navigation. This will be a list of all the websites you follow.

- Click on arrow icon used to view website inventory details > on the left side of the website name to view the website inventory details.
- Select “🔧 Update Status” from header.

#### **Update Status for xxxxxxxx.rutgers.edu**

- Right side contains latest assessment (each entry and its Yes/No response).
- Left side contains three fields where the user cites the remediation plan that will be used to update the issues revealed through the assessment.
  - Updates that can be made by the unit without additional resources
    - Provide a draft schedule for making improvements
  - Factors that are impeding the update process (if any exist)
  - Issues that require the involvement of leadership within the unit
- Save the page once the status has been updated.

#### **Share Unit Status Report with Colleagues or the Administrative Council Member**

- Accessible by the certification coordinator
- **Select** “Coordinator Dashboard” from navigation.
- **Click on** the unit link.
- **Email** the report to colleagues. You can share the report with colleagues as often as necessary while the remediation plan is being developed and implemented.
  - Use the Update Status link on the left of the Unit Page
  - Select the Share Status Page
  - You will be provided with a link to a read-only view of the status report which you can send to colleagues
- **Select** “Unit Status Report” at the top of the unit page.
  - Report provides the summary of **ALL** websites in the unit.
  - Each website entry includes a summary of issues from the latest assessment and the current status for the website.
  - Generate a PDF file of the full report.
    - Go to File > Print in your browser. On Windows 10, select Microsoft Print to PDF as your printer. On macOS, click the PDF drop down in the lower left corner of the print dialog and select Save As PDF. Headers, navigation, and this message will be hidden in the print view.
- **Email** the final report to the administrative council member to whom you report.