



University Website Policy



The first comprehensive universitywide website policy, the [Rutgers University Website Policy](#) [PDF] is intended to improve the accuracy of information provided to the public on official Rutgers websites and to strengthen the Rutgers brand by establishing standards for use and requirements for content.

All websites representing Rutgers* should present a consistent, professional image and be:

- accessible to those with disabilities
- accurate
- easy to find and navigate
- timely
- certified annually by the Rutgers Administrative Council

*The Rutgers University Website Policy does not affect the activities of faculty members and their freedom to conduct and share research and other academic and scholarly work, nor is it intended to affect student organization websites.

Domains Governed by the Policy

The policy governs all websites representing Rutgers and any of its entities that are used to conduct official university business or provide official university information to our constituents. The university's rutgers.edu domain is the university standard, and all websites falling under that domain umbrella must comply with this policy. This policy also applies to rutgers.com, rutgers.org, rutgers.info, and all other domain categories of websites that represent any entity of Rutgers, The State University of New Jersey, and that provide official university information.

Website Content Requirements

In order to meet required standards and criteria, all official Rutgers websites must:

- Include an official Rutgers logotype at the top of each webpage
- Include the full name of the university—Rutgers, The State University of New Jersey—on each page, preferably in the footer at the bottom of the page
- Include an easy-to-find link to rutgers.edu in the top section of the homepage
- Provide a link to the universitywide search function, search.rutgers.edu
- Include a clear way to contact the responsible unit on all top-level pages
- Include in the footer:
 - a link to the universitywide homepage—rutgers.edu
 - the university accessibility statement: Rutgers is an equal access/equal opportunity institution. Individuals with disabilities are encouraged to direct suggestions, comments, or complaints concerning any accessibility with Rutgers websites to accessibility@rutgers.edu or complete the [Report Accessibility Barrier / Provide Feedback Form](#).
 - the university copyright: © 20XX Rutgers, The State University of New Jersey

University Website Policy Quick Guide

Website Content Standards

All Rutgers websites must:

- Be accurate and be updated on a regular basis
 - Content should be reviewed each semester
 - Sites should be routinely checked for broken links
 - Out-of-date content should be unpublished, including documents that are no longer relevant
 - Directory listings should be reviewed for accuracy and updated as appropriate
- Comply with the following university policies:
 - [Rutgers Code of Ethics: General Conduct](#) [PDF]
 - [University Visual Identity Policy](#) [PDF]
 - [University World Wide Web Accessibility Policy](#) [PDF]
 - [Information Classification Policy](#) [PDF]
 - [Acceptable Use Policy for Information Technology Resources](#) [PDF]
 - [Policy on Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials](#) [PDF]
 - [Donor Gift Policy](#) [PDF]
 - [Policy on Commercial and Charitable Solicitations](#) [PDF]
 - [Code of Ethics for Administrative and Professional Staff Members](#) [PDF]
 - [Conflicts of Interest – Faculty; Professional Activities Outside the University and Outside Employment for Academic Personnel](#) [PDF]

Annual Website Certification

The policy establishes a required Annual Website Certification by members of the Rutgers Administrative Council. Annual Website Certification is the online 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 it.

The members of the Rutgers Administrative Council must certify annually the websites within their areas of responsibility. Certification is required for all Rutgers websites *except*: faculty personal webpages, individual faculty research websites, websites for faculty research labs, and student club/organization websites.

For additional information about the process, visit [Website Certification](#).

Contact Us

If you have questions, email webintegrity@rutgers.edu.