



## The American University of Kurdistan Policy of AUK's Website Management

Policy Number: GA012

Effective Date: May 28, 2023

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#### I. INTRODUCTION

- a. **Authority:** The Board of Trustees (herein referred to as “Board”) at The American University of Kurdistan (herein referred to as “AUK” or “University”) is authorized to establish rules and regulations to govern and operate the University and its programs.
- b. **Purpose:** Content of all webpages under University jurisdiction (i.e., provided or transmitted by University servers, by other servers funded by University budgets, and transmitted via University network infrastructure) must comply with the Kurdistan Region of Iraq’s laws and institutional policies, rules and regulations.
- c. **Scope:** This policy applies to all University staff, faculty, students, and partners/collaborators of the University.

#### II. ROLES AND RESPONSIBILITIES

- a. **Responsible Executive:** President
- b. **Responsible Administrator:** Director of IT
- c. **Responsible Office:** Office of Communications
- d. **Policy Contact:** Director of Communications

### III. DEFINITION

The American University of Kurdistan (AUK)'s World Wide Web presence promotes the University, its activities and opportunities by providing timely and effective interactive communication and services to diverse audiences with the goal of building and advancing support for the University's strategic plan. The AUK's Web Policy also ensures accuracy, truthfulness, clarity, fairness, consistency, quality assurance for the interactive experience, and protection of the identity and image of the University by providing a set of minimum standards and guidelines for all web pages on the University's domain.

### IV. POLICY STATEMENT

#### Official Webpages

Official webpages include both academic and administrative pages; these pages are produced and edited through the University's Office of Communications. Special requests or needs are brought to the attention of the University's web developer at the Office of Communications who has the sole responsibility of uploading content to and managing the website. Creating a new webpage or website outside of the official AUK website requires approval from the Office of Communications in consultation with the President.

#### Content

Department chairs and unit directors are responsible for the content development on their respective departmental pages. The Office of Communications has the right to edit any content to ensure that nothing inaccurate, out-of-date or otherwise noncompliant with these guidelines exists on the website. All content on the website will be reviewed annually in preparation for the development of the Academic Catalog.

#### Advertising for Third Parties

AUK's webpages may not contain advertising for, or link to, sites without advance written approval by the Office of Communications in consultation with the President. Approval will only be considered if the purpose of the advertising or link is consistent with the University's mission.

### V. POLICY PRINCIPLES

#### Web Strategic Priorities

##### Communication

The objective is to expand AUK's reach by creating an on-brand website with consistent design, flexible features, and marketing-driven content to reach our principal target audience - prospective students. Efforts will be focused on the following key areas:

- Brand awareness and perception
- Student enrollment
- Giving

Attention will also be placed on the continuous improvement of the usability and accessibility of our website by ensuring:

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- User-oriented content that is current
- Logical content structure
- In-site structure and navigation
- Information architecture of content
- Mobile accessibility

### Web Structure

Guidelines include:

- Reduce website bloat and content redundancy with an improved information architecture, thoughtful navigation, and regular maintenance process.
- Guarantee stability and effectiveness of the website by resolving technology issues and performing regular maintenance.
- Ensure implementations follow web standards, accessibility, and usability best practices.
- Ensure content in all University publications is accurate and consistent.

## VI. POLICY PROCEDURES

All requests for publications on AUK’s website and webpages need to correspond to the [Procedures of the Communications Office](#) and have to be officially petitioned via a [request form](#). For guidelines on content creation, refer to Communications Policy.

## VII. POLICY VIOLATIONS

Violations of this policy may include but are not limited to concealing a conflict-of-interest relationship or willful failure or refusal to cooperate with an approved communications management plan. Violations of this policy are deemed a serious violation of AUK’s Code of Conduct and may be subject to disciplinary action.

### Copyrights and Trademarks

The American University of Kurdistan retains the copyright on all video, animation, text, photos and graphic imagery used in its publications, on its official website and on its third-party sites (social media), whether contributed by end-users or the University, unless otherwise noted. These are considered assets of the University and may not be used by others for any purpose without the prior express written permission of AUK.

The name of “The American University of Kurdistan” and its trademarks, symbols and logos are trademarked and owned by the University and should not be used without the prior express written permission of AUK.

Note that AUK has no control over personal pages or off-campus websites and internet resources linked to our servers, and AUK is not responsible for their accuracy or content.

## VIII. POLICY HISTORY

- a. **Approved by:** Board of Trustees
- b. **Adopted:** May 28, 2023