

ADMINISTRATIVE POLICY

Subject: Web Development	Page 1 of 4	Policy # Version: 5.1
Title: FSM Website Development Policy	Revision of:	Effective Date: 10/31/2023
		Removal Date:

I. PURPOSE

The Feinberg Office of Communications is charged with maintaining a consistent online presence throughout a rapidly growing network of Northwestern University Feinberg School of Medicine websites.

This policy is intended to:

- Create a more comprehensive, centralized understanding of Feinberg's online presence
- Ensure that Feinberg's visual identity and name are correctly and consistently portrayed and all Feinberg-associated sites comply with current University-wide and federal guidelines
- Avoid any unnecessary costs incurred by outsourcing web development projects to third-party vendors

II. PERSONS AFFECTED:

Feinberg faculty, staff, students and trainees.

III. POLICY STATEMENT

Units that are fully or partially part of the medical school must coordinate web projects with the Feinberg Office of Communications. A unit is defined as a:

- Department, institute, center, program or core with leaders who have Feinberg appointments
- Lab or research project maintained by faculty with Feinberg appointments

Feinberg units must not engage outside vendors, build their site internally and/or use commercial platforms (e.g., Squarespace, Weebly), unless they have documented permission from Feinberg Communications to do so.

Personal sites and sites not displaying Feinberg School of Medicine, Northwestern University or Northwestern Medicine marks or logos are exempt from this policy.

IV. PROCEDURE STATEMENT

All Feinberg units must work with Feinberg Office of Communications to find an appropriate platform for their online presence. Online presence is defined as any web environment wherein Feinberg-generated content is housed, including websites and digital newsletters and their archives (e.g., Mail Chimp or Constant Contact-driven newsletters). It does not include unit social media accounts.

To engage Feinberg Communications, units must submit the appropriate form via [the Office of Communications website](#).

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Develop Site in Cascade

All Feinberg department-, center- and institute-dedicated websites must be built and maintained in Cascade, the University's web content management system. This allows for consistent branding and long-term support from the Office of Communications. Feinberg owns the trademark and the Feinberg Dean's Office reserves the right to administer content as necessary.

Feinberg lab sites can be built in the Feinberg Cascade lab template, though these projects will be addressed within the Office of Communications' production queue. Cores and programs will be built as sections within their unit's existing sites, rather than as standalone websites.

Faculty Listings in Cascade

All Feinberg websites for departments, centers and institutes without sub-centers must include an A-Z faculty list, which is an alphabetical list of **all** active faculty appointed in the department, center or institute, as recorded in the faculty database maintained by the Faculty Affairs Office. Chairs/directors may request an alternative faculty list limited to the names of faculty who contribute most centrally to the unit's mission areas. The creation of such a list must meet the following parameters established by Feinberg.

General Requirements

All units must include an A-Z list of faculty on their website.

Units may additionally choose to display a list that contains the subset comprising their "core" or "principal" faculty. Faculty will be included in this list based on their appointment type, and Feinberg has set a minimum standard for the appointment types that must be included in this list (see next section). Units can expand the list to include additional appointment types, but Feinberg does not permit the creation of a custom faculty list assembled by choosing a select group of individuals across varying appointment types. **Everyone who has the same appointment type must receive the same treatment on the department website.**

Core/Principal Department Listings

When implementing a limited faculty list, departments can choose the label "core faculty" or "principal faculty." All departments who opt to show such a faculty list must include faculty who meet these conditions:

- Status = Active
- Appointment Type = Primary
- Category = Regular
- Basis = FT or PT-G (the latter means part-time with 50% or more effort)
- Rank = Instructor, Assistant Professor, Associate Professor, or Professor

Departments may include more faculty on the list, but cannot subtract from it. When adding, all individuals in a group must be given the same treatment (e.g., if a department wants to add one person who has a secondary appointment, then all secondary appointments need to be included).

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Develop Site in NUSites

NUSites (<https://sites.northwestern.edu/>) is a WordPress-based solution for building and managing websites and blogs. It is free of charge to University faculty and staff and offers comprehensive training documentation to assist a unit with the development of a site. Neither Feinberg's Office of Communications nor Feinberg IT offers maintenance support to site owners who use this solution. This option may be appropriate for small, informational sites that do not have special technical requirements.

A NUSites site manager must adhere to the following:

- Representatives from Feinberg's Office of Communications will have Administrator access to your site.
- Feinberg's Office of Communications reserves the right to change content to align with the medical school's naming conventions, style or messaging.
- The site name **must not** include the words department, division, center or institute without approval from Feinberg Communications. Contact medweb@northwestern.edu to coordinate approvals.

Develop an Intranet

Feinberg's solution for internal information sharing is Microsoft's SharePoint tool. Sites characterized as an intranet and requiring credentials to access must be built within SharePoint. SharePoint is a fully supported and fully secure environment. The SharePoint site owner is fully responsible for managing the site content, giving users access and assigning permissions.

Develop a Clinical Site

Clinically focused, patient-facing sites must not be built in Cascade or NUSites. Individuals work with the Office of Communications to coordinate the appropriate solution.

Maintaining an Emeritus Faculty Sites

Emeritus Faculty with websites built on University platforms (Cascade or [NUSites](#)) can maintain the web presence as long as they have an active NetID. Feinberg Communications is not responsible for maintaining access to legacy sites built outside of these platforms. Should an emeritus faculty member have a website hosted on a University server, but not in Cascade or NU sites, they must migrate their research website information to NU sites. When a faculty member's NetID is deactivated, their website will be removed from University platforms.

Custom Domains & Redirects

The URL structure of Feinberg-affiliated sites must follow a standard structure.

- All department and center sites at Feinberg follow the same URL structure: feinberg.northwestern.edu/sites/NAME.
- Lab sites can follow the standard Feinberg Lab URL structure (<https://labs.feinberg.northwestern.edu/NAME>) or stay with the default structure provided by NU sites (sites.northwestern.edu/NAME).

Sites with established custom domains prior to the adoption of this policy are not required to change to the standard format.

Redirects will also not be granted to any sites maintained outside of Cascade.

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Logo Usage

Correct usage of the Feinberg logo is built into the Cascade templates. No other logos may be used without documented permission from the Feinberg Office of Communications. Outside of Office of Communications-managed templates, the NM/Feinberg logo must not be used on any website, including in conjunction with other logos or as a decorative element, without documented permission from the Office of Communications.

Northwestern University has a permissions process for using Northwestern logos on third-party websites. While permission is assessed on an individual basis, the use of University marks and logos is typically limited to events sponsored by the school and electronic or print communications produced by the school. Requests for approval must be sent to medweb@northwestern.edu.

Connecting to Faculty Websites

Faculty may include links to their professional websites in their faculty profiles and on relevant site pages only if the site is approved by the Faculty Affairs Office and the Office of Communications. Both reserve the right to remove any site that does not meet any of the following site guidelines.

1. Only sites predominantly focused on research or education topics with a direct connection to Northwestern University and/or Feinberg will be considered (not personal clinical sites, not .com sales sites, etc.).
2. The site should not be primarily about selling books/videos/anything for personal gain — those types of sites can exist, they just should not have a Northwestern University and/or Feinberg connection.
3. The site can, but does not need to be, Northwestern University and/or Feinberg branded.
4. If the site includes a Northwestern University and/or Feinberg logo, it must be reviewed by Office of Communications for approval.
5. The site will need to meet the Office of Communications general content guidelines/comply with the Feinberg patient care content directive/be clearly labeled as a lab or education site.
6. If the site includes a link for donations, the link must go to the Feinberg giving site, not directed to personal research.

Requests to add a site to a faculty profile should be sent to fao@northwestern.edu.

V. OUT OF SCOPE

Sites developed outside of Cascade are not supported by Feinberg Office of Communications, even if hosted on Northwestern servers. Sites built outside of Cascade or NUSites must not use any components of the Feinberg or Northwestern visual identity (e.g., logos or university seal) without express written permission from the Office of Communications (see “Logo Usage” above).

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VI. POLICY UPDATE SCHEDULE:

Policy review to occur one year after initial implementation and every three years thereafter.

VII. REVISION HISTORY:

1/16/20 – New policy effective.

8/12/20 – Additional faculty listing clarification

2/18/21 – Faculty Profile linking, acknowledgment of current technical limitations of NU sites, digital newsletters included in scope of policy.

2/24/22 – Updates regarding Feinberg support of NUSites; intranets included in scope of policy.

10/24/22 – Language updates regarding out of scope projects, faculty websites, faculty listings and logo usage.

10/3/23 – Clarified scope regarding core and program sites; added language regarding redirects.

VIII. RELEVANT REFERENCES:

[Policy for Linking Personal Websites to Faculty Profiles](#)

[Publications Policy](#)