

# ADMINISTRATIVE POLICY

Subject: <b>Web Development</b>	Page <b>1 of 3</b>	Policy # <b>Version: 1.0</b>
Title: <b>FSM Website Development Policy</b>	Revision of:	Effective Date: <b>1/16/2020</b>
		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. To engage Feinberg Communications, units must submit the [Request a Project Form](#).

### **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.

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Feinberg core, program and lab sites can be built in the Feinberg Cascade template, though these projects will be addressed within the Office of Communications' production queue.

### **Develop Site in NUSites**

NU Sites (<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 **Feinberg-branded template for faculty research or lab sites**, as well as comprehensive training documentation to assist a unit with the development of a site. Feinberg's Office of Communications staff can offer technical support and back-up maintenance support to site owners who use this solution.

If using the Feinberg-branded template, a **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](mailto:medweb@northwestern.edu) to coordinate approvals.

### **Develop a Clinical Site**

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

### **Maintaining a Emeritus Faculty Sites**

Emeritus Faculty with websites built on University platforms (Cascade or [NU sites](#)) 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**

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](https://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/SLUG](https://sites.northwestern.edu/SLUG)).

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

### **Logo Usage**

Correct usage of the Feinberg logo is built into the Cascade template. Outside of the Cascade template or the Feinberg-branded NUSites template, 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 Feinberg Office of Communications.

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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](mailto:medweb@northwestern.edu).

**V. OUT OF SCOPE**

Consortiums wherein faculty hold leadership positions do not need to adhere to this policy. Any site developed outside of internal options are not supported by Feinberg Office of Communications, even if hosted on Northwestern servers. Sites built outside of internal solutions must not use any components of the Feinberg or Northwestern visual identity (e.g. logos or university seal).

**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.

**VIII. RELEVANT REFERENCES:**

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

[Publications Policy](#)