

# **UK HealthCare Web Policy Appendices: APPROVED 8/9/05**

## **Appendix A: Expanded UK HealthCare Web Procedures**

### **I. Site Goals**

UK HealthCare Web sites are important marketing and public relations documents. They often serve as the introduction to UK for potential consumers - patients, families, visitors, referring physicians, donors, faculty, students and potential staff.

UK HealthCare has developed both Web templates and a Web policy to govern the official presence of the clinical enterprises on the World Wide Web. The University of Kentucky has existing policies for any Web presence on the uky.edu domain. This UK HealthCare Web policy is designed to clarify development of Web sites for the clinical enterprise.

### **II. Definitions**

#### **What is UK HealthCare?**

UK HealthCare encompasses University of Kentucky Hospital, Kentucky Children's Hospital, the Kentucky Clinics, Markey Cancer Center, Gill Heart Institute, Kentucky Neuroscience & Orthopaedics Institute, and the clinical activities of the UK Colleges of Medicine, Dentistry, Pharmacy, Health Sciences, Public Health and Nursing.

It also includes cancer treatment centers in Berea, Georgetown Maysville, Morehead, Mt. Sterling and Somerset.

#### **What is the definition of clinical enterprise?**

The clinical enterprise consists of any clinic, hospital, service, program, institute, center, or other entity that makes contact with patient, physician, or health care consumers. It does not include any of the academic departments or divisions of the University of Kentucky Medical Center, research units, or clinical trials.

#### **Internet vs. Intranet**

UK Healthcare operates both an internal (Intranet) and external (Internet) Web. UK HealthCare units must be sensitive to their audiences and the nature of their information when deciding whether information should be presented in the context of the Intra- or the Inter- net. They must also consider whether the material being posted must be restricted to within the organization or can be viewed by the public. Internal clinical enterprise information should be communicated on the Intranet called Careweb. Only computers with UK IP addresses can access Careweb at [www.hosp.uky.edu/careweb](http://www.hosp.uky.edu/careweb). Internal information should not be made

available to the general public, and if located on internet servers, must be hidden from casual viewing with password protection.

### **Scope**

The primary UK Healthcare audience consists of consumers - patients, families, and medical professionals.

Acceptable content for clinical sites might include but is not limited to:

- Parking
- Directions & Maps
- Office hours
- Self-help medical info
- Office phone
- 'Make an appointment' phone (UK HealthCare connection)
- Diagnostic services offered
- Clinic locations
- Technology offered
- Staff names/descriptions
- Photos of staff and clinic

The following list contains examples of unacceptable content for clinical sites:

- Case histories of specific patients (unless fictionalized)
- Structure of hierarchy of department (except for admin and chair)
- Individual doctors' personal phones and e-mail
- Classes offered to professionals (classes for patients okay)
- Directions/maps to non-clinical locations
- Results of research (unless contained in an article written for patients)
- Any articles written specifically for physicians or College of Medicine students
- Lab schedules
- Information on physician conferences

Acceptable content for referring physicians might include:

- Grand rounds information
- Admission protocols
- Contact information
- Consultations and referrals
- Physician directory link
- Description of diagnostic services
- Continuing education information
- Maps for use by patients
- Information on alliances with healthcare organizations and vendors (for instance, pathology labs, Safe Kids, etc.)
- COM and UK HealthCare events

### **III. Description of Web Team Interaction**

UK HealthCare Web sites are developed with distributed editorial control.

Clinical enterprise units are required to maintain control over the editorial content of their Web pages and to present the material according to the styles mandated by UK HealthCare Marketing and University of Kentucky Public Relations. While Marketing and Public Relations do not determine the correct content for publication on individual departments' web pages, they may advise and recommend modifications based on emerging standards of practice, standards of decency, or to achieve consistency between components of the UK HealthCare site. If necessary, Marketing and Public Relations can also have illegal, inappropriate, or non-standard content removed.

**Role of the Web Advisory Council (WAC)** – The WAC determines policy for the entire University Web presence, including the medical center and clinical enterprises. The WAC's mission is to advise senior administration on current issues related to the Web on campus and to provide the University with a single point of authority, based on cross-campus membership, for resolving those issues as they are applied in developing and maintaining Web sites at the University of Kentucky, articulated principally through a comprehensive University Web policy and core design standards. For more information on the WAC, contact Greg Franseth (franseth@uky.edu; 257-1754).

**Role of Public Relations** – UK Public Relations is responsible for the technical review of all Web sites, and grammatical style of content. A summary checklist can be found in Appendix A. The University style guide can be found at [www.uky.edu/Regs/Style/](http://www.uky.edu/Regs/Style/)

**Role of Marketing** – UK HealthCare Marketing has the responsibility and authority to establish the brand identity, i.e., "look and feel" of UK HealthCare's Web presence, in the interest of preserving the UK HealthCare Web site's coherence and ease of use. Marketing develops, implements and administers clinical enterprise standards for the domain or site. Marketing is responsible for maintaining all documents that are descriptive of UK HealthCare, its history, identity, images and maps, general policies and public activities. It is expected that all such documents will exist primarily as Web documents and will reflect material used in approved printed documentation.

**Role of Departments and Units** – Every clinical enterprise unit of UK HealthCare is required to maintain an up-to-date and accurate informational Web site describing its office, contact information, services, programs and special events. Each department is required to formally designate a person within the department who is responsible for performing this function and for maintaining the accuracy of the Web site as part of routine operations and administrative procedures. Clinics are strongly encouraged to develop additional content within their sites to automate as many aspects of consumer care as possible, such as pre-registration, on-line 'make an appointment' form that utilizes central scheduling, FAQs, information on procedures, and after-care. All Web sites will reside on one of the University's central servers.

## **UK HealthCare Web Policy Implementation**

## I. **Providing Essential Information**

The following information is required for each clinical consumer Web site:

- Basic description of services and illnesses treated
- Links to parking and directions
- Office phone
- 'Make an appointment' local and 800 phone numbers (UK HealthCare call center)
- Office hours
- Mailing address
- Clinic locations

Additional information that is suggested but not required for clinical sites:

- What to expect at a patient appointment
- What time to arrive and where to register
- Where to find a smoking area
- Where to find nearby waiting areas or snack shops
- How to contact an on-call doctor in an emergency situation
- Feedback form
- Description of the actual location
- Links to academic or departmental Web sites
- Link to medical content (if available)
- Link to support groups (if applicable)
- Descriptions of procedures offered, follow-up care, and emergency off-hours phone numbers.
- Diagnostic services offered
- Technology offered
- Staff names/descriptions
- Photos of staff and clinic

## II. **Guidelines for Visual Appearance**

### **Web Template**

All clinical areas of departments, centers, clinics, institutes, services, programs, labs and hospitals of UK HealthCare are required to use the UK HealthCare Web template, including the attached CSS styles. UK HealthCare Marketing will work with centers and institutes to co-brand their sites.

Clinical departments, centers and institutes may also provide patient information on departmental sites aimed at an academic or professional audience; however, it is not required.

The UK HealthCare Web template will be available on August 31, 2005. All units required to use the UK HealthCare Web template must update

their sites to the UK HealthCare Web template design by December 31, 2005.

All Web sites transferred into the new UK HealthCare Web template, whether the content and format have been updated or remain unchanged, will be reviewed by UK HealthCare Marketing and UK Public Relations through the established Web review and approval process.

The UK HealthCare Web template is composed of a graphical user interface that includes header, navigational elements, and a footer.

### Header

The header includes the name 'UK HealthCare' and several global navigation features (find, drop down box, selected links). The UK navigation bar is to be used at the top of each Start page to meet University requirements. The UK HealthCare Navigation Bar is to be used at the top of every other page in the site to meet UK HealthCare requirements. Unit level navigation links are under the UK HealthCare header on the left.

### Body

The official UK HealthCare signature or UK HealthCare major entity signature appears in the lower right.

### Footer

The footer is at the bottom of each page. This footer contains the required UK information:

- Webmaster contact name and e-mail address spelled out with a link to that address
- The date the page was last updated
- Link to terms, conditions and privacy statement (including HIPAA information)
- Equal Opportunity University statement: "An Equal Opportunity University" with link to the full University statement: [www.uky.edu/Home/web/eo/](http://www.uky.edu/Home/web/eo/)
- Copyright statement, if appropriate.
- Patient appointment phone number must be added to each page.

### Navigation

Web template designs are unified by the use of the same global and local navigation systems on all UK HealthCare Web sites, and by use of an official UK HealthCare logo. In the future, clinical sites may include the use of patient portals for customization and easy retrieval of records.

The design elements of the UK top Navigation Bar and the UK HealthCare top Navigation Bar are not subject to editing by individual units. The UK Navigation Bar links are University wide and include Academics, Athletics, UK HealthCare, Research, UK A-Z, and Search. The UK HealthCare top Navigation Bar links are UK HealthCare, Patients & Visitors, For Physicians, Education, Research, and University of Kentucky. Global navigation links just under the header include Health Topics, Our Specialties, Find a Doctor, Get an Appointment, Press/News and Contact Us. All global navigation will be available at all times as text links in the footer.

Three link blocks are available on the left side navigation under the header for customization by individual clinical units. The first block applies to all patients and includes links such as New Patients, Your Appointment, What to Expect, Our Physicians, and Our Services. The second block of links applies to the individual unit and it is limited to seven links. For example, the Eye Care area might have links to the Optical Shop, Eye Exams and LASIK and Laser Surgeries. The third block relates to patient self-care, and includes links to Medical Content, Health Information Library (HIL), Support Groups, Specialized Services and the Physicians Directory.

### **III. Site Development and Maintenance Policies**

#### **Technical Requirements**

- Web Accessibility – All Web sites are checked during the approval process with the current version of Accessibility checker software such as Bobby. For online pre-checks, go to [www.cast.org/bobby](http://www.cast.org/bobby).
- Browser Compatibility – Site information should be viewable from all versions of browsers (including Lynx and aural browsers). It is acknowledged that site design may falter under some browser versions, but the Web site should be usable.
- Data-driven - Information that needs to be published on Web pages should be generated dynamically from maintained databases whenever possible.
- UK Technical Requirements – All UK requirements for technical standards must be met. Current requirements are available at [www.uky.edu/Home/WebPublishers/web\\_standards.html](http://www.uky.edu/Home/WebPublishers/web_standards.html).

#### **Ongoing Maintenance**

- Broken Links – Site should be checked once a month for broken links using an automated link checker (such as Xenu).
- Changes in Content – Any changes in phone, address, office hours, or any other essential information should be changed on the Web site within one week. Additionally, any changes to the Web site, including structural changes such as page removal or file name changes,

should be announced in the webmaster listserv so others linking to the site can correct their links.

### **Web Approval Process**

The initial template design is shown to the clinical enterprise. Textual content is submitted to the Service Line Manager in the UK HealthCare Marketing Department, where expository content is reviewed by a copy editor. Photos are checked for existing legal waivers for their use. The final Web site is viewed and approved by the clinic unit on a staging server unavailable to the general public. The time frame for the review process is one month, but can be longer under some circumstances.

At the same time, a technical review is provided by PR. The time frame for a technical review is two weeks, but correcting the initial checklist and re-submitting the site for review can slow the 'go live' date. A complete technical review checklist is available in Appendix B (attached).

### **Support for UK HealthCare Web Template**

- Instructions for use of the UK HealthCare Web template are available on the UK HealthCare Marketing Web site located at [www.ukhealthcare.uky.edu/Marketing](http://www.ukhealthcare.uky.edu/Marketing)
- Clinical enterprise units are free to contract with internal and external entities for services related to the development of their sites, providing that the entity use the UKHC template. Purchasing must pre-qualify these entities as competent to provide service to UK, and sites must be approved by the usual approval process. The approved vendor list is posted at [www.uky.edu/Home/Web/vendors/list.html](http://www.uky.edu/Home/Web/vendors/list.html). Please notify Greg Franseth, UK Manager of Web Services, if outside vendors will be developing a Web site for your unit. (franseth@uky.edu; 257-1754)

### **Webmaster Credentials**

- Each Web site must have a designated content provider and Web developer.
- Each Web developer must complete the Web@UK class to learn UK Web policies, standards and permissions. Webmasters may register online at [www.uky.edu/it/training/](http://www.uky.edu/it/training/)
- Units are responsible for ensuring that their Web developer has appropriate training to maintain their Web sites as designed.
  - Information on Web training programs is offered through Human Resources Development located at [www.uky.edu/IS/Training/cccs.html](http://www.uky.edu/IS/Training/cccs.html).
  - Most courses for the Web certificates are available through the online ExecuTrain Virtual Campus (EVC). EVC instructions are at [www.uky.edu/IT/Training/EVC/EVC\\_lets\\_begin.pdf](http://www.uky.edu/IT/Training/EVC/EVC_lets_begin.pdf)

- To receive credit for certificate completion, users will need to submit an e-mail with their name, unit, courses completed and certificate achieved to Kyle Hopkins at [kyle.hopkins@uky.edu](mailto:kyle.hopkins@uky.edu).

#### **IV. Legal Concerns**

All pages must be in compliance with the appropriate University policies and applicable local, state, and federal laws.

##### **HIPAA**

UK HealthCare policies on HIPAA are located at [www2.mc.uky.edu/compliance/HIPAA/HIPAA.htm](http://www2.mc.uky.edu/compliance/HIPAA/HIPAA.htm).

##### **Copyrights, Trademarks and Service Marks**

All copyrights, trademarks, and service marks must be honored with appropriate symbols. More information is online at [www.copyright.gov/](http://www.copyright.gov/) and [www.uspto.gov/](http://www.uspto.gov/).

##### **Photo Use**

Any photos or other information used from patients requires a signed legal waiver. The form is located at [www.hosp.uky.edu/policies/Forms/HIPAA/ROI%20Authorization.pdf](http://www.hosp.uky.edu/policies/Forms/HIPAA/ROI%20Authorization.pdf). The photo release form for non-patients is located at [www.uky.edu/PR/For\\_UK\\_Personnel/policies\\_procedures.html](http://www.uky.edu/PR/For_UK_Personnel/policies_procedures.html).

All photos must be optimized for use on the Internet. All photos and other web content should be less than 40kb per Web page.

##### **Web Accessibility**

The ease of presentation and utility to all users must include those with disabilities. With regard to the University Web site, disabilities of note include blindness or limited vision, colorblindness, a wide range of disabilities that limit the use of a mouse or keyboard, hearing impairment, and others. UK Web sites are required to follow Section 508 government guidelines. More information can be found at [www.section508.gov/](http://www.section508.gov/).

##### **Privacy**

A Web site page that is programmed to gather information about individual users must provide a clear statement to that effect. Such a statement is NOT required if the page collects and preserves only general information such as the number of visitors or does not identify/collect individual information such as name, address, health information, financial information, etc.

## **Medical Disclaimers**

Medical disclaimers should appear on each page that offers information on diseases, illnesses, treatments, or any other items discussing care. The notice should read:

DISCLAIMER: The UK HealthCare Web site of University of Kentucky, Lexington, KY, is designed for educational purposes only and is not engaged in rendering medical advice or professional medical services. Any medical or other decisions should be made in consultation with your qualified health care provider. UK HealthCare Web site of University of Kentucky, Lexington, KY, will not be liable for any complications, injuries or other medical accidents arising from or in connection with the use of or reliance upon any information on the Web. This information is not intended as a substitute for advice, treatment, or recommendation from health care professionals. This information is not exhaustive and does not cover all ailments, physical conditions, or their treatment. It is important to follow the advice of your doctor and other health care professionals regarding your individual health care needs.

## **V. Miscellaneous**

### **Web E-mail**

The use of e-mail links to foster communication is encouraged. Whenever feasible, requests received via Web site e-mail should be answered within one business day of receipt. If e-mail requests cannot be fulfilled within two business days, a message should be sent explaining the delay and establishing a target response date. The person who is listed as webmaster on the site must reply to e-mails sent to that address, if only to indicate the e-mail has been forwarded. E-mail addresses that refer to a group must have one person assigned to answer or forward the messages. All email addresses used on UK HealthCare Web pages must be official UK email addresses with the uky.edu extension. For instance, john@exchange.uky.edu and john@uky.edu are official UK email addresses, john@yahoo.com is not acceptable.

### **FAQ**

Whenever possible, units should provide an FAQ (Frequently Asked Questions) on their site that provides contact information and other topics specific to the unit.

### **Domain Names**

University policy ([www.uky.edu/Regs/WebPolicy/](http://www.uky.edu/Regs/WebPolicy/)) requires all clinical enterprises use the domain name assigned by the University ending in uky.edu. This domain name indicates to outsiders the domain is an official University Web site.

In some circumstances, units may also acquire commercial and organization domain names (domain names assigned by ICANN and ending in .com, .info and .org). Additional domain names must be approved by the WAC. Additional approval is required from the WAC for using the domain names in advertised material.

Any clinical unit selling merchandise to the general public must create an additional site using a domain name with a .com extension.

### **Search Engines**

For better search engine results, all search engine tools on the www.ukhealthcare.uky.edu domain should be set to search only the UK HealthCare domain. Another search tool may be offered to search the MC domain, but it must be labeled appropriately.

### **Metatag Format**

Metatags were originally created to help search engines find important information on your page that they might have difficulty determining from the page content. For example, related keywords or a description of the clinic itself. This information is in the html coding of your page and is not viewable within the browser window.

All pages on the UK HealthCare Web site must place the keyword and description metatags in the head section of the html document to assist in search engine positioning.

### Keywords

Keywords should only relate to the clinical unit. For instance, Markey Cancer Center should not include Gill as a keyword. Enter up to 20 keywords or keyword phrases that you think people might use to search for your site. This might include the street, city, type of clinic, most popular procedures and techniques, and any specialties. You may also include doctor names if you update the site monthly.

Separate each keyword by a comma. Keywords may be a single word or two-word phrases. Do not repeat any keywords more than twice.

If you know of a common misspelling of a popular keyword that could be used to find your site you should include it.

The format for keywords is as follows:

```
<meta name="keywords" content="lexington, ky, central, kentucky, uk  
healthcare, uky, eye care, lasik, ophthalmology, ophthamology, ...">  
(ophthalmology spelled wrong on purpose)
```

## Description

The description tag requires a two or three line description of your Web site. If possible, keep the length under 250 characters. Place the most important information first, in case your description gets truncated by the search engine. This tag is used differently by search engines, but some display the description under the link to the site on a search list.

The format for description tags is as follows:

```
<meta name="description" content="The Eye Care Clinic of UK HealthCare of Lexington, KY provides leading edge services and surgeries such as ...[insert list of surgeries, services and techniques]">
```

## Robots

Only use this metatag if you do not want your page to be indexed by the search engines, for instance if you are placing test pages on your site, or other content for internal use only. Whenever possible, use a staging server for tests and internal use whenever possible.

The noindex directive tells the robot not to index the page.  
The nofollow directive tells the robot not to follow the links found on the page.

The format for the robots tag is as follows:

```
<meta name="robots" content="noindex,nofollow">
```

## Expires

This tag instructs the visitor's cache to refresh after the number of days indicated in the content value. This can be set to "0" if you have regularly updated content and want each visitor to be presented with the most up-to-date content.

The format for the expires tag is as follows:

```
<meta http-equiv="expires" content="15">
```

## **Web Page Title Tags**

Title tags give the Web page a name to identify it on search engines, and create an automatic label for the bookmarks or favorites list. The title tag appears at the top of your browser application, not within the browser window. The title tag is placed in the head portion of your html code.

The format for the title tag is as follows:

<title>UK HealthCare – Eye Care Clinic</title>

### **Special Effects**

No animated gifs, flyout or floating menus, mouse effects (such as comets or trailing cursors), or flash can be used without approval by the UK HealthCare Marketing Department. Mouse rollover effects are provided by css only.

### **College of Medicine vs. UK HealthCare Templates**

Some clinical enterprise units have departmental information they need to post publicly for students, researchers, or staff. In these instances, they may need to create several Web sites using different templates. In the future, the University may decide to use one template University-wide, but currently, multiple templates are required for multiple audiences, specifically College of Medicine and UK HealthCare. The College of Medicine template is used for academic focus and is targeted toward students and faculty. The UK HealthCare template has a clinical focus and is targeted toward health care consumers, patients and referring physicians.

## **Appendix B: Checklist of University of Kentucky and UK HealthCare Web Requirements**

Please see the UK Policy Governing Creation and Maintenance of Materials for the World Wide Web and review the governing documents listed in the UK HealthCare Web policy for any topics not included on this checklist.

- UK HealthCare Web Standards
  - UK navigation bar on all Index and Section Start pages
  - UK HealthCare navigation bar on all other pages
  - Use of standardized UK HealthCare Web template
  - White background
  - Only official UK and UK HealthCare logos and signatures on .edu sites
  - No frames
  - Footer with the following information:
    - Contact information and e-mail address with e-mail link.
    - Equal Opportunity University statement: “An Equal Opportunity University” with link to the full University statement: [www.uky.edu/Home/web/eo/](http://www.uky.edu/Home/web/eo/).
    - Date last updated.
    - Terms, Conditions & Privacy Statement (with link to University statement: [www.mc.uky.edu/terms.asp](http://www.mc.uky.edu/terms.asp) )
    - Copyright statement, if appropriate.
- UK Web policies and standards
  - All materials on your site must be identified as from UK HealthCare (the UK HealthCare Navigation Bar fulfills this requirement).
  - The individual or department responsible for the content must be included on the site.

- The person who is listed as webmaster on the site must reply to e-mails sent to that address, if only to indicate the e-mail has been forwarded.
- All logos must be official and used according to the guidelines in the Graphic Standards Manual (UK PR): [www.uky.edu/Regs/Graphics/](http://www.uky.edu/Regs/Graphics/) with attached UK HealthCare Graphic Standards supplement.
- Text must comply with UK Style Guide; check for official names of departments, centers, buildings, etc.
- Photos and personal information may be used only within all applicable privacy laws and with written consent to be maintained by the site author/unit for the duration of the posting. See the UK Policy Governing Creation and Maintenance of Materials for the World Wide Web for further instructions.
- Warnings
  - If, for the convenience of your user, you cite official UK policies on your site, a warning must be included indicating that this is not the official site for these policies and directing the user to the address for the policies cited.
  - See the UK Policy Governing Creation and Maintenance of Materials for the World Wide Web for further instructions and required warnings.
- Section 508 Accessibility Requirements
  - Navigation accessible without graphic design and through screen readers (e.g., programmed to skip drop down menus)
  - Alt tags on photos, graphic design and other appropriate elements and transcripts of any audio, video or animation.
  - Color is not used as a sole means to communicate information.
  - Site should not lose meaning if style sheets are not used.
  - Use tables for organizing data and label them appropriately.
  - Separate links listed on one line.
  - Avoid using non-standard formats (e.g., PDF, MS-Word, Shockwave) whenever possible. If used, indicate the format and file size.
- Prohibited by UK policies and Web standard:
  - Disabling the "back" button.
  - Using any but official UK and UK HealthCare logos and/or signatures involving the UK and UK HealthCare logo.
  - Advertising of any kind that includes corporate logos on an .edu site.
  - Hosting sites outside the uky.edu domain unless specific exemption is granted by the UK Manager of Web Services.

## **Appendix C: UK HealthCare Web Evaluation Criteria**

Unit Name:

Site Title:

Author:

Date of Last Publication:

Date of Review:

## GENERAL

- Intended audience: If multiple audiences, is this clear? Is each audience pointed in the right direction?
- Conventions/guidelines for URLs and title tags? Are these clearly available on page? What does the URL tell you?
- Does the page convey overall integrity and reliability as a source?
- Is the relation to overall UK HealthCare organization clear?
- Does site look dated or current and timely?
- Adherence to UK HealthCare policies and guidelines?
- Adherence to relevant laws and regulations? Privacy (HIPAA) and Section 508?
- Comparability with related sources - similar sites (benchmarks?)

## CONTENT

- Quantity of Content: the Goldilocks Rule
  - too much: scroll down “endlessly” on page, important information, addresses, links at the bottom of the page
  - too little: lost opportunity to connect with your user and educate him/her about what you do
  - just right: reasonable amount of time to process information, important information clear and available
- Is information cited accurate? Current? Timely?
  - Stability of information: Info should be fairly stable or an individual designated to update (e.g., Avoid posting Minutes of meetings where last set of minutes dates from 2001)
- Quality of writing style should be consistent: grammar, syntax, punctuation
- Reading-level of text should be maintained at a fourth-grade reading level if at all possible.
- Comparability with related sources - similar sites (benchmarks)
- If a visitor has questions, is it possible to satisfy them on-site or through links to other UK sites?
- Are links to other sources for informational purposes appropriate and live?

## DESIGN & NAVIGATION

- Is the navigation clear, logical and intuitive?
- Is content visible (newspaper rule: important info above the fold)
- Is the division of content, i.e., site architecture, clear and appropriate?
- Usability of site?
- Accessibility of site (section 508)?
- Is site technically sound with functioning code?
- Appropriateness of Web technology?

## RESPONSIBILITY FOR SITE

- Is responsibility for site explicitly included in webmaster's job responsibilities?
- Is there a departmental review committee for Web?
- Who reviews site so it is maintained and old material removed or updated?
- Who is responsible for the content on each page and who keeps this list?
- Who checks for broken links and at what frequency?