

## **POLICY 1.27 – Western Home Page**

**Policy Category:** General  
**Effective Date:** May 6, 2004  
**Supersedes:** June 28, 2000

---

### **PREAMBLE**

1.00 The University of Western Ontario Home Page on the World Wide Web is the University's front gate on the Internet. The Home Page must be a welcoming and effective starting point for the visitor, as well as a valuable pathfinder for the regular user of our information resources. The Western Home Page will be service oriented. It should be an attractive, welcoming and useful Internet site that provides effective and efficient links to online services and resources for key internal and external University audiences including: faculty, staff, students, prospective students, alumni and other supporters of the University, and the global community. In appearance, the Home Page should reflect the dignity and stature of a major research intensive academic institution. The Western Home Page must conform to the Policy on Official World Wide Web Sites ([Policy 1.28](#)).

### **POLICY**

- 2.00 The Western Home Page is the responsibility of the Department of Communications and Public Affairs. The structure of the first and second level pages and the links from those pages will be reviewed at least annually by the Department of Communications and Public Affairs in collaboration with the Senate Subcommittee on Information Technology.
- 3.00 Permanent links from the first or second level must be used to support the navigation and service of all activities involved with that category at Western. Permanently linked pages are not for the express purpose of promoting an individual unit or program.
- 4.00 Only official Western web pages may be linked permanently from the first and second level pages. These links should accurately reflect the function or service of the linked site. Requests for changes to the permanent links on these pages should be directed to the owner of the page.
- 5.00 Any requests for change to the policy regarding the Western Home Page are to be directed to the Senate Subcommittee on Information Technology, c/o the Director of Information Technology Services who is the Chair of the Subcommittee.