

### **Reason for Policy**

The University of Oregon’s websites are the public face of the university. For many, these websites are the first point of contact. They must reflect the needs of our audiences and the university, and meet legal requirements for compliance, ensuring equal access for all users, including those who rely on assistive technologies.

This policy ensures that:

- **Websites provide accurate, accessible, and up-to-date information** that reflects the university’s priorities
- **Roles and responsibilities are clearly defined**, so accountability is built into every stage of content creation and management
- **Design, content, technical, and records retention standards are followed**
- **The university can respond quickly** to platform, policy, or legal changes
- **Institutional risk is reduced**, and public trust in the university’s digital presence is protected

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### **Entities Affected by this Policy**

- Anyone who creates, edits, or publishes content on a **uoregon.edu** website
- Anyone who designs, develops, or manages a UO website
- Vendors and third-party partners working on UO’s websites

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### **Web Site Address for this Policy**

[Provided by Office of the University Secretary after policy is posted online]

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### **Responsible Office**

For questions about this policy, please contact the Department of Digital Strategy within University Communications: (541) 346-3134, [bfh@uoregon.edu](mailto:bfh@uoregon.edu).

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### **Enactment & Revision History**

Day-Month-Year – [text]