

## CEU Website Policy

### 1. Introduction

This policy outlines and instructs website operations at CEU\*. It contains: the website's overall aim and guiding principles; roles and responsibilities; a summation of CEU websites along with access details; content and appearance guidelines; legal and technical considerations; the Web Unit's scope of service and priority levels; and, treatment of non-standard website presences.

*\*Referring to public-facing websites, not those presences meant for internal audiences, enrollment functions, or study purposes; nor, social media*

### 2. Aim of the CEU website and Guiding Principles

The CEU website aims to disseminate information about the university's mission, programs, services, faculty, students, alumni and events to the world.

The CEU website shall support learning, teaching, research, and administrative processes of the university. It shall portray CEU as an accessible, friendly, comfortable and progressive university with excellent academic programs. It shall emphasize CEU's distinct international character, with special emphasis on its American and European features, its multi-country accreditation, and its international faculty and student body.

The operation of the website shall adhere to the principles of intellectual freedom, equality and integrity and shall assure that intellectual property rights and privacy are appropriately safeguarded. The website shall provide accurate, complete, and timely content. The website shall be accessible to as wide an audience as possible, including to persons with disabilities.

### 3. Roles and Responsibilities

Responsibility for governance, technical development and administration, and content work across CEU websites primarily rests with three groups: 1/ the Communications Office, 2/ the Web Unit, and 3/ website owners and editors (comprising selected CEU faculty, staff, and students). These are detailed below.

### 3.1. Communications Office

<b>Role:</b>	<b>Responsible for:</b>
Ensure CEU is correctly represented across all websites in both content and appearance.	<ul style="list-style-type: none"><li>● Final oversight of all CEU websites and websites representing CEU (or claiming to represent CEU)</li><li>● Regular (several times per year) review of unit websites along with requests of updates to those sites in order to keep CEU's entire external facing website up-to-date and professional.</li><li>● Establishing high level priorities for the Web Unit</li><li>● Generating high profile content for CEU's main domain, <a href="http://www.ceu.edu">www.ceu.edu</a></li></ul>

### 3.2. Web Unit

*Note: The Web Unit is part of the Communications Office and reports to the Director of Communications.*

<b>Role:</b>	<b>Responsible for:</b>
System architecture and technical maintenance of all CEU-hosted websites + community outreach and consultation in relation to web matters.	<ul style="list-style-type: none"><li>● Basic website performance and operation</li><li>● Security updates and critical fixes</li><li>● User support and training</li><li>● Community consultation on any matters related to the CEU website or proposed CEU websites</li><li>● Improvements to existing websites</li><li>● Development of new websites deemed as appropriate by the Communications Office</li></ul>

### 3.3. Website owners and editors

<b>Role:</b>	<b>Responsible for:</b>
Ensure own website and/or specific website pages are kept accurate and up to date.	<ul style="list-style-type: none"><li>● Publishing own website content, including profiles, news, events, carousel items, basic menu pages, and other as appropriate.</li><li>● Maintaining own content with regular updates.</li></ul>

## 4. Summary of CEU Websites + Access Details

The majority of public-facing CEU websites are hosted by the Web Unit. They are summarized as follows:

Type	Link or example links	Editorial Access
CEU main domain	<a href="https://www.ceu.edu/">https://www.ceu.edu/</a>	Communications Office and selected editors only
Centralized informational websites informally known as 'Hubs'	<a href="https://documents.ceu.edu">https://documents.ceu.edu</a>	O365 authentication
	<a href="https://events.ceu.edu">https://events.ceu.edu</a>	O365 authentication (CEU employees + PhD Students only)
	<a href="https://people.ceu.edu">https://people.ceu.edu</a>	O365 authentication (CEU employees only)
	<a href="https://courses.ceu.edu">https://courses.ceu.edu</a>	O365 authentication (CEU employees only)
Department, Research Center, and School websites	<a href="https://history.ceu.edu">https://history.ceu.edu</a> , <a href="https://spp.ceu.edu">https://spp.ceu.edu</a> , etc.	Communications Office and selected editors only
Special cases	<a href="https://careernext.ceu.edu">https://careernext.ceu.edu</a> , <a href="https://publications.ceu.edu">https://publications.ceu.edu</a> , <a href="https://summeruniversity.ceu.edu">https://summeruniversity.ceu.edu</a> , etc.	Varies according to website

A small number of public-facing CEU websites are either hosted by the IT Department or via an external platform. To determine the status of any individual CEU website, contact the Web Unit at [ceuwebteam@ceu.edu](mailto:ceuwebteam@ceu.edu). A more comprehensive list of websites maintained by the Web Unit is located in Appendix I of this document.

## 5. Website Content and Appearance

### 5.1. Content Expectations and Guidelines

Website owners and editors should strive to produce quality content on a regular basis. When possible, rich media such as high-resolution imagery and videos should be included.

All content should be published in line with CEU's overall Aim (detailed in point 2. above) and abide by the CEU Code of Ethics, <https://documents.ceu.edu/documents/p-1009-1v1402-0>

Technical guidelines are [available here](#). (Requires O365 authentication)

Editorial Guidelines are [available here](#). (Requires O365 authentication)

For further advice on how to produce quality content, contact the Web Unit at [ceuwebteam@ceu.edu](mailto:ceuwebteam@ceu.edu)

## 5.2. Visual Identity

All CEU websites are expected to follow CEU's [graphics standard guidelines](#) and utilize the university's standardized template. If a proposed CEU website deviates from this appearance, it must receive approval from the Communications Office in advance. The Communications Office has final authority over any visual identity matter regarding a CEU website.

Questions regarding a CEU website's visual identity can first be forwarded to [ceuwebteam@ceu.edu](mailto:ceuwebteam@ceu.edu).

## 5.3. Language

All external-facing webpages should be English unless explicitly given an exception by the Communications Office, e.g. for local German or local Hungarian content.

# 6. Legal and Technical Considerations

## 6.1. Personal Data

### Collection

Any web form collecting personal data on a CEU website must be registered with CEU's GDPR team ([privacy@ceu.edu](mailto:privacy@ceu.edu)), who will ensure GDPR compliance. Usage of collected data must adhere to CEU's privacy policy as detailed at <https://www.ceu.edu/privacy>.

### CEU employees and students

Before uploading their own personal data to a public-facing CEU website, employees and students should read CEU's data privacy notice at <https://www.ceu.edu/privacy>. Any related questions should be forwarded to CEU's GDPR team at [privacy@ceu.edu](mailto:privacy@ceu.edu).

## 6.2. Cookie Consent

Some CEU websites utilize cookies. A cookie consent pop-up appears on all Web Unit-hosted websites. To learn more about their usage, see: <https://www.ceu.edu/cookie-statement>

## 6.3. Accessibility

CEU is committed to providing accessible website presences to its own community as well as

external visitors and aims to adhere to WCAG 2 guidelines. For more information, see: <https://www.ceu.edu/accessibility>.

## 6.4 CEU Subdomain Governance

The Communications Office governs usage of any website address using the CEU.EDU top level domain. Any request to create, change, or re-direct a CEU subdomain (i.e. XYZ.CEU.EDU) must first be directed to the Web Unit at [ceuwebteam@ceu.edu](mailto:ceuwebteam@ceu.edu).

The Communications Office will make final determination over any requests and only afterward involve the IT Department as necessary.

## 7. Web Unit Scope of Service and Priority Levels

### 7.1 Scope of Service

The Web Unit supports most, but not all, of the university's web presences. The following table delineates this scope of service:

<b>Within Scope of Service</b>	<b>Outside Scope of Service</b>
<ul style="list-style-type: none"><li>● CEU main domain</li><li>● "Hubs" (detailed in point 4. Above)</li><li>● School or Department</li><li>● Research Center</li><li>● Administrative Unit (depending on specifics)</li><li>● Any other high value websites with university-wide relevance, as instructed by Communications Office</li></ul>	<ul style="list-style-type: none"><li>● Individual Research Project or Initiative</li><li>● Research Group</li><li>● Full website for an individual academic program</li><li>● Personal websites</li></ul>

The Web Unit can provide consultations to any community members who require a website but fall outside the scope of service. Exceptions to the scope are rare and decided upon by the Communications Office.

### 7.2 Priority Levels

As Web Unit capacity is very limited, frequent determinations must be made as to the timing and selection of website projects and tasks that are undertaken. The Web Unit makes these determinations on the basis of priority levels, which have been established by the Communications Office. They cascade as follows:

1. *Critical*: any issue affecting the basic operation of a CEU website
2. *Top*: Leadership request with university-wide relevance
3. *High*: Projects with university wide relevance, as prioritized by Communications Office

4. *Medium*: Projects deemed important by Communications office with relevance to only one or several units
5. *Standard*: Projects related to a single unit and/or classified as “nice to have” but not crucial.

The priority levels do not usually interfere with standard Web Unit support requests. These requests are processed on an ongoing basis as quickly as possible.

## 8. Non-standard CEU Website Presences

Occasionally, a CEU website may need to be created that falls outside the Web Unit’s scope of service. If this occurs, the community member should contact the Communications Office and describe the need. With approval, the website may be developed externally so long as it follows the guidelines for external website creation. Contact [ceuwebteam@ceu.edu](mailto:ceuwebteam@ceu.edu) for further guidance.

## 9. Monitoring and Enforcement

CEU has the right, but not the obligation, to review, screen or edit any user website contribution. In addition, CEU has the right to pursue legal action regarding removal of materials or disabling links for unlawful use of CEU logo, identity, or for violations of the policy set forth.

## Appendix I. List of CEU websites maintained by the CEU Web Unit

This list was captured in December 2020 but may be subject to change. Contact [ceuwebteam@ceu.edu](mailto:ceuwebteam@ceu.edu) for the latest information.

### **Main Website and ‘hubs’**

[Central European University](#) (institutional website)  
[people.ceu.edu](http://people.ceu.edu)  
[courses.ceu.edu](http://courses.ceu.edu)  
[Documents.ceu.edu](http://Documents.ceu.edu)  
[Events.ceu.edu](http://Events.ceu.edu)

### **Departments, Centers and Administrative Units**

[School of Public Policy \(SPP\)](#)  
[Department of Cognitive Science](#)  
[Department of Economics](#)  
[Department of Environmental Sciences And Policy](#)  
[Department of Gender Studies](#)  
[Department of History](#)  
[Department of International Relations](#)  
[Legal Studies Department](#)  
[Department of Mathematics and its Applications](#)  
[Department of Medieval Studies](#)  
[Nationalism Studies Program](#)  
[Department of Political Science](#)  
[Department of Philosophy](#)  
[Doctoral School of Political Science, Public Policy and International Relations](#)  
[Department of Sociology and Social Anthropology](#)  
[Department of Network and Data Science](#)  
[Doctoral School of History](#)  
[Doctoral School in Economics](#)  
[Romani Studies Program \(RSP\)](#)  
[MESPOM](#)  
[The Center for Media, Data and Society \(CMD5\)](#)  
[Center for Conflict, Negotiation and Recovery \(CCNR\)](#)  
[Center for EU Enlargement Studies](#)  
[Center for Ethics and Law in Biomedicine \(CELAB\)](#)  
[Social Mind Center](#)  
[The Yehuda Elkana Center for Higher Education](#)  
[Center for European Union Research](#)  
[Center for Policy Studies](#)  
[CEU Institute for Advanced Study](#)  
[Visual Studies Platform \(VSP\)](#)  
[Pasts, Inc. Center for Historical Studies](#)  
[Center for Religious Studies](#)  
[Center for Eastern Mediterranean Studies](#)  
[Center for Cognitive Computation](#)  
[Cognitive Development Center](#)  
[Academic Cooperation and Research Support Office](#)  
[CEU Alumni](#)  
[Career Services Office](#)

[Center for Academic Writing](#)  
[Environmental Systems Laboratory](#)  
[Residence Center](#)  
[Jewish Studies](#)  
[SOMBY](#)  
[OLive](#)  
[CEU Press](#)  
[Center for Teaching and Learning](#)  
[Rwgh.ceu.edu](#)  
[Communityengagement.ceu.edu](#)  
<https://giving.ceu.edu>  
<http://undergraduate.ceu.edu>

### **Other presences**

[CareerNext](#)  
[CEU Payments Gateway](#)  
[CEU Dorm Payments Gateway](#)  
[85.ceu.edu](#)  
[CEU Democracy Institute](#)  
<http://podcasts.ceu.edu>  
[Publications Repository](#)  
[CEU's Summer University](#)

### **Static websites (older websites with authentication removed for security purposes)**

[ECE Journal](#)  
[EDUMIGROM](#)  
[Science Studies](#)  
[Energy Policy Research Group \(EPRG\)](#)  
[Political Behavior Research Group](#)  
[Political Economy Research Group](#)  
[Environmental & Social Justice Action Research Group](#)  
[Higher Education Research Group \(HERG\)](#)  
[Conflict and Security Research Group \(ConSec\)](#)  
[Center for Climate Change and Sustainable Energy Policy](#)  
[Trade Union of CEU Employees](#)  
[Central European University Budapest Foundation](#)  
[CEU's 20th Anniversary](#)  
[SAP](#)  
[Symbols that Bind and Break Communities](#)

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