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

<table>
<thead>
<tr>
<th>Role:</th>
<th>Responsible for:</th>
</tr>
</thead>
</table>
| Ensure CEU is correctly represented across all websites in both content and appearance. | ● Final oversight of all CEU websites and websites representing CEU (or claiming to represent CEU)  
● 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.  
● Establishing high level priorities for the Web Unit  
● Generating high profile content for CEU’s main domain, www.ceu.edu |

### 3.2. Web Unit

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

<table>
<thead>
<tr>
<th>Role:</th>
<th>Responsible for:</th>
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</table>
| System architecture and technical maintenance of all CEU-hosted websites + community outreach and consultation in relation to web matters. | ● Basic website performance and operation  
● Security updates and critical fixes  
● User support and training  
● Community consultation on any matters related to the CEU website or proposed CEU websites  
● Improvements to existing websites  
● Development of new websites deemed as appropriate by the Communications Office |

### 3.3. Website owners and editors

<table>
<thead>
<tr>
<th>Role:</th>
<th>Responsible for:</th>
</tr>
</thead>
</table>
| Ensure own website and/or specific website pages are kept accurate and up to date. | ● Publishing own website content, including profiles, news, events, carousel items, basic menu pages, and other as appropriate.  
● Maintaining own content with regular updates. |
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:

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

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. 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](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

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.

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), 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.

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.

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:

<table>
<thead>
<tr>
<th>Within Scope of Service</th>
<th>Outside Scope of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>● CEU main domain</td>
<td>● Individual Research Project or Initiative</td>
</tr>
<tr>
<td>● “Hubs” (detailed in point 4. Above)</td>
<td>● Research Group</td>
</tr>
<tr>
<td>● School or Department</td>
<td>● Full website for an individual academic program</td>
</tr>
<tr>
<td>● Research Center</td>
<td>● Personal websites</td>
</tr>
<tr>
<td>● Administrative Unit (depending on specifics)</td>
<td></td>
</tr>
<tr>
<td>● Any other high value websites with university-wide relevance, as instructed by Communications Office</td>
<td></td>
</tr>
</tbody>
</table>

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 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 for the latest information.

Main Website and ‘hubs’

Central European University  (institutional website)
people.ceu.edu
courses.ceu.edu
Documents.ceu.edu
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)
MESPO
The Center for Media, Data and Society (CMDS)
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
<table>
<thead>
<tr>
<th>Document information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
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<tr>
<td><strong>Number</strong></td>
</tr>
<tr>
<td><strong>Title</strong></td>
</tr>
<tr>
<td><strong>Distribution</strong></td>
</tr>
<tr>
<td><strong>Filename</strong></td>
</tr>
<tr>
<td><strong>Notes</strong></td>
</tr>
<tr>
<td><strong>Related documents</strong></td>
</tr>
</tbody>
</table>

**For final documents**

<table>
<thead>
<tr>
<th>Approved by:</th>
<th>Approved by COO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prepared by: Communications, Web Team</td>
</tr>
<tr>
<td><strong>Date of approval</strong></td>
<td>June 27, 2008, amended December 17, 2020</td>
</tr>
<tr>
<td><strong>Enters force</strong></td>
<td>December 17, 2020</td>
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</tbody>
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