



# TEXAS TECH™

## Operating Policy and Procedure

### **OP 68.02: University Website Standards and Governance**

**DATE:** June 4, 2026

**PURPOSE:** The purpose of this Operating Policy/Procedure (OP) is to establish standards and governance for websites affiliated with Texas Tech University to ensure compliance with legal, accessibility, branding, and security requirements, while maintaining a consistent and user-centered digital presence.

**REVIEW:** This OP will be reviewed every two years after publication by Marketing & Communications with substantive revisions presented to the Vice President for Marketing & Communications and the Vice President for Information Technology and Chief Information Officer.

### **POLICY/PROCEDURE**

#### **1. Definitions**

a. Official University Websites

Official university websites are those that:

- (1) Reside within the *ttu.edu* domain; and
- (2) Are hosted on university-approved infrastructure and content management systems (CMS).

Official websites represent Texas Tech University and are subject to all standards outlined in this OP.

b. Unofficial Websites

Unofficial websites are those created by students, faculty, staff, or affiliated organizations that:

- (1) Are not hosted on university-approved infrastructure; or
- (2) Do not reside within the *ttu.edu* domain.

c. Exceptions

Any exception to the definition or designation of an official website must be approved by Marketing & Communications in consultation with Information Technology.

## 2. Scope

This policy applies to all official university websites used to conduct university business or communicate official information. Additional guidance and resources are available on the [Texas Tech Brand website](#).

## 3. Requirements for Official University Websites

All official university websites must comply with the following:

### a. Branding

Websites must adhere to university branding standards established by Marketing & Communications.

### b. Templates and Design

Official websites must use university-provided templates. Any custom designs or deviations must be reviewed and approved by Marketing & Communications prior to implementation.

### c. Hosting and Web Management Tools

Official websites must be hosted on university-approved infrastructure and CMS platforms. Use of third-party hosting or tools requires prior approval from Marketing & Communications and Information Technology.

### d. Accessibility

Websites must comply with applicable federal and state [digital accessibility requirements](#). Sites are subject to periodic audit and remediation requirements. Non-compliant sites may be restricted, remediated, or removed.

### e. Domains and Subdomains

Creation of new domains or subdomains requires approval from Marketing & Communications and Information Technology. Domains are periodically reviewed for relevance and compliance.

## 4. Website Oversight and Maintenance

### a. Content Responsibility

Departments are responsible for ensuring website content is accurate, current, and compliant with university standards.

### b. Maintenance Requirements

Websites must be actively maintained. Outdated or inactive websites must be updated, archived, or removed.

c. Enforcement

Marketing & Communications, in coordination with Information Technology and Digital Compliance, may require corrective action or remove non-compliant content or sites.

d. Web Applications

Applications integrated into official websites must meet university standards for security, accessibility, and maintenance.

## 5. Unofficial Websites

a. Representation

Unofficial websites must not:

- (1) Represent themselves as official university websites; or
- (2) Imply university endorsement or sponsorship.

b. Branding Restrictions

Official university logos, marks, and brand elements may not be used on unofficial websites without approval.

c. Responsibility

Content on unofficial websites is the responsibility of the site owner and does not reflect the views of Texas Tech University.

## 6. Advertising and Endorsement

a. Use of University Resources

Use of university resources for political activity, private commercial purposes, or personal gain is prohibited in accordance with university policy and state law.

b. Advertising on Official Websites

Official university websites may not include third-party advertising, except when approved by Marketing & Communications for institutional benefit.

c. External Links

Links to third-party websites must not imply endorsement. The following disclaimer should be used when appropriate:

“These links are provided for convenience and informational purposes only and do not constitute endorsement by Texas Tech University.”