

COLLEGE of CHARLESTON

OFFICIAL POLICY

10.17

Mobile Websites and Mobile Applications (“Apps”)

8/23/16

Policy Statement

All existing or proposed College of Charleston mobile website and mobile application (“apps”) projects developed for the use of College of Charleston offices or departments, or containing content that represents the College of Charleston (including, but not limited to, apps for the iTunes store and/or the Android store), must be reviewed and approved by both Information Technology and the Division of Marketing and Communications before work commences and/or an RFP for such work is issued by the Office or Procurement.

Any College of Charleston employee or department developing a College of Charleston mobile website or application without proper authorization shall be considered to be operating outside the scope of employment and may be subject to disciplinary action. Additionally, in the event of a legal action over the unauthorized website or app, or its content, the employee will not be defended by or at the cost of the College, nor will the employee be entitled to limited immunity as a public employee.

This policy is not applicable to faculty and/or students developing non-College mobile websites or applications through approved grants or contracts with external organizations.

Policy Manager and Responsible Department or Office

Director of Web Strategies, IT, and Director of Electronic Marketing, Division of Marketing and Communications. The Office of Procurement will be instructed to hold any request for RFP or expenditure of funds on mobile websites or apps until review and approval by both IT and Marketing and Communications. IT is responsible for the initial review of mobile application project requests and the development of the solution when possible. MaC will review all mobile applications for content, style, and design. Departments and individuals are responsible for submitting the initial project request.

Purpose/Reason for the Policy

The exponential growth of mobile applications and devices combined with the desire for campus departments and individuals to deliver mobile services to their respective constituencies necessitates a policy and procedure for coordination and review of mobile website and application development and distribution in order to maintain quality and consistence of communications, protect the institutional reputation in the marketplace, avoid redundancy and overabundance of College mobile applications, and reduce unnecessary expenditures on such websites and applications.

Departments/Offices Affected by the Policy

This Policy and Procedure is applicable to all members of the College community, including faculty, staff, students, visitors and contractors, who develop and/or distribute mobile websites or applications or plan to contract a third party for mobile development and distribution services.

Procedures Related to the Policy

The department or individual responsible for the project will submit a mobile website or application project request to be reviewed by IT. The request must outline the purpose and function of the mobile website or application, identify any production data needed, and include any relevant development variables (e.g. platform, language, framework).

All requests for mobile website and application projects will be evaluated based on existing services, project requirements and the feasibility of IT to provide equivalent services. In the event that a mobile application project cannot be accomplished by IT, the project owner will be given preliminary permission to develop the application with College resources or through the use of a third party developer.

Before any mobile website or application is published or made available to the public, a prototype must be submitted to the Division of Marketing and Communications for review of content, style, and design; and IT will review all projects for technical and security standards. Changes mandated through this process, and the cost thereof, are the responsibility of the sponsoring individual or department.

In the event that IT can fulfill the request, the project will be assigned to a member of Information Technology as the Technical Lead. The Technical Lead will ensure the proper design, programming, testing, implementation and maintenance specifications are met.

All projects must be developed and coded using only approved computer languages and development tools that meet College IT standards. Unauthorized or incompatible software will not be allowed in a production environment.

All projects must comply with copyright and trademark law, College policies and intellectual property and licensing considerations before release.

Related Policies, Documents or Forms

3.2 College Brand Manual

Review Schedule

Issue Date:8/23/2016
Date of Policy Revision:8/23/1016

Next Review Date:10/23/2020

POLICY APPROVAL

(For use by the Office of the Board of Trustees or the Office of the President)

Policy Number: 10.17

President or
Chairman, Board of Trustees



Date: 8-23-16