Glossary

Accessibility: Web page design that facilitates use by people with a wide range of physical abilities including people with visual or auditory impairments.

Branding: Represents the website content owner (e.g., the division, college, unit, department, or office) in a way that projects an accurate, unified, appealing, and clearly recognizable description of that owner and its connection to Texas State University.

Chartered Student Organization: Student organizations designated as "chartered" under the provisions of SA/PPS No. 05.02, Chartered Student Organizations. Such organizations are considered partners with the university in meeting its mission and are held to higher standards with higher performance expectations than non-chartered organizations.

Content: The information and services delivered through a Web page or website.

Content Management System (CMS): A software system that facilitates the publishing and maintenance of Web pages by using user-friendly tools to automate complex tasks for non-technical Web content providers (see Gato).

Content Developer: A person who converts content to a Web-compatible format that appears to the website visitor as intended under the provisions of this policy.

Content Owner: A person who owns the responsibility for a website, including the accuracy, timeliness, and appropriateness of all material and services resident at that website.

Content Provider: A person who provides material that has not necessarily been converted to HTML or other Web-compatible formats for publishing to the website.

Copyright: The exclusive legal rights to reproduce, publish, sell, or distribute a work that has been fixed in a tangible medium of expression (e.g., a literary, musical, artistic, or similarly creative work).

Exception: A one-time, temporary, or specific-instance waiver of a policy requirement or provision.

Exemption: A perpetual, permanent, or broadly applicable waiver of a policy requirement or provision.

Fair Use: A doctrine in U.S. copyright law that allows limited use of copyrighted material without requiring permission from the rights holders, such as use for scholarship or review.

Gato: The name of the university's official content management system.

Hyperlink: A reference in a document to another information source or site on the World Wide Web.

Internet: A global system of interconnected computer networks that use the standardized Internet Protocol suite (TCP/IP) to facilitate access to a vast array of information and services, most notably the inter-linked documents of the World Wide Web, electronic mail, and other electronic collaboration services.

Intranet: The collection of Web pages that can be viewed only by students, faculty, and staff of Texas State University. These pages may contain material that is irrelevant to the public and material that is protected by copyright and privacy laws or policies.

Logo: A graphical element (symbol, emblem, icon, sign, etc.) that together with its unique typeface constitutes a trademark or commercial brand that evokes immediate recognition of the logo's owner.

Navigation: The ability of Web users to understand and follow links from one website to another.

Personal Pages: Web pages developed to represent the personal interests of individual students, faculty, and staff.

Portal, Login, or Entry Page: A page that represents or functions as the threshold or entry point to another system, website, or service.

System Membership Statement: A statement that declares Texas State University's affiliation with The Texas State University System. The statement reads:
MEMBER **THE TEXAS STATE UNIVERSITY SYSTEM**™.
The System statement may not be typeset and must be downloaded from the University Marketing website at: www.umktg.txstate.edu/resources/logos/university-system.html.

Tagline: "*The rising* STAR *of Texas*"

Templates: Content-absent Web pages that provide a framework for the presentation of information in a predetermined manner.

Universal Resource Locator (URL): The textual representation used in the address bar of Web browsers or between the link tags of HTML code to direct a Web browser to the location of a specific Web page on the Internet.

University Home Page: The Web page that displays when www.txstate.edu is the URL.

World Wide Web: The sum of all HTML pages available via the Internet for rendering by Web browsing software.

Web presence: A representation of Texas State University in text, graphics, audio, video, and any other forms of communication on the Web.

University websites: Web pages that represent Texas State University or any of its component parts.