

Norwich University Faculty Spotlight – Guidelines for Use

What is Faculty Spotlight?

Faculty Spotlight is a blogging and content management system that allows users to create and manage their own websites and blogs. Users can create content and manage blog posts using a web-based interface, see their content published instantly to the Internet.

Who can use Faculty Spotlight?

Faculty Spotlight sites are available to Norwich University (NU) faculty and staff for use as a personal NU web site for non-course related purposes. A Faculty Spotlight site can be used to supplement instructional material, journal professional development, support research, or blog about things that are interesting. They can provide a forum that brings together the intellectual contributions of the NU faculty and staff to encourage sharing and scholarly dialogue with the immediate NU community, alumni, and colleagues at other schools and universities. They also offer an opportunity for readers to learn more about Norwich faculty.

What is Appropriate Use

While each faculty or staff member controls the content of their Faculty Spotlight site, it is important to keep in mind that it represents Norwich University to the public. Subject matter and content published to Faculty Spotlight sites should be used to support the University's education, research and service missions and goals.

The "Norwich University Information Technology Acceptable Use & Electronic Communications Policy" applies to Faculty Spotlight sites. Please refer to the full policy for specifics concerning academic purpose use, copyright and copyright infringement, expectation of privacy, illegal, harassing or offensive material, false attribution, and violations.

<http://www.norwich.edu/about/policy/acadComputPolicy2006.pdf>

Examples of inappropriate use of Faculty Spotlight include:

- Using it to offer or promote fee for service. (Norwich enjoys not-for-profit tax status, and promoting business unrelated to Norwich University on sites provided by the University jeopardizes our tax status.)

- Using it as an external hard drive for storage of files not associated with the site. All uploaded content should be intended to be accessed by a wide audience via a web browser.

- Replicating core academic information (curriculum maps, course descriptions, faculty listings, etc.) available on norwich.edu school and departmental sites.

- Creating "ghost" school or department sites. (This confuses visitors, adds to the maintenance burden, and increases the likelihood of inconsistent information appearing on norwich.edu.)

Faculty Spotlight Comments

Faculty Spotlight sites can be used as a blog to encourage readers to engage the author in discussion by posting comments. The blog can be a forum for civil and well-informed discussion of important issues and ideas. Reader comments posted to blogs must be respectful and keep to the purpose of the blog. Blog comments may be denied if they:

- include unsolicited advertisements
- are unrelated or non-responsive to the subject-matter of the post
- contain personal attacks, abusive, rude, or profane language or inflammatory remarks
- are obscene
- are anonymous – all comments must include the first and last name of the author and a valid email address.