

**GUIDELINES TITLE:** Appeals Process Guideline

**GUIDELINES STATEMENT:**

The UF&Shands Web Services Team, Executive Web Steering Committee and its subcommittees will review appeals and approve them based on pre-established criteria.

**PURPOSE:**

In some cases, there may be legitimate reasons to grant exemptions to the identity, technical and domain name standards, which exist to ensure uniformity, a secure and well-organized technical environment and the communication of consistent messages through the look and feel of our sites. Entities that wish to apply for such an exemption will follow the appeals process described below (Reference the attached flow chart for a visual representation).

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**PROCEDURES:**

- I. Reviews take place during the committee's and subcommittees' regularly scheduled meetings, so an appeal may take several months to complete. Throughout the process, the burden is on the appellant to prove the exemption requested has a legitimate business purpose and meets other criteria established for the specific type of exemption.
- II. Units requesting work on a website will submit a request to the Web Services Team, which may consult with UF&Shands Communications about the appropriateness of the request.
- III. If the Web Services Team and/or UF&Shands Communications office determine a request does NOT adhere to the established standards and guidelines, the entity submitting the request may follow a two-level appeals process to request an exemption.
- IV. **Required information:** Applicants requesting **exemptions to identity standards** or **exemptions to domain standards for a main stream website** (not a microsite or research consortium site) must provide:

- a. Documentation proving that the entity in question should be marketed with its own unique visual identity that differs from the identity standards of the UF&Shands integrated website.
- b. Has an identity in a broader community independent of UF and Shands AND
- c. Has a compelling reason why the standard template layout is not meeting/will not meet their business and marketing objectives.
- d. Signature of department chair, affirming that he/she believes the entity meets these requirements.
- e. Requested domain names must not conflict with or be easily confused with one in use by a patient-centric UF&Shands site.

**V. Steps:**

- a. **Written application:** Applicant must fill out the web appeals form found online at (<http://webservices.ahc.ufl.edu/help-support/policies/>) and submit it, based on criteria pertaining to the specific type of request, as outlined above. The appropriate web subcommittee will review application at its next regularly-scheduled meeting.
- b. **Presentation:** If the appropriate subcommittee rejects a written appeal, the applicant may make a 5-10 minute presentation to the Executive Web Steering Committee at its next regularly-scheduled meeting. Applicant must present a compelling case demonstrating why the exemption should be granted.
- c. If an appeal is rejected at both levels, the exemption will not be granted. If the appeal is approved, the Web Services Team will assist the entity as appropriate.

**REFERENCES: Appeals Form**

### Appeals Process

