

**UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM**

SECTION: General Information

NUMBER: 01.H.04

AREA: University Marketing and Communications

SUBJECT: Mobile App Development and Implementation and/or Procurement

1. PURPOSE

The University of Houston System (UHS) seeks to ensure that users are provided with quality services and experiences on any mobile application (mobile app) associated with UHS or its institutions. To achieve this goal, UHS establishes this policy along with applicable guidelines to provide consistency in quality and branding.

2. POLICY

- A. UHS mobile apps shall be developed in compliance with procurement, development and distribution requirements below to ensure consistency with brand guidelines, IT security protocols, accessibility compliance and legal requirements.
- B. Apps that carry the brand of a UH System entity shall comply with applicable university guidelines in the development, implementation and/or procurement of the mobile app. Specific procedures and information regarding guidelines on each university's Marketing and Communications website can be accessed in Section 11 below.
- C. This policy applies to all UH System faculty, staff, and students developing an application for distribution through a play/app store. This policy does not apply to mobile apps developed as part of a registered academic course identified in its course syllabi or apps that will not be branded to a UH System entity or ones specifically designed to support a research project.
- D. All university employees and students are responsible for following current law, policies and guidelines including copyright law.

3. DEFINITIONS

- A. "Mobile app(lication)" is a software application developed to work on a smart phone or personal device such as an iPad or Android Tablet. Apps can be developed as web-based, native or a hybrid. Apps are typically downloaded through the App Store (iOS) or Play Store (Android) and are subject the store terms & conditions.

- B. “Official University App”: A mobile application that serves as a central point of access to a university’s primary official services and officially disseminated information.
- C. “Officially Branded UH System App”: An approved app that carries the brand of a UH System entity within a university. This can include an app to represent a University college, division, department, or official program.

4. MOBILE APP DEVELOPMENT AND IMPLEMENTATION

All App development for an Official University App and/or an Officially Branded UH System App shall be made in compliance with the guidelines established by the applicable university, as referenced in Section 11 below.

5. MOBILE APP PROCUREMENT AND CONTRACTS

App procurement through a third-party vendor for an Official University App or an Officially Branded University application is subject to the review and approval process established within the University’s guidelines. Review and approval of mobile app under University guidelines in Section 11 below must be completed before the procurement process begins and a vendor is engaged.

6. UHS INFORMATION TECHNOLOGY SECURITY REVIEW

All features and integrations developed for a University app shall undergo a University Information Technology (UIT) Security Review to ensure the security of the app and ascertain that any collected data is appropriate. If the app is developed or administered through a third party, the security review must be completed before a contract is executed.

7. EXEMPTIONS

The following Mobile Apps are exempt from this policy.

- Third-party mobile apps that are not branded to a University or to an entity within the University
- Student club/organization mobile apps
- Mobile apps developed as part of a registered academic course identified in its course syllabus
- Mobile apps specifically designed to support a research project.
- Mobile apps that are approved to be exempt by a university president.

8. VIOLATIONS

Reports of an unofficial mobile app that is not in compliance with UH System guidelines, IT security protocols, accessibility compliance or legal requirements, can be made to the Office of the Vice Chancellor for Marketing and Communications.

9. REVIEW AND RESPONSIBILITY

Responsible Party: Vice Chancellor for University Marketing and Communications

Review: Every five years

10. APPROVAL

Approved: _____
 Vice Chancellor for University Marketing and Communications

Senior Vice Chancellor for Administration and Finance

Chancellor

Date: _____

11. REFERENCES AND RELATED STATUTES, POLICIES, OR REQUIREMENTS

System and University media/marketing/communications websites:

UH:
[University Marketing and Communications Guidelines and Policies](#)

UH-Clear Lake:
UH-Clear Lake Office of Marketing and Communications website

UH-Downtown:
UH-Downtown Office of University Relations website

UH-Victoria:
UH-Victoria Media Relations Policy website
UH-Victoria Communications and Marketing Policy website