Pacific University Mobile Application Development Policy

1.0 Overview
Mobile applications provide convenience to individuals seeking specific just-in-time information and are generally created for a defined audience with an established set of requirements and outcomes. The University supports the innovative efforts of individuals or departments that desire to improve and extend accessibility to information and services in this environment. The departments listed in the procedures section will work collaboratively with you and answer any policy or compliance questions you may have as you begin your project.

2.0 Purpose
The purpose of this policy is to provide general information and advise regarding University-owned mobile application development with the intent to distribute the application to internal or external audiences.

3.0 Scope
This policy applies to all University faculty, staff, administrators or associated contractors (paid or volunteer) or students intending to develop an application for distribution by the University or a member of its workforce. This does not include mobile-apps developed that may be part of a registered academic course identified in its course syllabi.

4.0 Policy
- Develop applications with accessibility in mind and use appropriate development standards
- University Information Services (UIS) must be contacted if you intend to access or connect to any current University enterprise systems
- Mobile-apps may be developed using internal resources or through contracting with an external mobile development firm. The individual or department is responsible for all aspects of the design, development, documentation, testing, distribution and support of the mobile-app.
- Mobile-apps will generally be hosted by your preferred service provider and should be part of the conversation when discussing this with your external development firm.
- If you are distributing your free mobile-app in the Apple Store, contact UIS to use the centrally managed University non-commercial development account.
- Distribution of the applications in other platforms will require License and Distribution contract(s) and need to be reviewed by the Office of Legal Affairs.
- All University policies apply to Mobile Application Development such as but not limited to Intellectual property and acceptable use.
- This policy does not apply to Web Applications developed to support web mobile devices specifically.

Version 1.0

5.0 Procedures

- Develop an initial business plan for your mobile-app, a UIS project plan can be used if you do not have a standard plan
- Approval from director of your academic or administrative unit.
- University employees should contact UIS to answer specific questions regarding policy and procedures.
- Meet with *Marketing and Communications* to discuss appropriate theme, style guides and institutional branding based on the purpose and intended audience.
- If the application will be used directly or indirectly for research purposes you will need to contact the *IRB* to determine if IRB approval is necessary.
- Contact the *Center for Educational Technology and Innovation* if the Mobile-app is intended to interact with or support existing educational technologies or online learning.
- Should the mobile-app include any type of financial transaction component, meet with the *Controller in the Finance Office* to review PCI and payment processing options.
- Meet with the *Office of Legal Affairs* to discuss initial plan, review external contractors/developers agreements and licensing and distribution contracts as necessary.
- If there is a health care component related to the application contact the *HIPAA Privacy Officer* and *Chief Information Security Officer* for review. If there is PHI involved, a security audit will be necessary. With input from the Privacy and Security Officers, the audit will be completed using internal resources or external security professionals. The CISO will determine if an external audit is necessary based on institutional risk and expertise of internal resources.
- Create and save documentation regarding administrative details of the Mobile Application for future reference. Items such as name of external contractor contact information, important transactional or renewal dates, accounts and contracts. This information should be easily accessible and stored according to your departmental best practices.

6.0 Definitions

- Mobile Application – any application designed to run natively without the assistance of a web browser.
- Web Application – A web application developed to run in a web browser and accessible on any device that has a browser.
- Mobile Device – laptop, tablet or smart phone capable of running native applications or web browsing.
- University Owned Mobile Application – the application is considered owned by the university if it is directly responsible for development, maintenance or distribution of the application.

7.0 Approval

9/23/2014

Revision history
Review history

8.0 References: