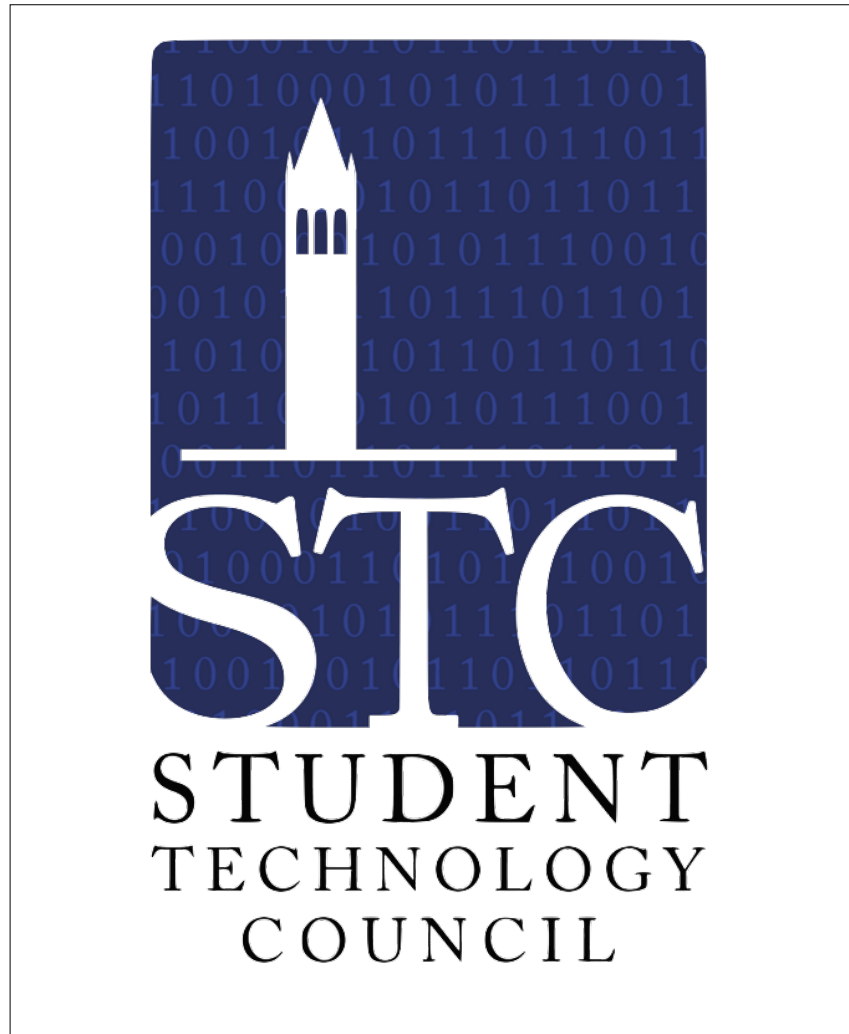


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THE OFFICE OF THE CHIEF INFORMATION OFFICER



# UC Berkeley Mobile Application Distribution Guidelines

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## Intro

It is the Student Technology Council's goal that in helping facilitate the distribution of student applications, the University of California, Berkeley can include excelling student development teams to reimagine and innovate in the delivery of higher education. Student applications provide an opportunity to enhance and hold both students and campus functional groups accountable in the service of the campus community.

### The Purpose of a Mobile Application Distribution Proposal:

A distribution proposal should describe an application that could be distributed under the UC Berkeley name in the Apple App Store and Google Play Store (pending). The proposal should allow the University to evaluate how the application helps to achieve the mission of the University, what would be required of the University to adopt, maintain the application, and a concept of how the University will interact with the student development team both in the distribution process and the future.

All this information will weigh into a decision on whether such a mobile application will be distributed. Although the proposal should provide detail about the technical and budget aspects of an application's distribution, a decision-maker should clearly see the application's benefit before a more comprehensive analysis takes place.

Note: Proposals submitted in accordance with this guide have no guarantee of distribution. The Student Technology Council (STC) provides this document in order to help facilitate student developers prepare and deliver a proposal for mobile application distribution under the UC Berkeley name.

## Sections of an Application Proposal

The STC recommends that an Application Proposal should contain, at minimum, the following sections:

### **Executive Summary**

- i. This section should contain a quick overview of the entire proposal. It should describe the purpose of the application, identify a potential user group, and demonstrate how the application benefits the UC Berkeley community in achieving its mission. It should help deliver a service that improves on existing University services in ways that will make it easier, faster, or cheaper for students to use. If the application already has a
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student user base, please state so. If not, has a need for your type of mobile application been expressed?

### **Resource Requirements**

This section should indicate what is required to run your application, in terms of technical requirements, budget/time considerations, and the possible maintenance needed for the application. Questions regarding maintenance and startup cost on the University's behalf, if any, should be answered. How well does the application fit into a changing information technology environment and how easily can the application adapt to changes in the information technology ecosystem?

The STC will need:

- i. A list of what your application needs to function (servers, staff, maintenance hours, etc.).
- ii. A description of data the application relies on, and how it is obtained.
- iii. The steps taken to secure your application (user privacy, etc.).

Remember: Your application will be distributed under the UC Berkeley name therefore, any user will and should have the same reasonable peace of mind and expectations as they would using any UC Berkeley service, digital or physical. Please refer to [owasp.org](http://owasp.org) and [sans.org](http://sans.org) for more information regarding securing your applications.

### **Student Developer Involvement**

This section should describe the initial and ongoing involvement of the student development team. It should outline the current state of the application and efforts to prepare it for adoption.

- i. A statement regarding whether the application will be adopted in a static state or one with periodic updates to functionality.

Note: Any updates to the application must be approved by a one page mobile application update proposal submitted to the STC.

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- ii. A statement regarding your proposed interaction with the university and your willingness to let your source code be viewed by the proposal reviewers.
- iii. A statement regarding a “supported until date”.

Note: Currently there is no university adoption plan in place for software applications. Hence, a supported until date is necessary for this proposal and the continuity of the UC Berkeley “App Stores” shall a removal of the application be necessary.

## **Media**

Once on the app store, what will your application’s description be? Will you have a support website (recommended)? What is the support email? In addition, what artwork will you want to publish with your application’s description on the app store?

Note: Unless you went through the approval process of the Office of Business Contracts and Brand Protection (BCBP) to use any images or logos under UC Berkeley’s ownership you are not permitted to use them in your application or marketing images. (Sather Tower, “Cal”, UC Berkeley seal, etc) For more information, please visit <http://bcbp.berkeley.edu>.

## **Student - University Intellectual Property Agreement**

When a developer distributes their app under UC Berkeley’s App Store from Apple Inc’s perspective that application in its entirety including: control, idea, source code, and media is wholly owned by UC Berkeley. However, from this perspective of Apple and the agreement of this proposal the University asserts back to the student developer they themselves maintain ownership of their mobile application and its entirety including its control, idea, source code, and media.

This Student Developer - University agreement for Mobile App Distribution confirms that:

- Student developers retain the ownership and complete rights to the application and its source code. Students developers also certify, subject to legal and University policy consequences, that they are responsible for all content they request be published via this process, using the University’s Apple Agreement, including that they own or have appropriate license or ownership of all the intellectual property, code, trademarks and content.
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- The source code, when shared with IST or another official at UC Berkeley for publication, quality assurance, or review, shall **not** be shared or used by other parties outside the University, or for purposes other than publishing the originally submitted application, without written consent from the student development team
- The development team has the right to opt out and remove their application from distribution in accordance with their application's "**expiration date**" as required from this proposal guide. The University reserves the right to require applications to remain until the "expiration date" (for example, to preserve a reputation of continuity for the University's brand in the Apple store), but will consider requests to remove earlier on the request of the student development team.
- The University shall never "take over" and control the ownership of an application from a student developer, unless written consent is received from the respective student development team.

The relationship between student developers and the University is met to provide legitimate apps to the campus community without adding cost to the University's information technology landscape, and maintaining student developer application rights in assisting with enhancing the University's mission.

### **Further Steps**

Submit your proposal to the Google Form at [stc.berkeley.edu](https://stc.berkeley.edu). The STC will work to arrange a meeting with your development team for a preliminary assessment of your proposal. Student development teams should be prepared to explain and draw specific attention to the highlights of the prepared proposal for the University, and identified user groups, and provide a unique impression to the proposal document. Please contact the STC if there are any questions.

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