



ASHE WEBSITE GUIDELINE PROCEDURES

ASHE National recommends that Regions and Sections develop and maintain a website as a convenience to members and to advance the goals of the organization. National Conference Guidelines require websites to be developed for each National Conference. These Websites provide a centralized location for ASHE subsidiaries to effectively communicate and to promote ASHE.

To support these Guidelines, National provides complimentary hosting services to its subsidiaries. Region, Section, and Conference domain names are made available as sub-domains to National's domain of ashe.pro (i.e., www.georgia.ashe.pro).

Sub-domain names, hosting login credentials, and assistance accessing the server to host your website can be obtained by contacting the current ASHE National Technology Chair (See <https://ashe.pro/organization/committees/>).

The hosting services provide the following features and limitations for each Sub-domain*:

- Dedicated Control Panel
 - Includes the option to install and manage the WordPress application
- 10 GB Storage
- 50 GB Monthly Bandwidth Transfer
- 5 FTP Accounts
- 20 Email Addresses
- 5 Databases
- 5 Parked Domains
- Email sent from the Site are limited to 100/emails/hour

*Subject to change on an annual basis - see current Hosting Contract

The limits of these features can be modified on a case-by case basis within reason by contracting directly with the web host: J.M. Server Solutions (Jacob Morisi, jmorisi@jmserversolutions.com).

When a new Section is chartered, the National Website Committee shall establish the Section's website domain name in cooperation with the new Section. Upon completion of the new Section's website, the National Technology Committee will review the Section website in a timely manner. When accepted, a link will be provided to the new section's website from the National Website.

The National Technology Committee will initially and periodically review the Region, Section, and Conference Websites for adherence to the guidelines in this document. If the subsidiary's website is found to be out of compliance, the applicable administration will be notified and requested to comply with the Guidelines as soon as possible. If the violating website is not brought into compliance in a timely manner, the link to the offending website may be removed from the National Website.

Region, Section, and National Conference Websites shall meet the following guidelines:

- Support the mission and values of ASHE.
- Content, graphic, advertisements, and links shall be appropriate in nature and be consistent with the mission and values of ASHE.
- Be designed in accordance with the ASHE Branding Guidelines. (D41-BRANDING-GUIDELINES)
- Include the ASHE Mission Statement.
- Provide a link to the ASHE National Website (www.ashe.pro)
- Provide current contact information or a method to contact appropriate administrators.
- Provide easily accessible membership information.

Additional Guidance for Section, Region, and National Conference Websites

ASHE National encourages Sections, Regions, and National Conferences to be creative in developing their website according to common practices. ASHE Subsidiaries may use an outside developer if procured separately. A simple WordPress template has been developed and can be provided upon request. Regardless of development methods employed, the following good practices should be followed:

- Navigation should be easy for a user unfamiliar with ASHE to find information about the Section and the National organization.
- The site should provide expected information including details of upcoming events, scholarships, and leadership roles as applicable.
- The web pages should be designed to quickly load.
- The site should be developed with responsive design features (i.e., easy to read on devices of all sizes.)
- To provide access for a broad user base, the website should be developed with accessibility in mind. Refer to guidelines contained in W3C Web Content Accessibility Guidelines (<https://www.w3.org/WAI/standards-guidelines/wcag/>).
- In the likelihood that the site will need to be maintained by someone other than the original developer, any HTML and CSS coding that is implemented should be clean and easy to follow. Semantic HTML design is recommended so the intent of the code is clear.

Guidelines for Website Links and Advertisements

ashe.pro and its Sub-Domains may elect to provide opportunities for consultants, contractors, and suppliers to advertise on their sites. Such advertisements shall be appropriate in nature and be consistent with the mission and values of ASHE.

Advertisements on the National website (ashe.pro) are currently provided by the third-party vendor, Multiview. Procedures and requirements for advertisements on ASHE Sub-Domains are established by their administrations.

Guidelines for Use of Imagery

Adding visuals to your website improves the overall member experience. It is the responsibility of each Section/Sub-Domain to ensure that appropriate permission has been obtained to use any image on the

site to avoid potential violation of copyright.

It is equally important that individuals shown online have agreed to their online use. Additionally, images containing children are discouraged.

Additional Guidance for National Conference Websites

National Conference Websites shall meet the requirements of D37-WEBSITE-GUIDELINE-PROCEDURES.

In addition, the following are recommended:

- Each aspect of the conference, such as guest tours, technical program, technical tours, golf, entertainment, sponsorship, etc., should have a self-contained page, or section, easily found by navigation.
- The overall conference agenda should be easily found by navigation in a page/section separate from registration page(s). A printable (PDF) Agenda should be provided.
- Provide information about what guests can expect to experience for all events including Guest tours, technical tours, and entertainment events. Printable event information should be provided.
- For outside events, such as guest and technical tours, links to the venue websites should be provided. Links to outside venues should open in a new window or tab.
- To take full advantage of the capabilities of the internet, links should be provided liberally to items such as technical session presenters, including but not limited to LinkedIn.
- Sponsor logos should be sized in proportion to the amount or value of the sponsorships. Sponsor logos or names should link to each sponsor's website
- The link to third-party registration should open in a new window and/or provide a return link to the conference website.
- Provide an intuitive registration process that easily allows attendees to edit their selections.