

## WEBSITE GUIDELINE PROCEDURES

As a section driven organization, ASHE National strongly encourages Regions and Sections to have and maintain their own website as a convenience to members and to advance the goals of the organization. Region and Section Websites provide a centralized location for members to effectively communicate and promote ASHE.

To aid Regions and Sections to develop and maintain a website, National provides complimentary hosting services as sub-domains under the ashe.pro domain.

The ASHE National hosting service currently provides the following specifications for each sub-domain:

- Dedicated Control Panel (cpanel)
- WordPress option
- 5GB Storage
- 20GB Monthly Bandwidth Transfer
- 5 FTP Accounts
- 20 Email Addresses
- 5 Databases
- 5 Parked Domains

Additional storage and or other services above these limitations may be provided on a case-by-case basis by contracting directly through the host. Any additional costs that may be incurred for these upgraded services is the responsibility of the section or region requesting them. Additional storage can be obtained by contacting Jacob Morisi, President, JM Server Solutions at [jmorisi@jmserversolutions.com](mailto:jmorisi@jmserversolutions.com).

Sub-domain names, hosting login credentials, and assistance accessing the server to host your website can be requested through the current ASHE National Technology Chair. (See [www.ashe.pro/organization/committees/](http://www.ashe.pro/organization/committees/) for the current committee chair.)

Sections and Regions currently also have the option to purchase a website domain and hosting services through a third-party. However, this option is discouraged. Hosting through the National site is free, allows uniform website naming convention, and provides greater access to ASHE support services.

### **Website Guidelines:**

While some uniformity in Section/Region operations is essential, membership and custom difference between Sections/Regions are recognized. ASHE National encourages new Sections to be creative in developing their website. The Section is free to develop their website according to common practices. However, certain minimum criteria must be met.

Region or Section Websites shall meet the following guidelines:

1. Support the mission and values of ASHE.
2. Content, graphic, advertisements, and links shall be appropriate in nature and be consistent with the mission and values of ASHE. Please refer to the current Branding Guidelines (<http://ashe.pro/documents/D41-BRANDING-GUIDELINES.pdf>) and/or reach out the current Public Relations Chair. (See [www.ashe.pro/organization/committees/](http://www.ashe.pro/organization/committees/) for the current committee chair.)
3. Include the ASHE Mission Statement.
4. Include new membership information including instructions, a membership form, and contact name/email address.
5. Provide a link to the ASHE National Website ([www.ashe.pro](http://www.ashe.pro))

The National Website Committee will periodically review the Section and Region Websites for adherence to the guidelines. If the Section or Region Website is deemed inappropriate, the Section or Region will be notified and requested to comply with the Guidelines, as soon as possible. If the Section or Region does not comply in a timely manner, the Section Website link will be removed from the National Website. New Region websites shall follow these same guidelines.

Examples of other Sections' /Regions' websites are found through the “Regions and Sections” webpage: <http://ashe.pro/organization/regions-sections/>.

A simple ASHE WordPress template has been developed and can be provided upon request to the current Technology Committee Chair. WordPress is a content management system (CMS) website builder available for use and installation directly from the cpanel on all National-hosted sub-domains and through most third-party host sites. This is an option that sections and regions may choose to use to develop their websites.

#### **Procedure for Regions/Sections to provide a link on ASHE National’s Website:**

When a new Section is chartered, the National Website Committee shall establish the Section’s website domain name in cooperation with the new Section. National will provide hosting login credentials to the person(s) responsible for developing the new Section website if hosting is through ASHE National.

1. Upon completion of the new Section website, the National Website Committee will review the Section website in a timely manner.
2. The National Website Committee Chair will compile the Committee’s comments and forward them to the Region or Section representative via reply email.
3. Following compliance with the Committee’s comments, the National Website Committee Chair will insert the link into the appropriate location on the “Regions and Sections” webpage (<http://ashe.pro/organization/regions-sections/>) and notify the Section representative.