



## AMERICAN SOCIETY OF HIGHWAY ENGINEERS WEBSITE GUIDELINES

ASHE National recommends that Regions and Sections develop and maintain a website as a convenience to members and to advance the goals of the ASHE organization. The 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.

### **Section Subdomain**

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 Nationals domain of ashe.pro (ex: [www.georgia.ashe.pro](http://www.georgia.ashe.pro)).

While it is not a requirement for Sections to store their website files on this domain, sections shall use their assigned subdomain on any publications (including web pages) where the website domain is visible within the text of such publication. Sections using their own hosting site or using a third-party platform outside of the ashe.pro domain shall use a redirect feature to accomplish this.

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

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

- Dedicated Control Panel-includes 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 per 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 by contracting directly with the web host: JM Server Solutions: [jmorisi@jmserversolutions.com](mailto:jmorisi@jmserversolutions.com)

When a new Section is chartered, or when an emerging Section has been recognized and requests a domain name, the National Website Committee shall establish the Sections website domain name in cooperation with the new or emerging Section. Upon completion of the new Sections website the National Technology Committee will review the Section website in a timely manner. When accepted, a link will be provided to the new Sections 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 subsidiaries website is found

not to be compliant, the applicable administration will be notified and requested to comply with these 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, graphics, advertisements, and links shall be appropriate in nature and be consistent with the mission and values of ASHE.
- Design should be in accordance with the ASHE Branding Guidelines (*branding guidelines are available in documents as D41-Branding Guidelines at [ashe.pro](http://ashe.pro)*).
- Include the ASHE Mission Statement
- Provide a link to the ASHE National website ([www.ashe.pro](http://www.ashe.pro))
- Provide current contact information or a method to contact appropriate administrators.
- Provide easily accessible membership information.

**Region, Section and National Conference Websites additional guidance:**

ASHE National encourages Regions, Sections and National Conferences to be creative in developing their website according to common practices. ASHE subsidiaries may use an outside developer if procured separately. The following good practices should be followed:

- Navigation should be easy for a user unfamiliar with ASHE to find information about Section and the National organization.
- The site should provide the 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 and should be easy to read on all devices.
- To provide access to 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 should be appropriate in nature and be consistent with the mission and values of ASHE.

Advertisements on the National website ([ashe.pro](http://ashe.pro)) are currently provided by the third-party vendor, Multiview. Procedures and requirements on ASHE sub-domains are established by their administrators.

**Guidelines for the use of imagery:**

Adding visuals to your website improves the overall member experience. It is the responsibility of each Section/SubDomain 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 programs, 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 Linked In.
- Sponsor logos should be sized in proportion to the amount or value of the sponsorships. Sponsor logos or names should be linked 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.