

Content Management Policy for NCA Electronic Publications

Effective date: 11-6-09

Purpose of Policy

The Newfoundland Club of America, Inc. herein establishes this policy for Board, Committees, and members seeking authoring access to the Club's electronic publications.

The purpose of this policy is to establish guidelines, procedures and restrictions with respect to content and updates to Newfoundland Club of America's official electronic publications.

The production of NCA electronic publications are ultimately the responsibility of the Technical Resources Committee and the Electronic Publications Policy Committee.

The Web Developer shall generate web space for each NCA committee and office.

This policy contains specific terms you may find unfamiliar. Please refer to the Definitions at the end of this document to clarify the meaning of these terms.

Style Guidelines

The purpose of style guidelines is to establish common characteristics across the NCA's electronic publications. They are also necessary to maintain a professional and identifiable Internet presence. The Web Developer is responsible for implementing the guidelines. The NCA Style Guide is available online at:

<http://www.ncanewfs.org/committees/pages/techresources.html>

Committee Chairs are granted flexibility in their presentation, but are expected to follow the approved style guidelines at every opportunity.

Accessibility. The Americans with Disabilities Act makes many recommendations to assure that pages are accessible to users with visual impairments. The Web Developer will assist committees by adding the necessary ALT tags for links and images.

Exceptions. The occasional need for some committees to be able to establish their own rules for style is recognized and therefore exceptions in style guidelines may be made with the approval of The Electronic Publications Policy Committee (EPPC). The NCA Web Developer acts in an advisory role to the chair of the EPPC.

Procedure for Official Electronic Publication Updates

Content assignment is the responsibility of the Web Developer, subject to approval by the Board. A listing of page/section assignments can be found at:

<http://www.ncanewfs.org/committees/pages/techresources.html>.

All electronic content is subject to continuing review by the Technical Resources Committee and the committee(s) assigned with content control over specific pages. The NCA Web Developer will notify involved parties of any problems. All parties should cooperate to resolve outstanding issues.

Those groups submitting content are responsible for performing due diligence in assuring that the NCA has a clear right to use the information, that all authors have given written reprint permission and that all photographers have provided written permission to use their work online. Articles containing reprints from websites without adequate citation or "author unknown" material will not be posted. Information containing links to sites outside of NCA domains will include an offsite link icon. All images posted to the NCA site are watermarked and identified using DigiMark™ Technology with the I.D. 458996. All content posted from *Newf Tide* will include a reprint tagline including the volume, number, year of publication and page number and will credit the original authors.

The NCA Board has approved the posting of any previously published official publication of the Club (*Newf Tide*, educational brochures, flyers, Illustrated Guide, etc.).

All contributing groups should review their online content regularly for quality, accuracy and timeliness. Valid link checking is also the responsibility of the contributing group.

The Web Developer will work with committees and the Board to establish temporary draft pages that are posted in a password protected section to allow for entire committees/board to review and approve pages before they are made public. Committee Chairs should contact the Web Developer to coordinate this process.

Editing Content

I. Removal of Content:

A. A document may be removed from a website for many different reasons, including:

- The information or publication no longer reflects the Club's current policy or has been superseded
- The retention requirements of the publication have been met
- The publication is perceived as no longer having value

B. When considering removing a document from a website bear in mind that:

- Older documents may be valuable to others for continuing reference, research or may be of historical interest even though they may no longer be needed for club business
- Official copies of documents that have not met their retention requirements should be stored in an electronic records management system or in a preservation format such as paper or microfilm
- Links to documents may exist in other documents as well as in catalogues and indexes
- Broken links to documents on a site reduce the site's credibility

If content is removed from the NCA Websites, every effort should be made to replace the content with more current information at the same URL or to provide a redirect page to more current information.

II. Board changes to website Content:

Content approved by the NCA Board of Directors should be forwarded to the Web Developer for posting. All Board posting should be pushed within 7 days of receipt unless other arrangements have been made. The Board may make changes to all section of the website, but have primary content control over the homepage of each site.

III. Committee Changes to Website Content:

Content approved by a Committee that is contained on pages where the committee has content control should be forwarded to the Web Developer in a format that conforms to the Style Guidelines. All Committee approved content should be pushed within 7 days of receipt unless other arrangements have been made.

IV. Requested changes to overlapping content.

A committee wishing to change content on pages not assigned to it, should first contact the committee responsible for those pages.

If a consensus cannot be reached the content will be sent to the EPPC for review. The EPPC will make a recommendation to the committees involved and mediate a solution. If a solution cannot be mediated, the matter will be referred to the NCA Board for a final determination.

Definitions

Content Management. Content Management is a process that gives the NCA control of its many electronic publications, and thus produces a unified message displaying accurate information with a consistent appearance.

NCA Electronic Publications

Official Newf Club of America electronic publications include:

I. Websites which fall under the domains of:

www.newfdogclub.org

www.ncanewfs.org

www.ncadogs.org

www.ncacharities.org

www.ncarescue.org

www.newfpuppy.com and www.newfoundlandpuppy.org (mirror sites)

www.newfbooks.org

www.ncanationalspecialty.org

www.ncadatabase.org

II. Electronic newsletters:

e-Notes

Lifestages

III. NCA pages on social networking sites:

Facebook™

MySpace™

Squidoo™

MissionFish™

Guidestar

NCA Web Developer. The NCA Web Developer is a member of the Technical Resources Committee, tasked with design and maintenance of the NCA websites. He or she is also a member of the EPPC. The Web Developer's responsibilities include resolving user interface issues, recommendation of technologies, and establishing rules and guidelines for the NCA websites. He or she also serves as a resource for any committee wishing to submit/edit its content to the websites.