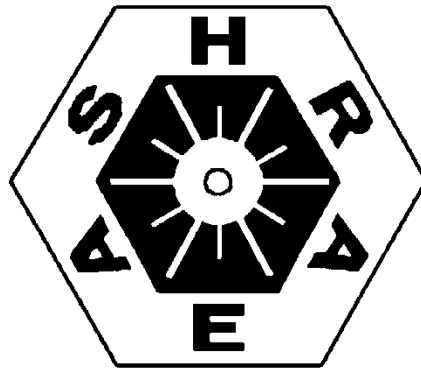


**ASHRAE REGION I  
2009 CHAPTERS REGIONAL CONFERENCE**



**COMMUNICATIONS WORKSHOP  
CHAPTER WEBSITES**

**AUGUST 27-29, 2009  
ALBANY, NEW YORK**

## ***CHAPTER WEBSITES – A Dynamic Information Exchange Medium***

Chapter websites can be an important element of a successful chapter. Chapter members have ready access to who's who and what's happening in their chapter. If they are kept current on chapter events, they are much more likely to attend regular chapter meetings, participate in chapter committee activities, as well as consider serving in an elected member position. Chapters need active members, and a good chapter website will help promote member participation.

### **Websitation of Excellence**

What constitutes a good chapter website? The 19 items in the "Websitation of Excellence Award Criteria" for ASHRAE Region I websites, define a good chapter website. A one-page criteria score-sheet is attached. The Websitation of Excellence Award was initiated to promote better websites in Region I. There are undoubtedly more than the 19 criteria items to include in a website, but these are the basic essentials to include in chapter websites.

The Region I Judge for the Websitation of Excellence Award will review the Region I websites in October and December 2009, and February and April 2010, as time allows, determining points for the Websitation of Excellence Award. Websites that are not current will not be considered, i.e. sites that have not been updated with the current Society year information for your chapter.

### **Rules and Regulations**

There are other things to consider in developing websites besides the content defined by the 19 Websitation of Excellence Award criteria items. Appendix OO of the latest Manual for Chapter Operations has a copy of the document *ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups*, which contains helpful information and other considerations. A copy of this document is attached for your convenience.

### **Society Hosting of Chapter Websites**

Society offers free hosting of Chapter websites. Each Chapter is limited to 40 MB of hard drive space and must use the Society template, which posts advertising on the pages. Otherwise you are free to be as creative as desired (within the limitations outlined in appendix OO of the MCO). The Request Form for Society Hosting is attached. Also attached, is the documentation that you will receive from Society governing format and uploading procedures, and a copy of the Society provided Chapter template that you will use.

### **Building your first Website**

Chapters desiring to create first time websites can still download the original ASHRAE developed Web Template to allow Chapters to easily develop their own web pages. The self-extracting file is available from the ASHRAE Region I web site. Go to [www.ashraeregion1.org](http://www.ashraeregion1.org), and click on the Operations Button. From the Operations page, click on the link to the Webmaster page (this is also the page where you will find the Policy for ASHRAE Web Sites, and all the documents listed above, including this one), next right click on Chapter Web Template and save it in a convenient location on your hard drive or floppy drive.

Double click the file (chaptemp.zip). What you will end up with are seven web pages, ready for you to edit with your Chapter specific information. The index.htm page is the beginning page. Note: Some ISP's recognize default.htm as the beginning page, so check with your provider. In addition to the index page, the templates include awards, history, meeting, members, newsletter, and program pages.

## HTML Coding

HTML is an abbreviation for Hyper Text Markup Language, a way to code plain text so that an Internet Browser can read it. Writing HTML is not difficult and there are a number of programs (HTML Editors) available to help you convert your document into HTML. Many of the packages that are available to help you convert your text to a web-ready product, function just like a word processor. They allow you to type in your text, answer some simple questions about what you want to happen and automatically assign the correct codes. Even the newer versions of Microsoft Word, allow you to open and easily edit HTML files. If you use the Chapter Web Template, you will need to customize each of the htm files to suit your particular Chapter. If you are familiar with HTML code you can use a program like Word Pad to edit your pages. HTML coding can be fun, and is easy to learn. The resources section lists links to free HTML editors, free FTP programs, and information and tutorials on HTML coding. There are also many software products for sale, such as Microsoft Front Page, that can create eye catching web pages.

## Pictures and Graphics

You can put pictures and graphics in your web pages too. Any graphic that you see on a web site can be saved to your hard disk. Place your mouse pointer on the image and click the right button. Click "save image as" and save the image to your hard drive for later insertion into your HTML file. **Remember copyright may apply to graphics and images. Do not use copyrighted materials without permission from the owner.** The Resources section contains links to several sources of free graphics, icons, and buttons.

## Resources

- Web counters, Webmaster newsletter  
<http://www.bravenet.com/>
- HTML in general  
<http://www.w3.org/MarkUp>(click on tutorials)  
<http://webach.com/barebones/> (click on bare bones guide to HTML)
- HTML special characters  
[http://www.w3.org/MarkUp/html-spec/html-spec\\_13.html](http://www.w3.org/MarkUp/html-spec/html-spec_13.html)
- Scripting Resources  
<http://www.LearnASP.com>  
<http://www.php.net/>
- Free HTML Editors & FTP Programs  
[http://www.thefreesite.com/Free\\_Software/](http://www.thefreesite.com/Free_Software/)

- Free Clipart  
<http://www.321Clipart.com>  
<http://www.iconbazaar.com/>  
<http://www.bravenet.com/>

### **Security for e-mail addresses**

All of us suffer from receiving Spam (unwanted, unsolicited e-mail). There are a couple easy steps that the beginning Webmaster can take to prevent web crawlers from picking up e-mail addresses from your site. The first is to substitute a graphic of the @ symbol into the address. This is the method employed on the Region I website and on the Twin Tiers Chapter website. Another method that works equally well is to append all e-mail addresses with a string of characters unique to your chapter, and post a notice to remind users to remove the appendage. For example, lets say that you are the Rhode Island Chapter and your e-mail address is [johnsmith@bigmechanical.com](mailto:johnsmith@bigmechanical.com). You might pick the letters r i c to add to your address. John Smith's address would then appear as [ricjohnsmith@bigmechanical.com](mailto:ricjohnsmith@bigmechanical.com).

## Websitation of Excellence Award Criteria For ASHRAE Region 1 Web sites

The Chapter's home-page should have the following as a minimum, and will be awarded points for each as follows:		Points	Oct.	Dec.	Feb.	Apr.
1	Proper Title, i.e.: ASHRAE® Boston Chapter	100				
2	Geographical location (City and State)	100				
3	Disclaimer Statement with link to ASHRAE.org	100				
4	Webmaster name, e-mail address, and date of latest revision	100				
If all four items above are found on the home page and are operational, the home page is eligible for the following extra points:						
5	Description of region served (geographical boundaries)	100				
6	Link to, or Greeting from chapter president (a general “welcome” and statement)	100				
7	Link to chapter officers and committee chairs contact information (who's who)	100				
8	Link to chapter monthly meeting info (when, what, where)	100				
Bonus Points for items found anywhere on the site:						
9	Current chapter newsletter	50				
10	Past newsletters (at least all from the current year)	50				
11	Upcoming events and future meetings	50				
12	Link to Region I website	50				
13	Chapter history and/or general info pages (statistics)	100				
14	Other functional Chapter committee pages Membership, RP, SA, Programs, TEGA	25 ea				
15	Link to sign up for e-mailed newsletter	50				
16	Link to sign up for attendance at monthly meeting	50				
17	Link to sign for ASHRAE membership	50				
18	Most recent BOG/Meeting minutes	50				
19	Past BOG/Meeting minutes (at least all from the current year)	50				
<b>Monthly Totals</b>			0	0	0	0