

4.5 WEBMASTER

The Webmaster and Associate Webmaster shall be appointed for one year by the incoming President at the Advisory Council's transition meeting and may serve an unlimited number of consecutive terms. With the amount of skill and time needed to adequately manage the MLGSCA Internet site it is strongly recommended that the Webmaster not hold any other committee chair positions. The Webmaster serves on the Advisory Council and is expected to attend all Advisory Council and Business Meetings as with other Council members.

Scope of Webmaster:

The MLGSCA Web site is a primary vehicle for interaction, participation, and information among MLGSCA members, committees, students, advertisers, vendors, and prospective members. This will demand an ever-changing Web site. Therefore, all committees (particularly EIRC, Newsletter and Public Relations) with Web projects should communicate and collaborate with the Webmaster regularly. The Webmaster will require that all content submitted to the Web site be in electronic format. Changes in design will come from a majority vote of the Advisory Council. To accomplish the prior goals the Webmaster should possess an adequate array of Web development skills.

Webmaster Skills:

1. Coding of HTML
2. Debug HTML code
3. FTP
4. Electronic file organization and naming
5. Javascript
6. CGI
7. Streaming media
8. Web page layout
9. Server side database interaction (strongly recommended)

Duties:

- A. Accountability:
 1. Reports activities during Advisory Council meetings
 2. Compilation of Web stats
 3. Annual goals in line with MLA stated goals
 4. Submission of a budget
 5. Reports on special projects
 6. Report of recent updates
 7. Ensure assignments of content updates for Web pages.

B. Additions:

1. New areas of Web site
2. Electronic surveys
3. Online forms
4. New content from Advisory Council members.

C. Maintenance:

1. Link verification
2. Server side database admin [future consideration]
3. Server filing structure
4. Archive of entire site
5. Clean poorly coded pages

D. Updates:

1. Old content
2. Latest reports
3. Meetings and programs
4. Change of officers
5. Committees' charges page
6. Changes to email addresses
7. Changes by committee chairs

E. Management:

1. Archive of outdated materials
2. Currency
3. Consistency
4. Page layout for new areas

F. Functionality:

1. Server/client interaction
2. Interactive pages

Note:

The Webmaster is always encouraged to elicit help from those in MLGSCA who can code Web pages.

Budget:

At the beginning of each administrative year, an estimate of expenses should be submitted during the budget call, along with the goals and objectives to the Advisory Council. Funds may be needed for new or updated Web technologies or software as well as for outsourcing of design or graphics. Currently, the only budgetary item to be included each year is hosting the Web site on the MLA server at \$360.00.