

# **Yankee Clipper Council**

## **Standards for Web Site Publishing and Maintenance**

### **Site Ownership**

The Yankee Clipper Web Site is provided as a medium through which the Council and Districts may publish information via the Internet.

The site shell (home pages, menu system, and navigation resources) will be maintained by the Council Webmaster and Web Committee.

This set of standards is to help guide the appropriate council personnel as the types of materials and content intended to be published and to set guidelines so that all material may be located via a logical system of navigation.

The Yankee Clipper Council Web Site located at [www.YCCBSA.org](http://www.YCCBSA.org) is owned and maintained by the Yankee Clipper Council, Inc. It is the only official web site authorized by the Yankee Clipper Council.

The Yankee Clipper Councils also owns a second domain name - [YankeeClipperCouncil.org](http://YankeeClipperCouncil.org) – which point automatically to [YCCBSA.org](http://YCCBSA.org)

### **Server and Host Access**

The Council Webmaster maintains sole access privileges (FTP/Telnet/Publish) to alter files on the Web server or Web Host.

### **Content**

Content published via to the Council Web Site must conform to the standards as set by the National Boy Scouts. Content standards pertain to the text, graphic, and multimedia content of Web site interfaces.

Content written and published to the Council Web Site is the property of the Yankee Clipper Council, Inc. The Yankee Clipper Council retains all Copyrights for content written and published the Council Web Site.

The Council Web Site may contain material reprinted or copied from the National Boy Scouts of America. Such material may be used in accordance with the National Boy Scouts of America guideline.

The Council Web Site may contain links to National Boy Scout of America web sites or other independent web sites. Linked sites remain the sole property of the owners of those sites. The Council in linking to other sites does not endorse those sites, but simply provides the links for user reference.

All content additions must be submitted through an approval process before publication.

### **Editorial Standards**

The editorial standards that apply to printed publications also apply to the text content of Web publications.

In practice, most of the copy that is placed on the Council Web site has been and will be drawn directly from printed Council publications.

When material is being published directly to the Internet, its text content should be reviewed prior to publication via the Internet.

Because of the uniqueness of the medium, there are a few guidelines in addition to those for printed material:

1. The web page URLs should be included on all printed material.  
**www.YCCBSA.org** or **YCCBSA.org**
2. Meta discourse, especially the dread "click here," should be avoided. Rather than displaying "click" here to view the glossary", the word "glossary" will suffice - if a text serves as a link, the browser will display it in a different color (often underlined as well), thus any blatant declaration would be redundant.
3. Fractions are not presently supported within the users' capabilities. If possible, convert fractions to decimal values. If this is not desirable, include a space between and whole and fractional amounts (e.g. 1 1/2 inches rather than 1 1/2 inches)

## **Graphic Standards**

Graphics appearing in Web pages are primarily subject to standards detailed in the context of two other categories: design standards (pertaining to their appearance) and technical standards (pertaining to physical size and download speed). In addition to the criteria provided in the context of those sections,

As the Web is a visual medium, color photography and illustrations are preferred to two-color (black-and-white) versions.

Because legibility at low resolutions is difficult to achieve, most informational charts and graphs are not suitable for publication on the Web, and may require considerable rework (complete rebuild) to be legible.

## **Structure and Design**

Standards for site structure and interface design are provided to ensure new content fits neatly into the existing site. These standards are largely dependent on the overall site strategy and design conventions, which may change when the site as a whole is redesigned. The following standards suit the Web site's present design.

### **Site Structure**

The Council Web site currently consists of seven separate sections:

1. Information about the Yankee Clipper Council including:
  - a. Council Service Center Locations

- b. Link to BSA information on Scouting
  - c. Council Calendar
  - d. Eagle Scout Association
  - e. OA Lodge
  - f. Supporting the Council Financially
2. Council News - Reprint of Clipboard Articles about the Council
3. Information on how to join Scouting
4. Information on Council programs including
  - a. Council Activities
  - b. Council Training
  - c. Council Fund Raising
5. Information on each of the 5 districts with space allocated for district web pages
6. Information on Council Camps and Camping programs
7. Resources including
  - a. Forms from the Program Launch Disk  
Forms downloadable from the National BSA site
  - b. Links to the official National BSA web sites.
  - c. List of links to other web sites.

The Council Webmaster maintains high-level elements such as the site's design and navigation structure. The content of the site may be created and maintained by various council approved web volunteers and personnel.

It is the responsibility of each district to design and write the content to be included in their District Pages sections.

### **Design Standards**

Each page of the Council Web Site contains four elements.

1. Page Header
2. Page Footer
3. Page Body containing the left hand navigational bar
4. Content block

This structure is achieved by the use of Frontpage server side includes for the inclusion of the header and footer. District pages can have differing designs.

The template page is 760 pixels wide, suitable for viewing on a 17 inch screen set at 800 x 600 resolution.

White or neutral-colored page backgrounds are preferred but not required.

In terms of both design and technology, Web pages should be suited for display given the following minimum parameters:

- a. Terminals running Macintosh or Windows operating systems
- b. Monitor resolution of 640x480 pixels (remember the sidebar, though)
- c. Monitor depth of 256 colors (decorative elements may be grainy, but the informational content should be legible at this depth)
- d. Web browsers at level 3.0 and higher (Netscape Navigator 3.0 and Internet Explorer 4.0) compatibility

In order to avoid excessive download speed, the total file size of an interface (all text and graphics) should not exceed 60 kilobytes. Some items may be presented as a single page, but most will need to be divided into a suite of pages. As a note, this is not inflexible—in some cases, it may be necessary to exceed that limit (if the information can only be presented graphically, or if a large unit of data would not make sense if presented as smaller pieces).

The use of Adobe Acrobat™ “pdf” files has become but requires additional software on the user’s computer. A link to Adobe Reader is required by Adobe whenever links to “pdf” files are included. Acrobat files can become quite large. You are encouraged to build simple web pages rather than Acrobat files when possible.

### **Naming Conventions**

1. The home or splash page is “index.html”
2. All HTML files should end in the “.html” extension.
3. File names should contain lower case letters and numbers only.
4. File names should not contain and punctuation or spaces.
5. File names are to be simple, but as descriptive as possible.
6. File names for District pages should begin with the a two letter abbreviation of that district
  - a. Aquila = aq
  - b. Greater Lowell = gl
  - c. Lone Tree = lt
  - d. North Essex = ne
  - e. North Shore = ns

### **District Pages**

Space is provided for each district to publish information specific to that district such as District Events, Meetings, Roundtables and Trainings.

The directory structure and design of the District pages is flexible. The only requirement is to include a Council Web Site Footer that includes the Name, address and Telephone number of the council, and a Copyright statement and year. A template has been created for each district for districts wishing to add

content pages that conform to the Council Design.

Publishing guidelines for District pages remains the same as for Council pages including the authorization and review process. All pages must be reviewed and published by the Council Webmaster.

### **Disabilities Awareness**

The Council Web site should be accessible to the widest group possible and considerations should be given to accessibility by the disabled.

Pages on the should employ language-standard conventions (using alternate text to images, avoiding server-side image mapping to make materials as accessible and intelligible as possible to disabled users.