



National Society Black Engineers

NSBE Web Guidelines

Description

These guidelines represent the minimum standards that a chapter/regional, page must meet before it can be considered as a 'NSBE' web page. All chapters wishing to be link to their respective regional site must meet the following criteria. Chapter sites that do not meet these requirements will be notify to fix the problem, and will not be linked to their regional site until all criteria has been met.

The Regional Secretary and Telecom Chair will be responsible to enforce these guidelines. Sites that do not meet these guidelines must be unlinked to the regional site, upon discovery.

The Regional Telecom Chair is responsible to ensure that the Regional site meet all of the requirements listed in these guidelines. Failure to do so will result in being disconnected from the national site.

Purpose

The purpose of these guidelines is to ensure uniformity in ALL WEB PAGES across the organization and, to as establish an information structure within ALL NSBE web pages. These guidelines are NOT design to police site layout, and functionality. There were created with the belief that ALL NSBE information should be accessible from ANY web page that represents NSBE.

The following guidelines must be met, before a Webpage can be linked to a regional NSBE site, or the National Site (for regional pages).

Guidelines

Contents

All NSBE Websites must have the following (minimum) information:

- Name organization & Chapter name should be clearly marked.
- Must contain, or provide a link to the NSBE's mission, Long Range Plan (LRP), torch description, and the National Directives.
- Site must provide contact information for ALL Executive Officers (name, e-mail, NO PERSONAL INFORMATION, like telephone).

- Links to the regional, and national site, must be accessible from ALL pages within the site.
- Site must contain the official NSBE logo, and must not be modified. Chapter logos can be added in addition to the official logo. Any chapter that modifies the official logo must clearly place the chapter name, within that design.
- Site must not contain any religious or political material, unless supported by the entire organization. An official letter from the National Chair Person can verify materials that are supported by the organization as a whole.

In other words, **if the National Chair does not issue an official letter stating NSBE's stance on the matter, then it is NOT supported by the organization.**

Regional Pages

In addition to the above, all regional pages must have the following:

- All regional pages must have web counters.
- Regional pages must provide online training material, such as forms, meeting information, How-To documents, document archive, etc.
- Must provide links to other regional and national page.
- Must provide a list of all chapters within the region, even if page link has been deactivated.
- Should contain bios of all Executive Officers.
- Must contain regional bylaws.
- Regional archives should be made available to other regions.

Images:

- All images must be clean and have professional taste.
- The official NSBE logo must not be modified.
- Any modified version of the logo must have the chapter name as part of the design.

Links:

- The Regional and National site must be accessible from **ALL** pages within the site.
- Links to outside pages (non-NSBE related sites) must be clearly mark, and must not be mistaken for a NSBE link. In other words, a user should know when the document they are reading is NOT related to your site.

Layout:

The Telecom Chairs (or the web designer) are encouraged to be creative and showcase their talents. However, pages should maintain a professional presence and should reflect the mission and goal of NSBE.

Search Engines (Submission):

All Search Engine submissions must contain the chapter name as part of the page title. Site information should be submitted in the following format:

Page Title -

National Society of Black Engineers: Chapter_Name (region name, for regional pages).

Description-

Welcome to the National Society of Black Engineers:Chapter_Name (region name, for regional pages)

Only the National Site is allowed to submit the title as 'The National Society of Black Engineers'.

This is to prevent users (from search engines) to mistake a chapter site as the official NSBE site.

Chapter web pages **should not be linked** to their respective regional site, until all these requirements have been met. The Regional Telecom Chair will be held accountable for any unqualified, linked, pages discovered within that region. The National Communications Chair will conduct random reviews of the National, and Regional sites.

Submitted by:

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