

Change #1: Web Resource Person

Propose to change the following in MASC Policies and Guidelines.

Renumber 17.6 to become 17.7 (GROUP SERVICE REPRESENTATIVE)

Add a 17.6 as follows:

17.6 WEB RESOURCE PERSON:

- a. (MASC Website Guidelines – Appendix D)
- b. Report monthly with a summary of changes, website statistics, concerns and issues.

Change #2: MASC Website Guidelines

Insert the following text to body of the MASC Policies and Guidelines before section 18 and renumber remaining sections.

Purpose

The Manitoba Area Service Committee of Narcotics Anonymous (MASC) maintains a presence on the World Wide Web to fulfill Concept 8: “Our service structure depends on the integrity and effectiveness of our communications” - Twelve Concepts for NA Service.

This presence is known as the Website. The Website is used to communicate:

1. Information to the public and addicts about Narcotics Anonymous in the Manitoba Area.
2. Information to groups and members regarding what the Area Service Committee is doing.

Appointment

Due to the highly technical nature of the role, the Web RP is an appointed position by the MASC Chair. Interested parties can submit their names to the Chair for consideration.

Responsibility

The responsibilities for the Website are carried out by a Resource Person as defined by the MASC Policies and Guidelines in 17.7. This Resource Person is called the Web RP here.

Web RP's References

The Web RP will know and follow these, in order:

1. The Twelve Traditions of Narcotics Anonymous
2. The Twelve Concepts for NA Service
3. The MASC Policies and Guidelines – July 2009
4. A Guide to Local Services in Narcotics Anonymous
5. Public Relations Handbook – Chapter 10 Internet Technology
(<http://www.na.org/admin/include/spaw2/uploads/pdf/PR/prhb-Chap10.pdf>)
6. MASCNA.ORG Web Resource Person Handbook (defined in Web RP Responsibilities)

Reporting

Prepare and present a written report in person at each MASC meeting. The report should be mailed to the MASC Secretary one week prior to the MASC meeting. If unable to attend in person, ensure the Secretary or Chairperson has sufficient time so they can present it at the MASC meeting.

Contents of the report:

1. High-level summary of updates and changes made to the website.
2. Web usage report (page views, unique visitors, etc.)
3. Concerns and issues.

Record Keeping

Concise records are required in the form of a Web Resource Person Handbook (described in the Web RP Responsibilities). Remember to keep these up-to-date and on file with one of the MASC Vice-chair or Chair. If something happens to the Web RP it is important that someone can pick up maintenance of the Website with no further contact with the Web RP. This also makes it easier to take extended vacations and know that updates to the Website are occurring on a regular basis.

Authority Delegated

MASC delegates these authorities in order to maintain the Website:

1. Entering into contracts up to one year in length with Internet Service Providers (ISPs) to secure bandwidth, domain names, web space, and email accounts providing the commitment will not exceed the yearly budget for the Website. Exceptions must be brought, by motion, to the Area Service Committee for approval.
2. Create a Website budget as part of MASC's yearly budgeting process.
3. Ownership of the domain name "mascna.org" for the duration of their term's position. The trusted servant must follow up after their term ends to ensure the ownership of the domain name can be transferred to the new trusted servant.
4. The duties of the Web RP Position are of such a nature that they require latitude in the day-to-day operation of the website. This autonomy includes adding new information, removing information, and other tasks related to the general maintenance of the website. However, any actions other than those aforementioned, which affect the website and the MASC in a substantial way should be discussed and acted upon by a collective MASC conscience.
5. Access to all MASCNA.ORG email accounts for support and administration purposes.

Website Services

When selecting a web service provider, a minimum set of services is required by the Area:

1. Public HTTP:// access to web page space supporting HTML, PHP and MySQL database.
2. Adequate storage and bandwidth to support the website's projected needs for the next year.
3. FTP access to the web space to allow updates by the Web RP.
4. Email accounts with webmail access for each member of the MASC executive committee.
5. A Domain Name Registrar to maintain the registration for the mascna.org Domain.
6. Mailing list services for communications among current and interested previous voting members of the MASC.
7. Forum service for communications among current Members of the MASC.

Web RP Requirements

The Web RP position has requirements:

1. Incumbent must have Internet access.
2. Incumbent must have, and now how to use, an FTP client to update the web pages.
3. Incumbent must have ability to create CD-ROM or DVD archives.
4. Incumbent must be able to handle incoming documents in Microsoft® Word format and convert them to Adobe® Portable Document Format (PDF).
5. Knowledge of the HTML, CSS, PHP, and SQL languages plus the ability to maintain website code without using an HTML editor as needed under special circumstances.

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6. Knowledge of robots.txt and how to use it to control what search engines index about the Website.
7. Prior experience maintaining a website.
8. Good record keeping skills.
9. Clean time requirement: 1 year.

Web RP Recommended Capabilities

These items are recommended but not required. They make the service easier to maintain:

1. Image editing, conversion, and scaling, software.
2. Access to a test website where more complex changes can be tried before putting them on the Website. Ideally, this would be hosted in the same web space as the primary mascna.org website.

Web RP Responsibilities

The Web RP is responsible for these duties:

1. Update and maintain web pages on the Website.
2. Maintain consistent meeting information on naws.org, canaacna.org and mascna.org websites.
3. Remove and archive of old files from the web space.
4. Maintain administrative, technical and billing contact with a Domain Registrar for the Domain Name. If the Registrar requires a credit card or debit card for payment, the Web RP may put his/her personal card on the billing and MASC will reimburse this billing. Domain Name registrars require a real person for an administrative contact and a technical contact, using the name of the Area and a P.O. Box won't work.
5. Back up the web space quarterly. Do not rely on the host to do backups. Only the last backups are kept. Prior backups can be destroyed or re-used. This prevents piling up and becoming a burden.
6. When the Web RP's term is up, follow up with the new Web RP to transfer the Domain Name Registration. This is critical. We could lose the Domain Name. That Domain Name is on meeting lists and search engines all over.
7. Maintain the “MASCNA.ORG Web Resource Person Handbook” up to date, containing specifics such as update and maintenance procedures, code documentation, hostnames and passwords.
8. Keep personal email addresses for members of MASC service body confidential. Do not expose them except to other Area servants except as required by the Chair or by motion from the ASC. Respect everyone's anonymity and maintain confidentiality.
9. Any non-HTML documents posted to the site should be in PDF format for universal viewing. If editable versions of the documents must be posted, the formats should be .DOC or .XLS.

Website Privacy

In order to respect the privacy and anonymity of our members, the following guidelines must be strictly adhered to. The responsibility for following these guidelines applies to the Web RP and any other members who produce information with delegated authority to make updates to the website. (For example: A&E, Newslite, and MASC Secretary)

1. Full personal names may not be used. Members should be identified by first name, last initial only.
2. Personal email addresses may not be used without the member's explicit written permission.
3. Business names, locations and contact information may be used, providing a disclaimer is present on the website. (E.g. "NA is not affiliated with any of the businesses named on this website.")
4. Any photographs or graphics that could identify our members are prohibited, unless their explicit written permission has been provided in writing.

Email Accounts

MASCNA.ORG email accounts are provided to all members of the administrative body for Area business use only. Because the domain name reflects our fellowship and area as a whole, email accounts may not be used for personal use.

Email users are suggested to keep old messages (rather than delete them) for the following reasons:

1. Maximum transparency – to ensure that we are held accountable for our communications.
2. Continuity – so that successors to a service position may have access to prior communications and information.