

Boy Scouts of America Clinton Valley Council



Policy, Rules and Guidelines for Internet Publishing

CVC Policy, Rules and Guidelines for Internet Publishing

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CVC Policy, Rules and Guidelines for Internet Publishing

Policy Statement

The Clinton Valley Council's membership and the general public regard the Clinton Valley Council's Official Web Site (CVC Web Site) as an authorized publication of the council. Because the council will be held accountable for the content of its site, the site is to be wholly owned by the council and administered by a professional council employee. Council volunteers may participate in the site maintenance under the direction of authorized council employees.

Rules and Regulations

The Clinton Valley Council (CVC) is the primary means of delivering the Scouting program to the Clinton Valley area and is the main point of contact for volunteers. Much of this is in the form of publishing or advertising. All CVC publications must observe the rules and regulations of the Boy Scouts of America, as required by our charter. The Rules and Regulations of the Boy Scouts of America, No. 57-492, and the Charter and Bylaws of the Boy Scouts of America, No. 57-491, are primary resources for these policies and procedures.

Representation

The Boy Scouts of America's National Council provides guidelines by which it will acknowledge other Council's web sites titled, "Standards and Guidelines for Internet Publishing and Maintaining Local Council Web Sites". If these guidelines are met by CVC the National Council may include a web link and refer others the CVC Web Site. The CVC Web Site however is the product and possession of the Clinton Valley Council, and as such is representative only of the Clinton Valley Council.

Non-CVC program committees and organizations that charter scouting units through the Clinton Valley Council may choose to make use of the Internet in their execution of the Scouting program. They may choose to follow these guidelines and procedures or they may chose to create their own. In either event, because there are insufficient CVC resources to monitor these sites, they will not be granted CVC Approved Site status. Specifically, links to all sites that are not CVC Approved must clearly identify that the linked sites have not been endorsed or approved by CVC. In addition, any unit site wishing to have a link from a *CVC Approved Site* **must** adhere to these the following *Council Guidelines and Procedures*.

The term, *CVC Approved Site*, refers to CVC District or CVC program sites that meet these guidelines through the execution and adherence to the following *Council Guidelines and Procedures*.

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Council Guidelines and Procedures

The following CVC Guidelines were derived from the National Guidelines provided by the Boy Scouts of America and are hereby adopted as the chief guidelines governing the CVC Official Web Site.

The CVC Web Committee has adopted the associated procedures as the means by which the guidelines are implemented.

Guideline #1. The council will have direct control over the content of its official site.

Procedure 1.1 – All CVC Web Site content must be approved by an authorized Scout professional who is employed by CVC and assigned one or more domains in which they are identified as the information owner.

Procedure 1.2 – The content of CVC Approved Sites must be managed and approved through a documented procedure that assures that the owning CVC District or CVC Program has direct control over the content.

Guideline #2. The content of the council site will be appropriate to the scouting movement.

Guideline #3. The council site will not contain links to any sites that contain material that is not appropriate to the Scouting movement.

Procedure 3.1 – The Council Web Manager will perform quarterly site audits to ensure that all URL links on the council web site, that link to sites not considered CVC Approved Sites, are prefaced with an appropriate disclaimer.

Procedure 3.2 - The Web Master of a CVC Approved Site will perform quarterly site audits to ensure that all URL links on CVC Approved sites, that link to sites not considered CVC Approved Sites, will be prefaced with an appropriate disclaimer. Unit sites may not be CVC Approved Sites.

Guideline #4. The council site will not contain advertisements or commercial endorsements.

Guideline #5. The council site will not engage in the electronic sale of BSA Supply Division merchandise or competing products.

Guideline #6. The council will not replicate any BSA publication currently for sale through the Supply Division.

Guideline #7. Council sites will abide by all laws regarding copyrights, trademarks, and other intellectual property ownership designations, and by those pertaining to the Internet.

Procedure 7.1 - The source and ownership of all material posted to the CVC Web Site must be known and documented. The following chart identifies the required documentation for a given ownership condition:

Creator	Owner	Documentation
CVC	CVC	The Council's Copyright Statement: ©2003 Clinton Valley Council, Boy Scouts of America
Third Party - under terms of a contract or agreement with the council	CVC	The Council's Copyright Statement: ©2003 Clinton Valley Council, Boy Scouts of America

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Creator	Owner	Documentation
Third Party – NOT under terms of a contract or agreement with the council	Third Party or others.	Written permission to publish from the owner that specifies: <ul style="list-style-type: none"> • The owner • A description of the material (attach a copy if possible) • The purpose for which the material will be used • When or how many times it will be used • That permission to publish has been granted to Clinton Valley Council.

Procedure 7.2 - All submissions to CVC Approved web sites become the property of CVC.

Guideline #8. Council sites will consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.

Procedure 8.1 The following chart identifies the information about individuals that may be posted on an *CVC Approved Site* and the required documentation that the CVC information owner must possess before authorizing the web site posting.

Individual Type	Information that is permitted on Council's Web Site	Required Documents
Scouting Professionals	<ul style="list-style-type: none"> • First Name • Last Name • Scouting Position's or Roles • Professional Email Address • Professional Telephone Number • Picture 	
Scouting Volunteers	<ul style="list-style-type: none"> • First Name • Last Name • Scouting Position's or Roles • Personal Email Address • Picture 	Signed Talent Release
Youth Participants	<ul style="list-style-type: none"> • First Name & Last Name • Scouting Position or Rank • Pictures wherein the youth is identified 	Parental/Guardian Signed & Witnessed Talent Release
	<ul style="list-style-type: none"> • First Name & Last Initial • Unit number • Pictures wherein no youth is identified 	No Documentation is required

Procedure 8.2 Contact information for youth members (mailing address, email address or personal telephone number) will not be published on a web site or within a document posted to a web site, under any circumstances.

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Guideline #9. The publication of information on the CVC Web Site is intended to augment but not replace traditional communication channels.

Guideline #10. The CVC Web Site shall comply with the four standards known as the “fair information practices (i.e., Notification, Choice, Security and Access) if ever and whenever information is collected about site users.

Procedure 10.1 Notification - Visitors to all CVC Approved sites will be notified whenever personal information is being gathered. They will be informed by the site as to what information is being gathered, how that information will be used by the CVC organization and with what third parties the information will be shared.

Procedure 10.2 Choice - Visitors to all CVC Approved sites will be provided with the means to contact any CVC organization that is collecting their personal information to ensure that their personal information is not shared.

Procedure 10.3 Security - Visitors to all CVC Approved sites will be notified of the means by which their personal information is protected from misuse, alteration or access by unauthorized users.

Procedure 10.4 Access - Visitors to all CVC Approved sites will have reasonable access to any personal information about themselves that a CVC organization has collected through the web site and will have a means to correcting or amending the information if it is inaccurate.

Council Web Site Content Standards

The following file formats are acceptable for publication to CVC Approved sites.

Microsoft Word documents.....	==> "filename.doc"
Graphic Interchange Format documents.....	==> "filename.gif"
Hypertext Markup Language.....	==> "filename.htm"
Joint Photographic Experts Group documents.....	==> "filename.jpg"
Microsoft Publisher documents.....	==> "filename.pub"
Rich Text Format.....	==> "filename.rtf"

Webmasters may choose to convert any of the submitted content to Portable Document Format documents, i.e., "filename.pdf" format.

Council Web Site Updates & Maintenance

CVC Web Committee - The CVC Web Committee is a sub-committee of the CVC Marketing and Communication Committee. It is comprised of the CVC Marketing and Communication Committee's Web Site Manager, a professional Scouting partner and multiple CVC Webmasters.

Webmasters - Each Webmaster is a CVC volunteer who has been assigned a portion of the CVC Web Site. They are responsible for the design of their respective sites, posting newly approved information, and removing material that has expired. These volunteers make every effort to perform these tasks in a timely manner.

Webmaster volunteers are always needed and appreciated to help with CVC as well as Unit web sites. Please contact the appropriate Unit or council committee to volunteer.

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Council Web Site Content Helpful Hints

1. Be careful and monitor how you use sarcasm or humor on your page because your message may not be received in the spirit that it was meant.
2. Check your spelling. A misspelled word can change the mood of the message. For example, observe grammar and rules of punctuation to the best of your ability. Use of non-standard writing will hamper the ability and desire of others to receive the information you are sharing.
3. Keep paragraphs short and succinct. Focus on one subject per message area. Separate subjects by lines or spaces. Just make sure the themes do not run together and confuse the viewer and convey incorrect information.
4. Make sure calendars have correct information. If you are not sure... don't post. It would be better to have no information and keep looking for it than the wrong information and miss the event. Date the page with the revision.