

## **B-30 NCWSA WEB SITE COMMITTEE GUIDELINE**

**PURPOSE:** The purpose of the area-wide web site is "to provide information about Al-Anon and Alateen in Northern California to members of Al-Anon, potential members, the public and to professionals who have access to the Internet."

**AUTHORITY:** In 1997, Assembly motion 9709.08 passed overwhelmingly. It was "That NCWSA establish a Web Site in order to provide information about Al-Anon and Alateen in Northern California to members, the public and professionals who have Internet Access."

**AUTHORITY to IMPLEMENT THE MOTION:** Between the September Assembly and the AWSC meeting in October, the website committee drafted 10 motions to implement the Assembly motion.

1. To accept the name of the area web site, which is <http://www.ncwsa.org>
2. To place a calendar of events on the web site.
3. To place a list of LDC's willing to accept literature orders by phone or mail.
4. To place an Al-Anon and Alateen book price list in languages other than English, including the Visually Impaired list.
5. To place a list of district and AIS phone numbers and web links on the site.
6. To link with WSO and AA.
7. To place appropriate items on the web site that the WSO did not post on their site.
8. To allow "alias forwarding" (alias forwarding allows an individual to communicate with the web site committee, also known as "Contact Us").
9. To place excerpts from the area newsletters on the web site.
10. To place the area history on the web site.

### **DUTIES OF THE COORDINATOR**

Chairs all committee meetings.

1. Sends notices of all web site committee meetings to the members of the committee.
2. Selects as many members of the web site committee as necessary to perform the duties.
3. Supervises the activities of the web site committee members.
4. Attends the area exchange meeting at both the beginning and end of the term of office.
5. May attend the NCWSA convention and NCWSA H&I Conference - there is no reimbursement for costs incurred.
6. Prepares a written report for all area committee meetings and assemblies, and provides a copy to the 12-Stepper Editor.
7. Prepares expense reimbursement reports and submits them to the Treasurer.
8. Approves expense reimbursement requests of web site committee members.
9. Prepares and submits an annual budget request to the Budget Chairperson.
10. Maintains communication between all officers and coordinators as needed between area meetings and assemblies.
11. Answers phone calls, e-mail questions and addresses problems as needed.

### **DUTIES OF MEMBERS OF THE WEB SITE COMMITTEE**

Upon being appointed by the area Web Site Committee Coordinator, members

1. Attend web site committee meetings.
2. Perform the duties assigned by the coordinator in a reasonable time.
3. May substitute at area meetings for the Web Site Committee Coordinator in his absence.
4. Prepare expense reimbursement reports and submits them to the Web Site Committee Coordinator.
5. Answer phone calls, e-mail questions and addresses problems as needed.

## **QUESTIONS AND ANSWERS:**

This is a list of questions that have been addressed during the course of implementing and maintaining the area web site.

### **Q: What is the domain name?**

A: The area domain name is <http://www.ncwsa.org>

### **Q: Where is the web site information kept?**

A: The registration of the domain name is with Netwizards, Inc. 90 South Spruce Ave. Suite S, South San Francisco, CA 94080-4555. Phone 1-888-34netwiz (1-888-346-3894). Email [info@netwiz.net](mailto:info@netwiz.net) Business Hours: Monday - Friday, 8AM - 6PM.

### **Q: What is the cost of registration of the domain name, monthly fees, and how is it paid?**

A: The annual fee for registration depends on the number of years paid in advance. NCWSA is paid up through 2010. There is currently a fee of \$24.95 per month, payable quarterly. The invoice is sent to the Web Site Committee Coordinator, who either pays it and requests reimbursement, or forwards it to the Treasurer for direct payment.

### **Q: Who is the audience that views the NCWSA site?**

A: For purposes of our area, the audience is stated in the original Assembly motion - "members of Al-Anon, potential members, the public and professionals who have access to the Internet." This includes the NCWSC Committee, groups in the area and their members, potential Al-Anon members worldwide, any person who has access to the Internet and people who speak other languages.

### **Q: How might we use the web site to foster the NCWSA purpose?**

A: We have set up the web site to provide the following functions. Our focus is the design of the web site that encourages potential members to attend a meeting of Al-Anon and Alateen. Most, but not all of these functions have been implemented.

1. A list of Al-Anon and Alateen meetings, phone numbers and web links listed by city and county.
2. A calendar of events in the area, including area, district and other Al-Anon or Alateen sponsored events.
3. Area history.
4. Selected items from Area newsletters.
5. Links to other web sites, such as Districts, Intergroups, AIS's, LDC's, the WSO, other official area sites, Alcoholics Anonymous.
6. Information for professionals.
7. List of Literature Distribution Centers in the area.
8. e-mail contacts.
9. Ability for individuals to ask for more information.
10. Password protected communications to be used by area trusted servants.
11. The Area World Service Committee Forms and Guidelines manual.
12. The area Assembly Bylaws.
13. Action Committee materials.

### **Q: What are some of the concerns about material placed on the area web site?**

1. The need to maintain the personal anonymity of Al-Anon and Alateen members.
2. Links to web sites that include commercials and advertisements or other non-Al-Anon related information.
3. Items already available on other web sites.
4. Information contrary to policy expressed in the Traditions and Concepts, the current WSO Service Manual, the NCWSC Guideline, the NCWSA Requirement for Alateen Member Safety and our Assembly and Committee Motions Passed.
5. Assurance of copyright permission when using copyrighted materials from the WSO and others.

### **Q: Does the web site committee use WSO literature, pamphlets and other items on the web site?**

A: The WSO has listed items approved for use on web sites on their web site at <http://www.al-anon.org>. The web site committee has used some of them where appropriate. We have also received unlimited permission from AA (but not Al-Anon) to place the 12 Steps and 12 Traditions on the web page. The web site committee links to the web page of the originator of the copyrighted materials. Currently, there are no items requiring WSO permission on the area web site.

### **Q: Are there restrictions to using the links to the WSO web site?**

A: Pages on the WSO "members" web site <http://www.al-anon.org/members> cannot be linked, since this is a password protected section of their web site.

**Q: How do the districts, AIS's and Intergroups contribute material to the area web site?**

A: A District or Intergroup may participate with the NCWSA in sharing information on the area web site. Each has its own advantages and disadvantages, as well as requirements for the level of work that must be done at the district level and at the NCWSA level. The key to maintaining accuracy of meeting lists and events is to have a contact for each district, AIS and Intergroup. The Web Site Coordinator maintains a list of those individuals who are assigned the responsibility of maintaining their respective meeting lists and events. In the absence of an individual, the District Representative is responsible. A member of the Web Site Committee is responsible for adding, removing and changing information for each district's listing on the web page itself. See description of "Independent" and "Separate" pages for the exceptions.

1. Meeting lists: The web site committee is responsible for the page <http://www.ncwsa.org/meeting.html> This page includes a listing of the cities in Northern California, including a phone number and a link to the meeting list page. The page <http://camaps.scws-al-anon.org/> was developed jointly with the Southern California web site coordinator in order to help the viewer find a meeting anywhere in California by county. Our web site committee is responsible to assure that links to Northern California cities, including those along the Nevada and Oregon borders are correctly linked. The Southern California area is responsible for those counties in their area, including those along the borders of Nevada and Arizona. When a request to change, add or remove a meeting is received, usually via e-mail, the Web Site Coordinator identifies the district or AIS involved and reviews the request for clarity. If not understood, the coordinator requests additional information. Then he sends the information to the committee member and moves the request into a folder in his browser. When the committee member returns the request as completed, he replies to the originator, requesting that they verify the completion of the request. Then the coordinator deletes the request from the folder. The person who is asked for the change is the one doing the final proofreading.
2. Calendar: The "Calendar" is usually composed of four buttons – this year's recovery events, this year's service meetings, and next year's. Typically, next year's pages are added in July of this year. A separation of the two is necessary because we found ourselves with over 300 events each year. It made the list so long, that we moved recovery events to a separate page. Area-wide Service Events, such as the Assembly, NCWSC Committee meetings, The Institutions Conference, and the Regional Service Seminar are placed onto both pages. Where possible, we also place the flyer itself. A committee member with access to making pdf files can also create a pdf file for the flyer. A pdf file is valuable for those viewers who use operating systems other than Windows. It is especially important to review submissions for full names, since many members are not aware that the flyer is a public document.
3. **All event flyers with any Alateen involvement** must first be approved by our AAPP (Area Alateen Process Person) at [AAPP@ncwsa.org](mailto:AAPP@ncwsa.org) before being posted to the web, this includes posting to Independent and Separate pages. All related flyers posted to the web must follow **Guideline B-17: Section .B.3.D.4.c** posted at <http://ncwsa.org/guidelines.html> and have the underlined and hi-lighted sentence below at the bottom of the flyer: In order to use the Alateen name in the geographic area served by NCWSA, Alateen Conferences and other conferences that include Alateen activities are required to abide by the [B-17] NCWSA Requirement for Alateen Member Safety, register their intention to do so by notifying the Area Alateen Process Person of procedures placed into service for their function and place the following statement on any flyers publicizing their activities – **'The [name of conference or convention] abides by the NCWSA Requirement for Alateen Member Safety.'**

**Q: How can a district or AIS maintain their own web page?**

A: In order to allow districts, AIS's and Intergroups the opportunity to maintain their own web presence, the website committee has identified three types of pages: Independent Page, Dependent Page, and Separate Domain Web Site. The advantages to the area of allowing them to maintain their own pages are 1) they know when something changes quicker than does the web site committee, 2) it reduces the workload of the web site committee members, 3) it increases the number of people available who might volunteer to work with the web site committee and 4) it does not change the cost of the web site.

**1. Independent page:** An "independent page" is a page or series of pages attached to the NCWSA site at which the District, AIS or Intergroup assigns their own web administrator to administer their page(s). Within the general guidelines of NCWSA, the district or AIS has complete freedom of what is placed on their pages. We request that they not violate any copyright laws or link to pages not relevant to the Al-Anon approach to alcoholism. FTP access to their pages is password protected. Districts, AIS and Intergroups are not charged for any costs because this is a service for the groups, currently paid for by group donations to NCWSA. In addition to providing a password, paying for the space on the server, NCWSA links this page to the relevant cities in the Meetings Page. The web site committee convention is to assign a page with the letter "d" followed by the district number.

**2. Dependent page:**

A "dependent page" is also a page attached to the NCWSA site at which the web site committee places a district, AIS or Intergroup meeting list on line. The individual district is responsible for maintaining the accuracy of the site by periodically notifying the web administrator of changes. The web site committee controls the password and maintains the pages themselves. The web site committee is responsible for placing the data on-line. These pages carry the look and feel of the

NCWSA web site. There is no additional cost to NCWSA for this option. In addition to providing space on the server, NCWSA links this page to the relevant cities in the Meetings Page. The web site committee convention is to assign a page with the word "district-" followed by the district number.

### 3. Separate Domain site:

A separate domain is a web site operated and maintained independently of NCWSA. If the site meets the criteria of the Web Site Committee, the NCWSA Web Site Committee Coordinator may elect to link to these sites. NCWSA has no knowledge of costs, if any, for a separate domain. In 2005, District17 abandoned their separate page and is now listed as a Dependent page.

#### List of District Web Site types and URL address:

Dependent	District 01	<a href="http://www.ncwsa.org/district-01.html">http://www.ncwsa.org/district-01.html</a>
Dependent	District 02	<a href="http://www.ncwsa.org/district-02.html">http://www.ncwsa.org/district-02.html</a>
Dependent	District 03	<a href="http://www.ncwsa.org/district-03.html">http://www.ncwsa.org/district-03.html</a>
Dependent	District 04	<a href="http://www.ncwsa.org/district-04.html">http://www.ncwsa.org/district-04.html</a>
Independent	District 05	<a href="http://www.ncwsa.org/d05">http://www.ncwsa.org/d05</a>
Independent	Sacramento AIS (D6-10)	<a href="http://www.ncwsa.org/d6-10">http://www.ncwsa.org/d6-10</a>
Dependent	District 11	<a href="http://www.ncwsa.org/district-11.html">http://www.ncwsa.org/district-11.html</a>
Separate	District 12	<a href="http://www.al-anonsf.org/meetinglist.html">http://www.al-anonsf.org/meetinglist.html</a>
Separate	District 13	<a href="http://www.alanonmidpeninsula.org">http://www.alanonmidpeninsula.org</a>
Independent	District 14	<a href="http://www.ncwsa.org/d14">http://www.ncwsa.org/d14</a>
Independent	District 15	<a href="http://www.ncwsa.org/d15">http://www.ncwsa.org/d15</a>
Dependent	District 16	<a href="http://www.ncwsa.org/district-16.html">http://www.ncwsa.org/district-16.html</a>
Dependent	District 17	<a href="http://www.ncwsa.org/district-17.html">http://www.ncwsa.org/district-17.html</a>
Independent	District 18	<a href="http://www.ncwsa.org/d18">http://www.ncwsa.org/d18</a>
Dependent	District 19	<a href="http://www.ncwsa.org/district-19.html">http://www.ncwsa.org/district-19.html</a>
Independent	Santa Clara Valley AIS (D20-22)	<a href="http://www.ncwsa.org/scvafg">http://www.ncwsa.org/scvafg</a>
Independent	District 13	<a href="http://www.ncwsa.org/d23">http://www.ncwsa.org/d23</a>
Independent	District 14	<a href="http://www.ncwsa.org/d24">http://www.ncwsa.org/d24</a>
Dependent	District 15	<a href="http://www.ncwsa.org/district-25.html">http://www.ncwsa.org/district-25.html</a>
Independent	District 16	<a href="http://www.ncwsa.org/d26">http://www.ncwsa.org/d26</a>
Dependent	District 17	<a href="http://www.ncwsa.org/district-27.html">http://www.ncwsa.org/district-27.html</a>

#### Q: How does offering to host a District, AIS or Intergroup affect the Tradition of "fully self-supporting"?

A: It does not. The area Assembly is a "Service Board" responsible to the groups which it serves. Since all the groups within a District, AIS or Intergroup are also part of the Northern California Assembly, anything done to reduce costs at the District, AIS or Intergroup level by the Assembly is part of being fully self-supporting. This leaves more funds and time available for other worthy projects.

#### Q: What is the advantage to a district, AIS or Intergroup to have an independent page?

A: It may be less expensive than setting up a separate account with an Internet Service Provider. It avoids the inconvenience of seeing advertisements and commercials overlaid upon the Al-Anon and Alateen message when a "free domain" is used. It allows the District, AIS or Intergroup to take advantage of the NCWSA's experience in setting up a web site. It also provides the use of the NCWSA domain name in the District, AIS or Intergroup web address.

#### Q: Does NCWSA provide Internet access to District, AIS's and Intergroups?

A: No. Individuals or companies who wish access to the Internet obtain their own Internet access. Districts, AIS's and Intergroups do not need Internet access to place their page onto the NCWSA web site. However, any person who wishes to become a web page administrator does need to have Internet access and software that allows one to work on the web site.

#### Q: How does web site committee approach web site layout?

A: The look and feel of each page is similar. All pages contain:

1. Banner: The banner at the top of the page identifies the NCWSA web page.
2. Sidebar: The sidebar on the left side of the page contains 13 buttons that the viewer clicks to obtain information listed.

3. Footer: The footer at the bottom of each page encourages the viewer to go to a meeting, obtain literature, return to the home page and the Copyright statement.

When the viewer places the cursor over the banner or button, a Pop Up box explains what is found there.

We attempt to "keep it simple". We allow viewers to access what they need quickly and easily. Information listed has been collected and written by NCWSA and is copyrighted. Information supplied by the WSO and AA for use on the NCWSA web site is properly attributed to them. NCWSA has received permission to use information that contains copyrighted material, and this is noted on the relevant page. Every effort is made to suggest that a viewer attend a meeting and use the AI-Anon and Alateen literature. We use links where necessary, since we believe the viewer should see the originator's page rather than an archived copy. We offer meeting information throughout the area, using an alphabetized CITY list with local phone numbers. Where a city also has an on-line meeting list, we link to that page, often within our own site. We ask that "independent pages" provide a link back to the NCWSA page. We provide such a link on "dependent pages."

The standardized page also contains several "metatags" not visible to the viewer. Metatags are code words that search engines use in determining the relevance of a page to a search word. Search engines use several different criteria when placing a web site at the top in a search. They count pages that have relevant words, they count numbers of links, and they observe traffic.

**Q: When a District, AIS or Intergroup wishes to receive an Independent page address, what happens next?**

A: This option is used when the local administrator has some experience with forming web pages. The local administrator contacts the Web Site Committee Coordinator and requests an independent page. The Web Site Committee Coordinator contacts the Internet Service Provider and receives an address, user id and password or goes to the relevant Netwiz page and does it himself.

For independent pages, Addresses usually are <http://www.ncwsa.org/d> ?? where the question marks are the district number. (No dashes [-] will be used.)

User id will be a short phrase selected by the area Web Site Committee Coordinator.

The Password will be a series of numbers and letters assigned by the Web Site Committee Coordinator. The Web Site Committee Coordinator will keep the userid and password in a secure place.

**Q: How will the local web administrator access the web site to add their pages?**

A: The address is <ftp.ncwsa.org>. It is not necessary to specify a subdirectory. What enables you to FTP to the local directory is your username and password.

**Q: What are NCWSA's recommendations for starting up?**

1. Use the banner provided by NCWSA
2. Use a home page.
3. Place a copyright statement on each page
4. On succeeding pages, place a link back to the Home Page. Do not "orphan" your viewer.
5. Have a "Contact Us" on each page linked to a local e-mail address. If this is unavailable, you may use the NCWSA e-mail address. Correspondence will be forwarded to the local web administrator.
6. Respond to any e-mail promptly. It is our reputation that is at stake.
7. Link to the NCWSA Home Page in "Other AI-Anon Links".
8. Use personal telephone numbers only when there is no other alternative.
9. Avoid the use of last names when a person is mentioned.
10. Do not use material copyrighted by other companies, including any AFG or WSO material unless permission to use it has been granted by them.
11. For copyrighted material, place the permission statement required by that organization at the bottom of every page where it is used.
12. Regularly review the posted material for relevance and remove dated material (Example, old event flyers.)
13. Regularly try any links to assure they are still valid.

**Q: When a District, AIS or Intergroup wishes to receive a Dependent page address, what happens next?**

A: This option is used when the local administrator has no experience with forming web pages. The local meeting list coordinator contacts the Web Site Committee Coordinator and requests a dependent page.

Addresses usually are <http://www.ncwsa.org/district-??> where the question marks are the district number. (A dash IS used.)

The web site address, plus the name and address of the local administrator will be kept in a secure place by the Web Site Committee Coordinator.

The local meeting coordinator is responsible to notify the Web Site Committee Coordinator when changes are made to the meeting list. The Web Site Committee member responsible will place a "last changed on date" at the top of the meeting list page as a reminder when the date seems long in the tooth.

**Q: Provided that my district approves having a page on the ncwsa.org website, do I need to find someone who can maintain the website? Does that person need special knowledge?**

A: Yes and yes, but one can learn if they are somewhat computer literate. It is important to learn the html language so that one can know the correct syntax to place items properly on a page. Books on the html language and web design are valuable.

**Q: If the district decides to have an independent page, does it have total responsibility for it's set up?**

A: Yes. This is what we mean by independent. However, we don't mean alone. If you get stuck, we can probably help you through the stuck part.

**Q: Is there a prompting that is provided by the website?**

A: [http://www.netwiz.net/web\\_design.html](http://www.netwiz.net/web_design.html) is the page on the netwiz.net web site that includes information about setting up and maintaining a web site. You will learn that the two major browsers, Internet Explorer and Netscape Communicator are different and the html commands do different things when viewed by them. So it is prudent that you have both browsers installed on your computer so that you can verify your page on both browsers.

Do not concern yourself with the discussion about Search Engines. As part of the ncwsa.org web site, and especially if you use our "basic page", the search engines will display your pages quickly.

We can provide you with the "basic page" that has all the text for the header, footer and side bar. Then your learning curve will be to understand how html works and is properly used, how to upload and download pages and figuring out where you did it wrong.

**Q: How can the web site committee see the statistics about the use of the web site?**

A: Go to page <http://hosting.netwiz.net/OS4/index.php> and type in the domain name ncwsa.org and the password. Click on Statistics in the upper left box and then Web Stats on the lower left box. Click on "Display Report".

**Q: Are there any web site restrictions with Alateen Groups?**

A: Yes, the WSO has placed restrictions on how Alateen Groups are listed in Al-Anon meeting lists and Web Sites. It is their policy that Alateen Groups can be listed as long as the Alateen Group has met the B-22 NCWSA REQUIREMENT FOR ALATEEN MEMBER SAFETY, found at this page [http://www.ncwsa.org/A22-OPENING\\_PAGE.html](http://www.ncwsa.org/A22-OPENING_PAGE.html).

The Web Site Committee works with the AAPP (Area Alateen Process Person). The AAPP is responsible for identifying those groups that meet the area and WSO requirements. We can assume that the presence of a WSO ID# for an Alateen Group means that the group has met the safety requirement. An alternative is that the AAPP notifies the website committee coordinator that the group may be placed on the web site. Our procedure is

1. Obtain a list of acceptable Alateen Groups from the AAPP.
2. Obtain the list of Alateen Groups that have disbanded or not renewed their registration from the AAPP.
3. Examine all Dependent Pages for conformance to the above criteria. Add the WSO ID # where available and add those additional Alateen Groups on the list provided by the AAPP.
4. Remove all Alateen Groups who are on the WSO disbanded list.
5. Place a statement near the list of Alateen groups and at the top of the Dependent page. "Alateen Groups listed on this page have met the Area Requirement for Alateen Member Safety. To view the requirement, please go to web page [http://www.ncwsa.org/A22-OPENING\\_PAGE.html](http://www.ncwsa.org/A22-OPENING_PAGE.html)"
6. The Web Site Committee Coordinator will notify the Independent and Separate Domain districts of the requirement of the need to follow these instructions in order to meet these objectives. The AAPP will notify the District Representatives of this same requirement.
7. The district Web Site administrator will notify the NCWSA Web Site Coordinator of their conformance to the process.
8. The web site Coordinator will verify that the requirements have been met.
9. If there is a difference of opinion, the Web Site Coordinator and district representative will meet with the AAPP to resolve the differences.
10. Should the district not adhere to this process, the NCWSA Web Site Coordinator has the right to remove any links to the pages in question until the matter is resolved.
11. In addition, the appeal process in the Area Requirement for Alateen Member Safety may be used to resolve any conflict.