

Mid-Coast Santa Gertrudis Association

SANTA GERTRUDIS BREEDERS INTERNATIONAL AFFILIATE

Mid-Coast Santa Gertrudis Association

Website Procedure

Established: 12/02/2016

Website address

<https://midcoastsantagertrudis.com/>

Overview

This document contains information related to the ownership, responsibilities for update, and the update request process for the Mid-Coast Santa Gertrudis Association website.

The Mid-Coast Board retains responsibility for the Mid-Coast website structure, with the Mid-Coast President – or an assigned delegate – approving any requested changes to the overall website *structure*. The *content*, however, is to be updated by various Board members and Advisors as explained in the following document.

The Board determined in 2016 that the website was to be Mid-Coast SGA's main source of communication with the public and should be updated in a timely manner. They were aware that the Mid-Coast Juniors use other tools as well, but wanted to be sure that it was understood that the website had priority. Until such time as the Board decides to disband / discontinue / de-prioritize the website, they would have to vote as a Board on a new strategy. The Board is also responsible to agree any communication tool suggested for use by the Mid-Coast Junior members. At all times, only the approved and updated Mid-Coast membership listing (under the responsibility of the Mid-Coast secretary for update) is to be used as the email distribution listing for all Mid-Coast email or other contact.

Responsibilities for update

The home page and overall website content (reminding people to update their pages and requesting updates) is the responsibility of the Secretary. Since the Secretary is responsible for updating membership records, he/she also assures that the updated membership list is sent in to be updated (it's linked at the bottom of the Directory page) on a frequent basis. Any form updates, directory updates (officers and the like), and ranch links (for members who have a website) would belong to the Secretary. That means that the Home page, Directory, Membership, Forms, and Links pages would belong to the Secretary for update, specifically, and he/she would sort of 'oversee' the remainder of the site, working with other leaders to ensure timely and accurate updates.

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Update of the Scholarships page and the Juniors page are the responsibility of the Junior Advisor, and he/she would work with the Junior reporter to update these pages and keep them relevant. The Juniors and Junior Advisor are also responsible to ensure that all calendar entries for Junior activities were updated to the gmail calendar (midcoastsantagertrudis.com) which feeds our website calendar. **Note:** The Mid-Coast Secretary has overall authority to manage access to the gmail account, to update Mid-Coast adult events on the gmail calendar, and to ensure the email is either read or distributed in a timely manner by other Officers or Advisors. The Editor of the Cattle Rattle should be able to refer to the Mid-Coast calendar while preparing the newsletter.

The News page belongs to the Mid-Coast Officers and to the Cattle Rattle editor for update. Also, for any news that needs to be highlighted, the CR editor should work with the Secretary to ensure that events are given appropriate place and coverage. An example would be putting the Opportunity Sale, the International Super Sale, and the Junior Show information on the Home page (and removing them in a timely manner, replacing them with 'thank-you's').

As these procedures and responsibilities were established by the Mid-Coast Board of Directors, only the Mid-Coast Board can change these responsibilities. Until changes are made, each Officer, Board Member, or Advisor who is responsible for changes should include the website update procedures in their role transition processes.

Update request process

The Mid-Coast Santa Gertrudis Association Board of Directors has engaged Ranch Hand Designs to update the Mid-Coast website.

A list of persons having authority to request structure changes, as well as those having access to request content changes, should be sent to Ranch House Designs by the overall website 'owner' (the Mid-Coast President or his/her delegate) when responsibilities change. While this has been done, it has only been moderately successful.

To request updates, the person who has update authority should send an email to updates@ranchhousedesigns.com. The email should very specifically list the changes to be made, and should include all files, photos, etc. to be updated. It helps to copy the website address into the request email as well.

End of procedure.