

UUCB Website Mission, Goals, & Guidelines

Draft of 4/25/2007

Mission

The mission of the UUCB website is to reach out to the larger community by providing high-level, durable information about our church and its activities, and to provide relevant information to church members and friends.

Primary Goals

- To acquaint newcomers with Unitarian Universalism and answer common questions.
- To invite people to visit and participate in our services and events.
- To structure the content so that it is clear, appealing, and easy to find, plus highly visible to search engines.
- To encourage room rentals, as needed.

Secondary Goals

- To provide another avenue of information about the church, its history, and its activities to members and friends of UUCB, which will supplement the more timely and detailed information provided in the church newsletter and the various email list groups. This includes occasionally posting downloadable PDF files containing staff job descriptions. In the future, this may involve developing a section of the website that is password protected and available only to UUCB members.
- To put an electronic calendar of church events on the website, which will require close collaboration with the office manager.
- To serve as a resource for sister congregations.

The website committee will continue to look into possibly implementing a content management system, which could be useful for such things as to work with certain online calendaring systems, to allow for RSS feeds for news events, and to make it easier for multiple and/or non-web-literate church members to create and maintain website pages on their own.

Intended Audience

The intended audience includes people who are interested in learning more about Unitarian Universalism and/or our congregation; Unitarian Universalists who may be planning to visit or relocate from other areas; UUCB members; former members and friends; and members of kindred organizations.

Privacy

1. Photos will not identify any individual by name, except for staff members.
2. Only group photos of children will be used. If a parent does not wish a group photo of his/her child to be used, the parent simply needs to ask the web editor to remove it from the website.
3. Group photos of adults are also preferred over individual photos.
4. In general, individual names will also not appear in page text. The exceptions are staff members, members of the board of trustees, elected officers and leaders, appointed officers, and selected committee chairs, as needed.
5. Staff members can choose to provide brief biographical information on the staff page. All such information must be approved by that staff member, in addition to following the regular [review procedure](#).
6. No individual phone numbers will be listed, unless specifically requested by an individual.
7. Information about how to request a copy of the church newsletter will be posted, but for now the newsletter itself will not be.
8. Only functional email addresses, not actual email addresses, will be used, as needed. Functional email addresses will be shown as nonclickable graphical images, such as the following:

web_editor@uucboulder.org

Website Committee Roles

As presently set up, the website committee has the following roles:

- Webmaster — Manages the web hosting service, password information, email aliases, and domain name registration; handles technical web hosting issues; assesses new software needs (such as for calendaring, CMS, or database programs); recommends changes to assure the site remains compatible with web standards; handles backups of web page files (our web host, Hostforweb, itself keeps backups).
- Web editor — Updates existing pages (usually from content provided by others); keeps cross-site links in sync with each update; registers the site with relevant directories and search engines; manages the overall organization of the information on the site, fitting in new content and creating new pages, as needed.
- Board liaison — Keeps the UUCB board of trustees informed of any major changes or issues affecting the website, especially with regard to church policy and processes.
- Other committee members — Review content of website pages; give suggestions and feedback on website issues; provide other assistance, as time and talents allow.
- Proofreader, graphics designer — Although not an official member of the website committee, the church newsletter editor is currently proofreading new pages for the website, plus helping redesign the masthead.

Content Guidelines

The website is primarily meant to provide a knowledge base of core information about our church. It is not meant to duplicate our church newsletter or Yahoo!Groups email lists for current announcements or discussions about church-related issues — we feel most people will look to those two media for that type of timely information, plus we simply do not have the resources now to do daily updates to the website. Similarly, files containing detailed information about current church activities, such as the 2007 visioning initiative or the 2007 energy audit, may be put in the Yahoo!Groups Files area for our uuch group.

Photographs on the website are there to portray the human side of our church and to enhance the design of the site, not to always show the current members of a church group, RE class, etc. As a result, except for name-identified staff photos, whether or not the people shown in the photos still go to our church or belong to a particular group is not of great concern. At this time, we do not have the resources to be updating the photos frequently, nor to be manipulating submitted photos of lesser quality or of different designs than those already being used.

Information on the website should be accurate, useful, appropriate, and respectful of individual privacy. Historical documents that meet these criteria will be listed on the Archives page and contain links back to both the Archives page and the Home page. Only documents that are listed either on the Archives page or the Sitemap page will be stored in the public area of the web hosting server.

At this time, newsletters will not be kept on the website. Sermons kept on the website will be selected in consultation with the minister. Decisions regarding content will take into account the primary purposes of the website as well as the available time and skill levels of the volunteer website editor and other members of the website committee.

Content Priority

The priorities for updating the website content is currently as follows:

1. A description of the church and directions for finding it
2. A description of upcoming Sunday services
3. Information about renting church rooms
4. News of upcoming events and activities of interest to the general public, such as concerts
5. Job descriptions for open staff positions
6. A general description of the RE classes and events available for the various age groups
7. A general description of social outreach and congregational enrichment opportunities, including choir news
8. Information about the minister and other church staff
9. Information about church governance, such as the board and committees
10. Contact information, such as functional email addresses, how to get a newsletter, how the email lists function
11. General information about Unitarian Universalism

12. UU resource links
13. Past sermons
14. Church history
15. Church archival documents

Content Creation and Review Procedure

1. Any church member may suggest a small update or change to the website by contacting the web editor and detailing both the change and the reason for it.
2. Any church member may request that a page (or a section of a page) be added to the website by contacting the web editor with a description of the addition and the reason for it. Once the website committee has approved the addition, the requester will be asked to provide the new content.
3. The web editor may modify the content provided by another church member to make sure it follows website guidelines and maintains the site's navigability.
4. Any member of the website committee may add or change information on the website. However, since the web editor is in overall charge of maintaining the integrity of the website's organization and content, anyone other than the web editor who creates new content or edits existing content should inform the website committee of that activity before making updates. Normally, for simple changes to existing pages made by a website committee member, notice of the change and an opportunity to review by the website committee will suffice.
5. Only members of the website committee will be given login access to the church web server.
6. When a new page is added or substantially changed, it should follow the standard review procedure:
 1. Review by the web editor for integration into the rest of the website
 2. Review by the requesting individual and affected church committee(s)
 3. Review by the board liaison for conformance to church policy
 4. Review by the rest of the website committee (opportunity to review is mandatory; actual review is optional)
 5. Review by the board of trustees (opportunity to review is mandatory; actual review is optional)
 6. Review by the proofreader
7. It is possible that eventually certain portions of the website could be created and maintained by various persons or groups outside of the website committee, such as the YRUU group or choir. In that event, the standard review procedure will still be followed (see above point).