USMS Web Management Guidelines

I. **Introduction**
  A. The purpose of the Web Management Guidelines (WMG) is to list and maintain in one place all of the operating policies and procedures used by the Web Administrators[1] to manage the USMS Web Server and Web Site.
  B. Amendments to these guidelines shall be proposed by the Web Administrators and approved by the USMS Executive Committee.
  C. Processes defined within these guidelines are subject to the relevant specifications of the USMS Professional Management Guidelines and Financial Operating Guidelines.

II. **Mission for USMS Web Operations**
  A. Mission Statement
    The mission for USMS Web Operations is to support United States Masters Swimming in the pursuit of it's Mission by building and maintaining a dedicated web server and a full-featured web site for USMS.
  B. Mission Goals
    1. To support the Mission, Core Objectives, and Goals and Objectives of USMS.
    2. To maintain and enhance existing services.
    3. To develop new services that support USMS needs as the corporation grows.
    4. To provide web hosting services for USMS, Zones, LMSCs, and Clubs.
    5. To support the functional needs and informational display processes[2] of USMS.
    6. To accomplish the mission goals while maintaining reasonable costs to the corporation and minimizing dependence on specific individuals.
  C. Technology Objectives
    1. To create and maintain a web server/web site functionality that provides a foundation to meet the mission goals specified in Part II-B.
    2. To create a web server/web site using the most current appropriate technology and to upgrade existing systems as new capabilities become available.
    3. To create a comprehensive database system that will maintain the master data we use to support our organization and the swimmers it serves.
    4. To create administrative tools that are designed so that portions of the databases will be available for viewing and/or maintenance by authorized users, are easy to use, and have cross-platform utility.
    5. To protect the security of the information on the web server and maintained in the databases.
    6. To create a web site that is accessible to the majority of browsers and platforms in use, uses proper web design principles, is aesthetically pleasing, easy to navigate, and timely.

IV. **Mission Management**
  A. The Mission for USMS web operations shall be implemented by the Web Administrators with the concurrence of the Executive Committee.
    1. The Web Administrators consist of the USMS Webmaster/Information Technology Director (Web/IT Director), an administrator designated by the USMS President, and an administrator designated by the USMS Communications Chair with the concurrence of the USMS President.
    2. The Web Administrators shall be supported in their efforts by the USMS Communications Committee.
    3. Subject to approval by the Web Administrators, other members of the web operations staff or Communications Committee may also participate in Web Administration activities.
  B. The Web Administrators, with concurrence from the USMS Executive Committee, shall identify those web tasks to be: a) accepted for development and/or upgrade; b) replaced by new services; and c) removed from service. Acceptance and scheduling of tasks will be based on:
    1. The identification of tasks that provide the most value for the greatest number of USMS members.
    2. The web mission statement, mission goals, and technology objectives.
    3. The available human and financial resources.
    4. The relative importance of various mission goals and technology objectives.
    5. The workload represented by web tasks accepted and/or scheduled for implementation.
    6. The workload represented by existing services that are currently maintained.

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[1] Web Administrators are defined in Part IV-A.1.
[2] Functional and Display needs change over time, but for the purposes of web operations may be considered to include communications, publications, web hosting, marketing, PR, competition, coaching, administration, corporate archives, and member services (LMSCs, clubs, and individual swimmers).

C. USMS intends to continue to provide web services to its administrators and members free of charge. However, if circumstances develop in which this practice would not be in the best interest of USMS, the Web Administrators may assess an implementation and/or process fee if the majority of the members of the Executive Committee approve.
D. Authority over the implementation details of all tasks shall reside with the Web/IT Director and other web operations staff.

III. Web Services Management

A. Existing Services—The USMS Web Administrators shall support existing services by keeping the information up to date, responding to requests, and implementing minor enhancements.
B. New Services—Authorization to implement new services or major upgrades to existing services, will be granted pursuant to the following procedures:
   1. Clients of USMS web operations may request new or improved services. Clients are defined as official USMS entities.
   2. The request must be submitted electronically and the form of the request and supporting documentation shall follow the specifications set up by the Web Administrators.[3]
   3. The acceptance of the project for implementation shall be based on the same criteria as defined for priorities in Part II-B and will include:
      a. Consultation with the Web/IT Director or Staff.
      b. An analysis of the implementation time requirements.
      c. An analysis of the cost of the project.
      d. Approval of the project for implementation by the Web Administrators.
   4. If approved, the new services will not proceed further until they are scheduled for implementation according to the principles specified in Part IV—Mission Management.
   5. The implementation process includes:
      a. Development of a Requirements Specification document by the Web/IT Director in consultation with the client, which both parties shall approve.
      b. Implementation.
      c. Pre-release evaluation.
      d. Public release.
      e. Post release evaluation.
      f. Ongoing support.
C. Communication—Communication with the Web Administrators should be initiated through the Web Request Form located at http://www.usms.org/admin/feedback.php. You may also send an email directly to support@usms.org.
D. Client Support—Client support services will be determined based on the needs of each client.

IV. Waiver of Guidelines

If circumstances develop in which compliance with these guidelines would not be in the best interest of USMS, the Web Administrators may waive these guidelines if the majority of the members of the Executive Committee approve.

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[3] Specifications for submission of requests and documentation may be obtained directly from web operations using the Web Request Form (see Part III-C).