

BET AVIV PROCESS

Responsibilities of the Webmaster

1. Maintain Website Calendar

- 1.1 Add events to the website calendar as you learn of them including the title, a brief description of the event, the location and time. For events which have a registration form or flyer, include the form or flyer as an attachment. (See documents below). To ensure that events appear on the calendar, be sure to associate them with the What's Happening page. Once added, check the calendar to ensure they appear on the correct date.
- 1.2 Associate each event with a category so that it appears on the page associated with that category (e.g., Sisterhood, Men's Club, Shabbat)
- 1.3 If the event takes place at a location not frequently used, insert a link to its home page in the More Info field.
- 1.4 If the event needs to be modified, use Modify Event to change its title or description.
- 1.5 Meetings or events that occur repeatedly can be entered at once by using the repeat function to specify that it occur on a certain date (e.g., first Monday of the month) or on custom dates (e.g, for Shabbat services that occur on mostly Fridays, but also some Saturdays.
- 1.6 If an event is cancelled that is entered once, it can be deleted. If it repeats, the rest of the dates will need to be re-entered after the deletion.
- 1.7 If an event is rescheduled and is a one-time event, just change the date. If it repeats, add the new date, use 1.6 to delete the old date and re-enter the rest of the dates.
- 1.8 The website calendar contains a permanent event called Shabbat Candle Lighting time. Check the calendar periodically to see when these time expire. Use any internet website that gives Shabbat Candle lighting times (be sure to specify the zip code 21045 for Columbia) and record new events for the next 6-12 months with the candle lighting times.

2. Inform Congregants of News

- 2.1 Announcements appear under the What's New Header on our home page and can be an event (e.g., Scholar in Residence program), a campaign (e.g., Mazon food drive) or an announcement of something new on website (e.g., photos available for a recent event).
- 2.2 Associate an expiration date with the announcement so that it will automatically disappear from the announcements list when the date arrives.

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- 2.3 Announcements that have flyers or registration forms associated with them will include a link to the document in the More Information field (see Documents below)

3. Manage Documents

- 3.1 At times, an announcement or event is accompanied by a flyer (e.g, Seder Reservation form), long description (e.g., Camera Club field trip) or a letter (e.g., Letter to Congregants for Annual Meeting).
- 3.2 Upload the document in pdf format to our website. Review it to ensure there are no typos and is formatted correctly. Once it appears correctly, note the URL of the page on which the actual flyer, description or letters and include it in a More Information field.
- 3.3 If you need to update the file, search for the document and use the check out and check in utilities to ensure that all previous links will work in the future. Revise the file. Check it back in under the same name and check any links that refer to it to ensure the new file appears.

4. Manage Webpages

- 4.1 Webpages that are already developed appear in the Menu just below our banner. You must request URJ (Jonathan Lam) to add any new pages you desire to the menu.
- 4.2 Review the webpages periodically to ensure that the information is up to date. For example, the list of Officers and committee chairs for Bet Aviv and for the Sisterhood changes when new people are elected or chosen to fill those positions. Ask programs (e.g., Men's Club, Social Action) to review their pages once a year and offer changes.
- 4.3 If you need to update a webpage, then make the changes, review them and be sure to select the Publish Page command when satisfied to ensure that the modified page appears.
- 4.4 Depending on the shape of the content of each page, you may want to move programs on a page for better balance. Use the MOVE function to accomplish this task.

5. Manage Photos

- 5.1 Edit all photos for use on the website using an outside program (e.g., Paintshop or Photoshop) and sizing it no larger than 400 pixels wide to fit in one column.

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- 5.2 Upload the photo to the website using the Photos menu item. Note the URL of the photo.
- 5.3 Use the Insert Photo function to use a photo on a webpage.
- 5.4 The Photos page of our website is used to link to the Camera Club's websites. Check their site periodically to see when new photos appear. For example, if they have photos of the Passover Seder, you find the page on the page on their web site that contains the first photo and link to that URL with a short description of what will be seen by clicking on othe llink.

6. Manage URJ Content

- 6.1 Periodically, URJ may come out with new content that you might want to reference on the Bet Aviv site.
- 6.2 To add this content, create a Program, using URJ Content and select from the list what content you want to appear in the program.

7. Participate in the URJ Webmaster Forum

- 7.1 All webmasters are eligible to enroll in the URJ Webmaster Forum. This forum allows you to read questions and answers that other webmasters have about their sites. You may reply to their questions if you have expertise or experience in the area that others have a question.
- 7.2 If you attend the URJ Biennial, there is an opportunity to meet other webmasters and attend a lunch and presentations with them.

8. Report to the Board

- 8.1 The webmaster prepares a monthly report to the board with changes to the website over the month and monthly access statistics.
- 8.2 The statistics are for anonymous users to our home page. Use a one – year time and read the number of hits for the last month and enter into a table that tracks usage for the last year.
- 8.3 The webmaster needs to keep in touch with the board to learn of or present ideas for changes to the website.

9. Maintain Bet Aviv Email Addresses

- 9.1 The Bet Aviv e-mail addresses associated with our website are: info@betaviv.org for general inquiries, webmaster@betaviv.org for

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suggestions to the webmaster and admin@betaviv.org for messages to our Synagogue administrator.

- 9.2 These addresses are maintained by Google-Apps. If the provider changes from Google-Apps, the URJ Webmaster must be contacted to change the DNS records.
- 9.3 The Webmaster is the administrator for the Google-Apps account. Upon selection of a new webmaster, the old webmaster must designate the new webmaster and change the e-mail addresses.
- 9.4 Upon election of a new Bet Aviv Board members, the e-mail addresses to which info@betaviv.org will be forwarded must be change.
- 9.5 Should a new administrator be hired, or additional administrators need to receive the admin@betaviv.org mail, or new administrative vice presidents need to receive that e-mail, the webmaster will enter the new addresses to be forwarded in Googl-Apps.

10. Website Privacy Policy

- 10.1 Website policy is part our by-laws.
- 10.2 Our policy is not to publish e-mail addresses, phone numbers or addresses of congregants on our website.
- 10.3 We must obtain permission from congregants to use their photo on our website.
- 10.4 We do not publish photos of children on our website.
- 10.5 To discourage spam, we publish our e-mail addresses and phone numbers using a picture format.
- 10.6 Review website policy yearly and make any needed recommendations or changes.

11. Skills Needed

- 11.1 Competency with Microsoft Word and access to a pdf converter.
- 11.2 Frequent checking of e-mail to keep calendar events up to date
- 11.3 Organizational skills to keep track of documents produced

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- 11.4 Succinct writing to get across important points with as few words as possible
- 11.5 Ability to learn maintenance of the website using the URJ tools
- 11.6 Ability to learn maintenance of the e-mail addresses using Google-Apps.
- 11.7 Ability to edit and enhance photos for the website.
- 11.8 Some familiarity with html is useful to accomplish some changes.

12. Current/Previous Webmasters(s):

- Geri Epstein

13. Documents Produced

- 13.1 Board Report(see Appendix A)
- 13.2 Newsletter Article (Appendix B)
- 13.3 Privacy Policy (Appendix C)

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Appendix A. Board Report

Website – Geri Epstein

- Made webmaster the administrator for e-mail sent to info@betaviv.org and webmaster@betaviv.org. Reinstated forwarding for info and admin.
- Updated calendar events.
- Added announcement Sisterhood 10th Anniversary.
- Updated Sisterhood slate of officers and committee chairs.
- Added announcement about 10th Anniversary tribute book.
- Web Statistics – Anonymous Users (people other than Geri doing updates)

Month	Homepage
Jun-08	667
May-08	566
Apr-08	642
Mar-08	574
Feb-08	517
Jan-08	104
Dec-07	516
Nov-07	451
Oct-07	470
Sep-07	623
Aug-07	546
July-07	464
Jun-07	483
Total	6623

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Appendix B. Newsletter Article

Five Reasons to Visit our Bet Aviv Website

It may surprise you to know that recently we have had over 500 hits per month on our Bet Aviv home page in recent months with a one year total of 5,383 hits. While you may suspect that a number of these hits are from prospective members and you would be right, it also means a number of our current members are checking our website regularly. Today, I want to give you five reasons why you, as a current member of Bet Aviv could benefit from using our website too.

1. Never forget an important Bet Aviv event.

All our events are recorded in our website calendar. You can use our calendar to check out times, locations and meeting descriptions of all our events. When you click on any purple-colored link, you'll get the details of the event under both the Upcoming Events portion of our homepage, as well as in the calendar itself on our What's Happening page. Instead of saving all those e-mail announcements about events, you can look them up on-line.

2. Never lose a flyer.

All the latest flyers (e.g., Succot in April, New Member Shabbat) are available on our website. When you are viewing the flyer, you can download it to your computer. Then you can enter the information using Microsoft Word and then save it to attach to an e-mail. If the form requires a payment, you can send it on-line. If you prefer, you can also print the form on your computer and then mail it using the postal service. If you lose your paper form, you can always find it on-line.

3. Always know where to find forms, procedures and policies.

Under our Membership menu item we have a page where all our administrative forms, policies and procedures reside. Right now we have our membership form, so you can direct your friends right there when they decide to join. If you buy something for Bet Aviv, you can download and fill out our expense report. If you need a copy of the template we use for Bet Aviv Stationary and our logo for a project, it's always in the same, easy to remember location. And if you lose a loved one and need to review our funeral policy, you can access it any time of the day or night.

4. Keep up with news from our rabbi and cantor.

We're on our third installment of the rabbi's autobiography where Rabbi Marc, at a tender young age decides on his life's work. If you've missed the previous two, they're available as well. We've recently added a new feature called "Ask the Rabbi" where questions of interest to our congregation will be answered. Each time that Cantor Marge publishes a new article in the flyer, we add it to our website too so you don't have to keep those newsletters forever either.

5. Stay apprised of Jewish World News and other content from URJ.

A summary of Jewish World News appears at the bottom of our home page. You can peruse the headlines for a story of interest and click on the headline for the full story. Also on our homepage, you can find a discussion of the weekly Torah portion for those of you who like to keep up weekly (as well as weekly Shabbat Candle lighting times in Columbia). On our Adult Ed page, you find a list of significant Jewish book suggestions and on our Holidays page, you can learn about upcoming holidays.

With all these great reasons to visit us at www.betaviv.org we hope to see you there soon. If you have any questions about our website, please direct them to our webmaster, Geri Epstein.

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Appendix C. Web Privacy Policy (proposed)

Article XXV: Website

Section 1: No personal contact information for members shall be published on the website. This includes a ban on publishing street addresses, e-mail addresses or phone numbers.

Section 2: Email requests for information will be sent to congregational email addresses designed for this purpose that are available on the Contacts Page rather than personal addresses.