



**Whitchurch-Stouffville Minor Hockey
Association**

WSMHA Website Policies, Procedures and
Guidelines

Revised July 10, 2010

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Section I

WSMHA Website Principles

- The WSMHA website is intended to provide an efficient and effective communication facility with WSMHA members, the larger hockey community, community stakeholders and other interested parties. The website should be reflective of the Association's values and the image we are attempting to project to our members and the community at large. This is a public website and as such all website content must recognize and respect the rights of individuals in terms of privacy, security, and confidentiality.
- WSMHA content and messaging will be governed and screened in accordance with the Canadian Human Rights Act and other Laws.
- Website content will be reviewed using the following criteria and considerations:
 - Information value
 - Transparency
 - Inclusivity
 - Privacy / Security
 - Respect
 - Ethical & Lawful Governance

WSMHA Website Conditions

1. Information accuracy – while every effort will be made to assure the accuracy of posted information – the WSMHA Board cannot guarantee content accuracy and will not assume any liability for outdated or inaccurate information.
2. Content Control – the WSMHA reserves all rights to add, remove, and / or edit submitted content and maintains authority to make these amendments without notice.
3. Language – no foul language or commentary that could be construed as racist, sexist or otherwise prejudiced will be tolerated on the web-site.
4. Images – images (photographs, artwork, logos, etc.) contained on the web-site must adhere to the WSMHA standards of respect. Any images contained on the website must not portray any inappropriate actions, gestures, or otherwise suggest any disrespectful intention toward a group, person or organization.
5. Sponsorships – Sponsors may receive recognition on the website for their team or Association contributions. The form(s) of recognition must be applied equitably and must be appropriate to level of sponsorship support.
6. Product and Supplier Endorsements, Advertisement and Disclaimers – In the general case, the WSMHA does not specifically endorse or promote any exclusive providers or products. One exception is the exclusive contracted Rep Team Clipper Apparel supplier of choice. The apparel supplier has its own section on the website to provide product, contact and ordering information to website visitors.

Other supplier / product information may be provided on the website through advertising or information posting. **This form of content must be Board approved.**

Exception: Information concerning sponsor products and services may be posted on the applicable website page(s) under the sponsors section.

7. Quick-links – Both team and home web pages may contain ‘quick-links’ to other websites. The WSMHA is not responsible for the content on other websites. Links which are appended to the WSMHA website must be reviewed in accordance with the WSMHA Website Principles for suitability. Links to product / service suppliers may be construed as ‘advertising’ or WSMHA endorsement and as such require **Board approval.**

Exception: Quick-links to sponsor websites may be included under the sponsors section.

8. Copyright – The WSMHA website must respect copyright entitlement and laws. Copyrighted materials may be posted with the requisite permissions and acknowledgements.
9. The WSMHA Board of Directors will not be held liable for content which violates the above-noted principles or for loss or damage arising from WSMHA website information content or inaccuracy.

Section II WSMHA Website Procedures

1. Website Content and Access Management

Access to upload or modify WSMHA content is granted to various system users based on the following guidelines. System Access may be revoked without notice or recourse at the discretion of the WSMHA President and/or the WSMHA Board of Directors.

a. System Administrators – (max 4; min 3; Board Approved) the website system will be accessible by not less than 3 and not more than 4 system administrators at all times. The system administrator role holds the highest level of access rights and ability to assign other (edit) access rights to webmasters, schedulers, etc. The Office Administrator and the WSMHA President will hold System Administrator capabilities. The remaining 1 or 2 System Administrator assignments must **be Board Approved.**

b. Scheduler (max 3; min 2) The overall scheduling function is managed by the Office Administrator, including ice time contracts with the Town of Whitchurch-Stouffville, and other venues as and when applicable. The Office Administrator also assigns the ice time for both games and practices to Rep teams, and the total available ice to the House League programme. Team scheduling for the House League programme is conducted by the Vice-President – House League.

Input to the website scheduling modules can be delegated to a maximum of 3 parties with oversight from the Scheduler (Office Administrator).

Overall ice time allocation is the responsibility of the WSMHA President. **The scheduler role appointments must be approved by the WSMHA President.**

c. Registrar (max 3; min 2) The registrar is responsible for ensuring that every WSMHA registered player information is loaded to the website database, and that each player is assigned to his / her appropriate team. The download process must be performed periodically during the course of registration to accurately capture the full membership and ensure team assignment. The membership is comprised of an estimated 850-900 player per year.

The assignment of players to a team roster can only be performed by the registrar role, or by a system administrator. The House League VP (or his/her designate) will require access to complete these assignments for the house league programme.

d. League Webmasters (max 8; min 3)

Each “League” in the Association has its own league site. For WSMHA this includes the following leagues to form the overall House League Programme:

- Initiation Programme (IP)
- Novice
- Atom
- Peewee
- Bantam
- Midget/Juvenile

In addition, each team within the leagues has their own individual web pages, which may be used to provide team roster, player stats, team schedule, etc. Articles and team events may also be posted to these team pages.

Responsibility for the House League programme, including team convenor selection, scheduling, team assignments, and League news and events is the responsibility of the VP House League Programme (VPHL). The VPHL is assigned League Webmaster access to all levels of House League. Further, the VPHL will assign League Webmaster access to designated convenors or other House League volunteers as deemed necessary.

League webmasters may not delegate this responsibility or share access and passwords. League webmasters will also be assigned team webmaster access to teams within their league and they will be responsible for posting to team webpages as / when required.

For audit trail purposes, content changes are tracked by user and date stamped automatically by the system.

Further input - pending House League VP

e. Team Webmasters (max 1 per team)

The Head Coach from each **rep team** will assign **1 team webmaster** to be responsible for managing the team webpage content. This role has limited access to update team coaching and roster information, team events, team news, team libraries, game results, team sponsors, etc. The webmaster will be responsible for maintaining current information on the team web pages, with **updates required at minimum bi-weekly throughout the regular and playoff hockey season**. The assigned webmaster is responsible to ensure that team web-page content adhere to the WSMHA Website policies and principles.

The team webmaster may not delegate this responsibility or share his / her access and password.

For audit trail purposes, content changes are tracked by user and date stamped automatically by the system.

f. Game officials and Assignors – (Max 4 – Min 3)

Game officials and timekeepers are assigned on-line through the Game Officials Add-On Module in the website. Set-up of game officials and timekeepers requires expertise regarding refereeing qualifications and OMHA game standard requirements, knowledge of pay-rates and the full list of available / potential game officials including timekeepers. The referee set-up and game scheduling assignments are the responsibility of the **Referee in Chief** and/or his/her designates. The set-up, management and review of game assignment for timekeepers are the responsibility of the **Treasurer and Office Manager**.

The assignor role is assigned to the **Referee in Chief (or designate), the Office Manager, and Treasurer**. One additional designate may be added to provide administrative support.

g. Tournament webmasters – (Max 4 – Min 2)

Tournament pages are managed through the Tournament Add-On Module. Tournament webmaster roles are assigned to designated tournament organizers. Specific tournament website roles and responsibilities of the tournament organizers are the responsibility of the **Director – Tournaments** and may be delegated to up to 3 additional volunteers.

Key decisions regarding Tournament dates, format, pricing etc. require **approval of the WSMHA Board of Directors** before posting of this information to the website.

2. Website Content – Main Page

Main page content may only be updated by the system administrator(s). For audit trail purposes, content changes are tracked by user and date stamped automatically by the system. Updates for the following sections need to be advised to systems administrators for upload / website refresh:

SECTION	Primary Responsibility
a. News	Director Communications Office Administrator
b. Events	Director Communications Office Administrator
c. Accomplishments	President
d. Menu Toolbar, Content & Sub-content	
About Us	President Office Administrator
Coaches	VP Rep Hockey Programme VP House League Programme
Tournaments	Director Tournaments
Registration	President Office Administrator
Tryouts	President Director Tryouts
Sponsors	President Director Sponsorships
Coach's Corner	VP Rep Hockey Programme VP House League Programme Coach Mentors
Ask Us	President Director Communications
e. Organization Polls	President Director Communications
f. Other	

News articles, events and other website content may be submitted from a variety of sources, and will be reviewed for appropriateness by the designated system administrator. The system administrator will denote if the article or event is considered “major”, in which case the information will automatically cascade to the other League & Team website home pages.

Where content or suitability is in question, the system administrator will refer to the WSMHA President for guidance and approval. In certain, rare circumstances, if deemed necessary, **the President will refer certain items to the WSMHA Board for discussion and potentially for approval if considered a matter of policy.**

3. **Coaches / Rep Program information**

The website provides a unique opportunity to communicate program information and player / coach development information to our hockey constituents. **This form of content is primarily the responsibility of the Vice President – Rep Hockey program (VP-RHP).**

Sections under the Menu Toolbar will be developed in accordance with communication objectives of the VP – RHP as reviewed and **approved by the President.** Continuous content refresh in these sections will be an important part of the maintaining the overall caliber of the website in accordance with the website objectives. Website content refresh will be required in accordance with standards agreed with the WSMHA President as applicable to specific sub-section of the webpages. (For example, bi-weekly coaching tips, etc.) Specific guidelines for content refresh are provided in **Appendix 1.**

4. **Website Content – Team Pages – Rep Teams**

- a. News
- b. Events
- c. Accomplishments
- d. Team Roster
- e. Game Results
- f. Sponsors
- g. Other

5. **Website Content – League Pages**

- a. News
- b. Events
- c. Accomplishments
- d. Other

6. Tournaments – home / hosted

This section will be further developed in conjunction with the President, Director Tournaments and Director Communications once the full capacity of this module is active.

(Tournament schedule; tournament game results & standings; tournament photos, etc)

7. On-line Store - TBD

This section will be developed in conjunction with the Apparel Supplier (Eagle Beaver), the Equipment Manager and Director Communications once this module is active.

8. Communication – Response Times

The website facility invites e-mail communication from website users in many dimensions of the web pages. As a matter of service and standards for communication, the WSMHA encourages a reasonably prompt response time from our Board Members / contact persons for email and other enquiries from our community members. E-mail addresses must be checked at minimum once per week throughout the regular hockey season (September – April). For key positions, this standard must be adhered to during the peak off season periods as well.

These include:

Office Administrator; President; Director Sponsorships; Director Communications; Director Tryouts; Director Tournaments

9. Complaints

Where content has elicited a material complaint or controversy, the President must be notified immediately for review. **All complaints regarding website content (including team or league page content) will be logged by the Office Administrator.** The log will be available for review by the Board upon request.

10. Other

Section III

WSMHA Website Guidelines - User

1. Privacy Matters

Webmasters and all users posting information to the website must consider the privacy and security concerns of individuals and families.

By default, the team rosters on team pages are set-up to display:

- FIRST NAME, Last name initial only; this is the preferred standard setting for the WSMHA.
- PHOTO * a player photo may be loaded to the webpage. This is at the discretion of the coaches. WRITTEN PERMISSION from parents / guardians with respect to display of photos of their son / daughter is required. Teams may opt to display an alternate clipart or symbol to represent each player (for instance jersey numbers, avatar, favorite cartoon character, or appropriate alternate).
- PLAYER STATS* can be displayed by changing a setting. However, the default is set not to display this since in the majority of cases coaches prefer not to create a focus on the individual players but rather on team play, and player stats can interfere with this objective. This is a choice to be made by the coaching staff of any given team.

Note – House League Convenors collect House League stats and will post these as per standard practice at the league level.

NOT DISPLAYED: Age, address, height, weight

2. Team Calendar

The team calendar is populated with:

- WSMHA Ice allocation & OMHA game schedule – input by Ice Scheduler/Hockey Office
 - Home games –Date, Time, Location, Opponent
 - Away games - Date, Time, Location, Opponent
 - Exhibition games - Date, Time, Location, Opponent
 - Practices – Date, Time, Location
- Tournaments – Tournament Name, Dates – input by Ice Scheduler / Hockey Office
 - Details for tournament games are input separately by team webmasters.
- Team Events – input by team webmaster
 - Fundraisers – Event title, Date, Time – details
 - Extra ice – NON WSMHA allocated ice can be input as an event and will be visible on the team calendar
 - Dryland training
 - Other events

NOTE: It is recommended that birthdays and other non-public information **NOT** be included on the team calendar. Always remember – this is a public website.

3. Team Roster and Disclosures

- Head Coach
The Head Coach is assigned to the team by the Registrar. This must be done at this level so that the information transfers to the main website page under the “Coaches” section.
Team webmasters may provide additional Head Coach information on the team web page, including contact information as well as a short “Bio”. Team webmasters may also upload a coach photo.
- Other Coaches / Team Staff
Other Coaches and the team Manager should be input as ‘staff’ to the team page, otherwise the information is added to the main webpage under the “Coaches” section.
Please add assistant coaches, trainers and the manager(s) under your team “STAFF”!!!
- Players
Players, including AP’s (Affiliated Players), must be added by the Registrar. The team webmaster may add player, player number, player position, and player stats (refer to section 1 under privacy considerations for additional guidance).

4. Content and Content Refresh

The WSMHA would like to ensure that website content is informative, current, easy to access and relevant to our membership and other interested stakeholders. The team web pages provide an opportunity to share team information to a broad audience, and to create an inclusive space for sharing team information. At minimum, the WSMHA requests that each team posts bi-weekly updates, including:

- Game results – must be updated to the website within 2 weeks – these scroll on the main webpages
- Game stats – optional (refer to privacy considerations noted in section1)
- News items - examples
 - Game play highlights
 - Team accomplishments
 - Team fundraisers
 - Team photos
 - Coach expectations

*

5. Sponsors

- Team Sponsors can be loaded to the team webpage under the sponsor section.
- Player Sponsors can be noted under the player on the roster page in the player 'bio' section.

You may also provide "quick links" to "appropriate" sponsor webpages. **IF YOU ARE DOING THIS – PLEASE ADVISE THE WSMHA by email to director_comm@wsmha.com.**

Please note – the WSMHA does not endorse or provide preferred supplier status to any sponsors. Also, please bear in mind that some sponsors may prefer to remain anonymous. Please consult your sponsors prior to posting any of their information.

6. Tournaments

The website will be a powerful venue to post your tournament information, including locations, maps (map quest / Google maps), game times, locations, opponents, results. These will be added to your calendar. However, please note – this should be added at the 'team' level, not 'global'. Any entries made at the global level will be posted to the main website pages.

7. Photographs / Photo Galleries

TO BE UPDATED

- Uploading photos
- Creating galleries
- Videos

8. WHEN IN DOUBT – ASK!

This is all new for WSMHA, for our teams and for our membership. We're bound to have lots of questions and many ideas about how to improve the website. Please be patient. Please let us know your feedback. And when in doubt ... ASK!

All webmasters must accept total responsibility for items posted to their team's webpages under their user ID and password. Webmaster ID's and passwords must not be shared.

The WSMHA has the right to remove any / all webpage content and to revoke web access privileges without notice.