

CHICA - CANADA
Community and Hospital Infection Control Association - Canada

POLICY & PROCEDURE MANUAL

SECTION: Website & Web Based Communication
SUBJECT: Roles & Responsibilities
ORIGINATED: Board, 2001
SIGNATURE/DATE:

NUMBER: 20.10
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REVISION: May 2007

1. PHILOSOPHY

- 1.1 The CHICA-Canada website is governed by the CHICA-Canada Board of Directors through the Director of Programs and Projects to the Web Communications Manager.
- 1.2 The Web Communications Manager oversees the content of the website and liaises with the Web Designer, Webmaster , CHICA Connections Coordinator and Administrator.
- 1.3 The CHICA-Canada Webmaster is responsible for the day-to-day management of the CHICA-Canada website.
- 1.4 The CHICA Connections Coordinator is responsible for the day-to-day management of the discussion board, “CHICA Connections”.
- 1.5 The Web Designer is responsible for maintenance of the website files, including regular file back-up, and advanced technical design and support functions, under the direction of the Web Communications Manager and Administrator.
- 1.6 One individual may assume more than one of the above roles.

2. PURPOSE

- 2.1 The purpose of this policy is to define the roles and responsibilities of the individuals or groups involved in maintaining the CHICA-Canada website.

3. ROLES AND RESPONSIBILITIES

3.1 Web Communications Manager

The Web Communications Manager is an infection prevention and control professional in good standing with CHICA-Canada. The Web Communications Manager:

- a) provides oversight to the website and web-based communication components that is in keeping with CHICA-Canada’s stated mission and values;
- b) attends meetings of the Board as an ex-officio member, to maintain a working knowledge of the Board’s position, direction, mission and values;
- c) coordinates activities of the Webmaster, Web Designer, CHICA Connections Coordinator and other web-based communication component leads;
- d) maintains liaison with chapter website leads/webmasters;
- e) chairs an annual meeting with chapter website leads/webmasters;
- f) actively pursues new avenues of material for the website (e.g. new web pages), in conjunction with the Webmaster, the MSO and the Board;
- g) liaises with external organizations regarding the sharing of website links;
- h) maintains permissions obtained for the use of proprietary content, images, links etc.;
- i) liaises with IFIC regarding events for the global calendar;
- j) works with the MSO to explore website revenue generation;
- k) works with the MSO and Web Designer to incorporate commercial content and banner advertisements;
- l) ensures that information published on the CHICA-Canada website is accurate and that all external links point to reputable websites;
- m) ensures that the Members’ area username and password are changed on January 1 of each year; the new username and password is forwarded to the MSO no later than December 1 of the year prior to the change, in order to have them printed on new membership cards;
- n) regularly checks the Guestbook and responds to, or redirects, questions or concerns from website visitors;
- o) reviews controversial or sensitive materials prior to publication on the website and receives direction from the Director of Programs and Projects and/or the MSO when required;
- p) prepares regular website reports to the Board and for the Annual Report;
- q) prepares and analyses a website survey that is administered at least bi-annually.

3.2 Webmaster

The CHICA-Canada Webmaster is:

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i. an infection prevention and control professional in good standing with CHICA-Canada, who has skills in web design and web authoring; **OR**

ii. a professional web designer who takes direction from the Web Communications Manager and the MSO.

The position of Webmaster is a two-year renewable position. The Webmaster:

- a) provides input and direction for the growth and design of the website;
- b) promotes the use of all website components;
- c) provides user support;
- d) publishes information to the website that has been provided from the Web Communications Manager, the MSO or Board members;
- e) monitors the site in its entirety for time-sensitive information;
- f) regularly updates links and checks for broken links on the website;
- g) updates content on chapter websites as required and as directed]
- h) works with chapters (and the web designer if required) to create chapter websites and to update content on chapter websites as required and as directed;
- i) regularly updates home page headlines with items of interest from the infection control field;
- j) maintains a password-protected area on the website for publishing materials of interest to CHICA-Canada members
- k) maintains statistical information regarding the use of the website;
- l) updates the content on chapter websites as required, in consultation with the chapter website liaison member/webmaster.

3.3 CHICA Connections Coordinator

The CHICA Connections Coordinator is an infection prevention and control professional in good standing with CHICA-Canada. The CHICA Connections Coordinator:

- a) takes direction from the Web Communications Manager;
- b) oversees the smooth operation of the discussion board, "CHICA Connections";
- c) provides user support to CHICA Connections;
- d) coordinates interactions of groups as requested for secure and unsecured real-time discussions;
- e) maintains statistical information regarding the use of CHICA Connections.

3.4 Membership Services Office (MSO)

- a) supports e-commerce activities and revenue generation;
- b) responsible for engaging Web Designer;
- c) directs Web Designer for content in conjunction with the Web Communications Manager;
- d) forwards change requests and updates to the Web Designer and Web Communications Manager from the Board and membership;
- a) change requests are to be forwarded to: chicacanada@mts.net.

3.5 Website Design and Support

- a) **Technical Support**
 - i) CHICA-Canada engages the services of a professional Web Designer to provide technical support to the Website Communications Manager and to the organization.
 - ii) The Web Designer maintains the operating functionality of the website.
 - iii) The Web Designer assists the Webmaster with technical issues as required.
 - iv) The Web Designer publishes content information to the website if the Webmaster is unable to do so.
 - v) When the Web Designer is also the Webmaster, information is posted to the website on a day-to-day basis as directed by the Web Communications Manager and the MSO.
- b) **Backup and Storage of Website Files**
 - i) The Web Designer regularly backs up the CHICA-Canada website.
 - ii) The Web Designer maintains copies of archived files and materials from the CHICA-Canada website.

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c) **Website Design**

- i) The Web Designer is consulted on issues pertaining to the functionality and design of the website.
- ii) The Web Designer is consulted before new graphic materials are incorporated into the website, and will add new graphics in a way that complements the website design.
- iii) The Web Designer works with the webmaster to maintain consistency in publishing of materials to the website.
- iv) The Web Designer advises the webmaster and MSO concerning design changes.

3.6 Board of Directors

- a) review and approve all website design changes, contract changes and service charges;
- b) monitor those pages of the site which refer to their specific portfolio and submit changes and updates to the webmaster.

3.7 Chapter Presidents/Chapter Webmaster

- a) monitor their chapter's website for updates and revisions, and forward requests to the Web Communications Manager.

3.8 Interest Group and Committee Chairs

- a) monitor their interest group website for updates and revisions and forward requests to the Web Communications Manager.