



## AMERICAN CONNEMARA PONY SOCIETY

Document Number: WEB PO 1

Document Name: Internet Committee Policy

### **Purpose:**

The ACPS intends to keep abreast of activities and interests in the equestrian market and with equine enthusiasts on the Internet and to inform the general public about Connemara ponies by maintaining a significant presence on the Internet via an official "ACPS Website". The primary purpose of the ACPS Website is to assist in achieving the objectives of the ACPS, which are as follows:

- A. To assist and promote the breeding, registration, importation, training, exhibition and general use of the Connemara for pleasure, sport, equestrian competition and therapeutic horsemanship in North America.
- B. To preserve the unique qualities of the Connemara through encouraging selective breeding for type and conformation as described in the Societies Standards for the Breed
- C. To assist and promote local, national and international equestrian competition.
- D. To keep members of the Society informed in all matters concerning the Connemara.

### **Roles and Responsibilities:**

#### **INTERNET COMMITTEE**

- This group should include the following: The committee shall consist of 5 to 9 people, including the webmaster, one BOG member and the rest being made up of ACPS members. Additional members may be selected by the Internet Committee Chair and/or the ACPS President.
- The Internet Committee Chairman may, with approval of the committee, appoint additional volunteer committee members from the pool of current ACPS members wishing to assist in achieving the objectives of the Internet Policy and management of the ACPS Website.
- Nominations to fill vacancies among the permanent members of the committee may be made by any member of the Internet Committee or ACPS Executive Committee. A 2/3 majority of the Internet Committee is necessary for election.
- The total number of members on the Internet committee shall be no less than 6 or more than 9.
- The Committee is responsible for development of Website Standard Operating Procedures and related Internet Policies & Procedures.
- Volunteer Internet committee members may assist the Web Master in routine duties and special assignments or may perform other Internet related tasks such as:
  - Submitting the ACPS Website to various search engines and/or add the ACPS URL to other web sites; a list of the previous shall be maintained by the Internet Committee or member thereof. Such sites shall be routinely visited to ensure appropriateness.
  - visiting other "Connemara" related web sites to remain current on the "Connemara" presence on the world wide web
  - Report back to the committee on findings to determine appropriate response or reaction, if any, and to maintain an overall awareness.
- Policies and SOPs may be proposed by any Committee member or any voting member of the Society in writing to the

Webmaster. These proposals shall then be sent out to the Internet Committee members.

- Discussion and voting may be by mail, phone, fax, email or a meeting, but all Committee members must be included and sufficient time must be allowed to build consensus. A 2/3 approval from the Internet Committee is necessary for approval of a proposed SOP. Board approval is required for changes to the Internet Policy or Webmaster Position Description.
- Members of the Internet Committee, the Web Designer, Webmaster and other such volunteers must use their own equipment and software (which must be generally considered “compatible” with most major programming packages and with each other, as much as possible) and must provide their own access to the Internet without compensation for the previously mentioned.

**Procedures:**

- The ACPS shall maintain a web site to ensure the presence of Connemara Ponies and the Society on the Internet.
- The ACPS shall maintain ownership/registration of the domains www.connemarapony.org or www.connemaras.org and the Website shall be accessed through one of those URLs.
- Host location and ISP shall be determined by the Web Master within the approved budgeted allowance.
- The primary focus shall be oriented toward ACPS official and educational objectives; it shall operate as a tool to help improve the efficiency and effectiveness of ACPS offices and functions and to facilitate communications.
- The ACPS Internet Policy does not endorse development of individual web pages for hire, as part of it’s primary purpose. Web Design for individuals must be contracted out with various individuals as a private enterprise. However, the ACPS Website will provide a section for free advertising of individual ACPS members offering those design services.
- The Website shall not exist primarily as a revenue generator, however, members shall be charged a fee for “hosting” individual web pages as part of the body of the ACPS Website.
- The ACPS Website shall provide free links to “sister” ICCPS web sites. Additional links shall be added at the pleasure of the Internet Committee.
- ACPS Website expenses shall be paid directly by the ACPS Treasurer in accordance with the budget. Income from classified ads and web page hosting shall be paid and sent directly to the ACPS Treasurer.
- The ACPS Website is included in the non-profit status of the Society.

**Definitions:**

- ACPS: American Connemara Pony Society
- Website: The official “ACPS Website” shall be owned by the Society but shall be managed by the Webmaster within constraints of the approved budget.
- Web Designer: The person(s) who initially designs the foundation upon which the ACPS Website exists and is operated. It is expected that this work can be conducted by an individual or individual(s) on a volunteer basis. The Web Designer shall work with software that is compatible with standard industry methods. Once the basic design has been established, on-going maintenance and management of the Website shall be the responsibility of the Webmaster.
- Web Master: An independent contractor authorized by the ACPS to carry out the duties as describe in the “ACPS Webmaster Position Description”. The Web Master will work in conjunction with and be guided by the Internet Committee to achieve the objectives of the Internet Policy and will report to the Board at the Annual Meeting.
- Internet Committee: An ACPS Committee which guides and assists the Webmaster in achieving the objectives of the Internet Policy.

**Revision History:**

Date	Changes	Author
8/03	Format Template	Charlie Morgan
10/08	Update Format	Chris Knox
1/10	Update wording	Karen Vicencio
1/11	Update free links	Lisa Etzel