

Guidelines for Division Homepages on ASM Website

<http://www.asm.org>

ASM is offering the opportunity for Divisions to be included as a part of the ASM Website - the Society's "official" homepage. Keeping this in mind, Divisions may organize material for publication on the Website using the guidelines set forth below.

OPTION I

You (or your designate) will submit text material to **Peter Baum** by e-mail (pbaum@asmusa.org), or other method. ASM staff will convert this to HTML format for your homepage. The standard HTML page style and default division homepage design in use at ASM will be used. *Be advised, ASM Division homepages are text based and do not include CGI scripts, HTML forms or Java applets.*

OPTION II

You or your designate will be given a FTP account on the ASM Web server that enables you to copy the HTML and GIF files you create locally onto the Web server. A user profile will be created and ASM will provide a password for the user to log on to the Web server.

In the event that your webmaster is no longer able to maintain your website, you are encouraged to make arrangements to keep the site functioning. Divisions are free to use division funds for *contracted* website maintenance. **ASM Members cannot receive Division funds in exchange for services.** ASM is also available to maintain your site, but your site would need to be converted into the standard format adhered to by all ASM maintained webpages. Either way, your division is strongly encouraged to continue its participation in this program and maintain your Internet presence. Please notify Peter Baum in the event that your webmaster retires so alternate plans can be made.

CONTENT REQUIREMENTS

Following is a list of items that should be included on every Division homepage:

- (1) **ASM Acknowledgment.** An acknowledgment should be included that the Division homepage is supported by ASM and the Meetings Board at the top of every page.
- (2) **Division Mission Statement.** Divisions should use the description of their Division as published in ASM literature, with an introductory sentence if necessary.
- (3) **Copyright and Disclaimer Link.** The copyright and disclaimer link entitled "Rights and Obligations" should be located on the bottom of every page. (<http://www.asm.org/legal.asp>). Additionally, for those Divisions that select Option II, a statement identifying the Division as responsible for the information included on the homepage must be attached at the bottom of every page. A sample statement follows: "This page was authored and designed by the Division _____ who is fully responsible for its contents. Send comments or corrections to <author's e-mail address>."
- (4) **Use of Photographic and Other Images.** It is strongly recommended that Divisions posting images (slides, graphics, photographs, etc.) from an outside source include a credit for each image and obtain written permission prior to publication. Two generic permission forms are included in

this package for your use. ASM is not liable for any copyright infringement exigencies a division may have with an image used on their website.

- (5) **Use of New ASM Logo.** All Divisions using an image of the ASM logo will be required to use the logo adopted by the ASM Council in 1998. Copies of the logo may be downloaded from <http://www.asm.org>. The logo must be used with its original color scheme and layout, but can be sized to fit your website design.

CONTENT SUGGESTIONS

Announce information that would be of interest to members and prospective members of your particular Division

Some ideas include:

- X a list of officers;
- X information about Division candidates running for election;
- X meetings program highlights and topics;
- X solicitations for session questions or ideas;
- X links to websites containing information relevant to members of your Division;
- X an image/slide library;
- X ASM products (journals, books, awards, etc.) and services announcements that might be especially relevant to your members;
- X listserv registration;
- X forum for communication with student members;
- X division newsletter; and
- X other important and useful information you think your members and prospective members should be aware of.

Please keep in mind as you create material for your homepage that the ASM community hopes to be able to reach out to international members and better involve them in ASM and its scientific specialties. ASM is also working to forge deeper and closer relationships with its underrepresented members.

Link to information you determine to be of value and which is currently on the ASM site or on another site

To assist in this process, you are encouraged to peruse the complete ASM Website at <http://www.asm.org> to determine what pages you want to create links to. This is a way to avoid duplication of material if already on the ASM Website (for instance, you may specifically want to check the meetings section of the homepage promoting your sessions). If there is information listed elsewhere within another Website that would be useful for your members, hypertext links to these can be included on your homepage. Other ASM related websites include the General Meeting (gm.asm.org), ICAAC (www.icaac.org), the Biodefense and Emerging Diseases Research Meeting (www.asmbiodefense.org), ASM Conference for Undergraduate Educators (www.asmcue.org), Annual Biomedical Conference for Minority Students (www.abrcms.org), and the ASM teleconference/webinar program (www.asmaudio.org). Please note that if you select Option I, you will need to provide the URL address for each website so that the ASM staff can create the links.

For example: The ASM has a Job Placement Service for members seeking job opportunities or employers looking for particular candidates. You can provide a direct link to the ASM information on your homepage and/or a link to any other site that you have identified that maintains open job posting groups. (ASM's homepage currently has links to similar sites.) You might also wish to link to sites that offer technical information of interest to your members, such as a site that features a useful database of methods.

Promote participation in a Listserv

Divisions are encouraged to use this service to provide members with a dynamic environment for two way communication. View your Division's Listserv as the mechanism for bringing members together from all over the world to share their expertise, experiences, issues, challenges, and solutions. This is where Division members will exchange views and share information on important matters in a timely manner. General information about listserv management and set up is included in this handbook.

Any Division wishing to start a Listserv should carefully review the document and submit a proposal to the Committee on Divisions, at ASM Headquarters (via Peter Baum at ASM Headquarters).

STYLE

The Meetings Board will be responsible for reviewing the Division homepage content in a test site before it can go into production. A review of content will be undertaken to make sure that as a part of the Society's "official" Home Page, there is compatibility with ASM's purposes and goals. In addition, we will attempt to determine where links can be provided to material that already appears on the ASM Website. Inappropriate uses of the Internet may present potential legal problems of copyright infringement, defamation, and antitrust. Although we know that the Division Chairs will be sensitive to these issues and that disclaimers will be published, if ASM identifies the potential for a problem, the Division Chair will be notified and asked to remove or edit the material.

If you select Option II and author your own HTML and GIF files, the style of your page can be customized by choosing how you want the pages to appear with respect to the use of icons, images, colors, etc. However, please keep in mind that ASM is not prepared to allow the use of CGI scripts, HTML forms and Java applets on ASM's homepage, nor can it technologically support you when you use these media.

CONTACT INFORMATION

Peter Baum is available to answer basic questions regarding Division homepages. When more information is required, he will refer you to the appropriate person(s) at ASM. He may be reached at the following:

phone: (202) 942-9276 **fax:** (202) 942-9340
e-mail: pbaum@asmusa.org
mail: American Society for Microbiology
1752 N Street, NW
Washington, DC 20036

AMERICAN SOCIETY FOR MICROBIOLOGY

_____ (DIVISION ___)
name of Division

DEED OF GIFT AGREEMENT

ASM Division ___ gratefully acknowledges receipt from: _____

of the following material: _____

_____ for the Division ___ website

Date

I hereby make a gift of and assign to the ASM Division ___ website the above described materials, including all copyright and literary rights which I possess to those materials, as enumerated below:

I understand that these materials shall become part of the permanent collection of the ASM Division ___ website, and be subject to standard procedures for appraisal, description and access, unless limiting conditions are specifically stated as follows:

Items retained by ASM Division ___ are its property, and at the discretion of the ASM Division ___ website may be exchanged, donated or sold.

Donor

Date