

## **GSA DIVISION MICROSITE (WEBSITE) SERVICES AGREEMENT**

GSA provides the Higher Logic platform to GSA Divisions at no cost for hosting Division websites as “microsites” of GSA’s Member Community.

“**Microsite**” is a term used to describe an auxiliary website with independent links and an address that is accessible from a larger parent site. GSA Division Microsites are available within the <http://community.geosociety.org> parent site.

“**Template**” is a term used to describe a usable version of a Microsite which simulates how a Microsite will appear and be constructed. Templates may be updated or modified by GSA from time to time, and may be customized by Divisions.

This arrangement offers multiple benefits to Divisions, including:

- “Online Community” functionality: including a Division-wide discussion forum, Division-wide member directory, and a Division library for resource-sharing and archival purposes.
- A Division Management Board workspace with corresponding discussion, directory, and library features.
- Standardized site template for a clean, customizable site that fosters uniformity among Divisions. Standardization helps members who visit multiple Division sites to find content more easily.
- A content management system (CMS) that does not require the Division webmaster to have extensive knowledge of html.
- Stable site hosting if/when Division webmasters rotate out of their volunteer position.
- Setup and launch training from GSA’s webmaster and online community manager, plus ongoing resources and support from web masters’ community group.
- Assistance in launching an active Division discussion forum, if desired.

### **Expectations and Division Obligations**

Each Division will appoint a webmaster to work with GSA during the launch of the Microsite, and thereafter be responsible for updating and maintaining the Division Microsite.

- Designated webmasters will receive training from GSA staff on how to manage content on the Microsite.
- Webmasters will be the designated persons authorized by the Division Management Board to communicate with GSA regarding the Microsite.
- Division will notify GSA when webmaster appointment changes or webmaster becomes unable to perform the duties necessary to keep the site appropriately updated.
- Division sites will include current list of publicly-viewable Division Officers with contact information and a current copy of Division Bylaws.
- Divisions will be solely responsible for keeping content up to date, including current information on awards, newsletters, travel grants, and other applicable deadlines.
- Divisions will not add any content to the Microsites which may interfere with GSA’s ability to administer the site, or which may violate any policy adopted by the Geological Society of America parent site, which include but may not be limited to:

- Adherence to GSA and Division logo usage guidelines
  - GSA prohibits the free posting of classified ads and job opportunities. These services are available through the main GSA website and handled by the GSA advertising manager. Division microsites are encouraged to advertise posted positions with a link to the GSA job board. If there are questions about what constitutes a job opportunity, please refer them to the advertising manager (contact information below).
  - Divisions are permitted to promote GSA products and opportunities on their microsites (for example, Division logo paraphernalia, meeting field guides and meeting events).
  - Fundraising initiatives must channel through the GSA Foundation.
  - Adherence to posted privacy policies.
  - Adherence to the posted Member Community code of conduct/violations policy.
- It is up to each Division to maintain (or abandon) any other domain names that they have previously registered.
  - GSA reserves the right to take a Microsite down if it is not being properly maintained.
  - The Member Community is a member benefit and is tied to the GSA database of active members. It is therefore imperative that active volunteers (management boards, committee members, etc.) who are communicating about GSA business maintain their membership in active status. If dues become delinquent, volunteers will lose access to the Member Community.
  - This agreement is deemed to be in effect while the Division Microsite is live. If either party wishes to terminate the Microsite and terms of this agreement, they may do so without cause upon 60 days' written notice to the other party.

GSA Division \_\_\_\_\_

Microsite launch date: \_\_\_\_\_

Community Discussion Forum launch date: \_\_\_\_\_

Chair Name:

Organization:

Phone:

Email:

Signature: \_\_\_\_\_

Web Manager Name:

Organization:

Phone:

Email:

Signature: \_\_\_\_\_

GSA Staff Contacts:

Collin Rudkin, GSA Web Manager, [crudkin@geosociety.org](mailto:crudkin@geosociety.org)

Justin Samuel, GSA Community Manager, [jsamuel@geosociety.org](mailto:jsamuel@geosociety.org)

Christa Stratton, GSA Director of Communications, [cstratton@geosociety.org](mailto:cstratton@geosociety.org)

Ann Crawford, Advertising Manager, [advertising@geosociety.org](mailto:advertising@geosociety.org)