

California Polytechnic State University Alumni Association

Web Site Policies for Chapters

The following guidelines are intended to serve as standards for recognized Cal Poly Alumni Association Chapters as they develop and maintain Web Sites.

1. Name: Must be Continuity – Official Chapter Name (not Mustangs in the title), Cal Poly Alumni Association

Examples: **FRIENDS OF WOW CHAPTER**
Cal Poly Alumni Association

MODESTO CHAPTER
Cal Poly Alumni Association

2. Address should be .org (it cannot be .edu, .com or .biz which imply commercial use)
3. Chapters are responsible for registration, development and maintenance
4. Chapters are responsible for funding annual registration costs for their Web site
5. Alumni Office will provide a link from the CPAA home page to Chapter Web sites that comply with these guidelines
6. Alumni Office will provide optional templates (after August 2003)
7. Alumni Office will provide marketing of the site via e-mail and direct mail
8. Alumni Office needs to review and approve the site before it goes live
9. Alumni Office needs to approve major revisions to the site
10. Chapter Web sites are currently not eligible to be housed on university servers
11. Chapters are responsible for providing or funding web hosting services for the site
12. Content must comply with Cal Poly's Responsible Use Policy and other applicable policies. See <http://www.calpoly.edu/computing/policy.html> for details. Prohibited uses include but are not limited to posting personal information or copyright material without prior permission, political advocacy, retail sales, and commercial ads or endorsements.

13. Chapter Web sites found in violation will be removed from the CPAA home page and may be subject to civil or criminal penalties, depending on the nature of the violation.

Content Required:

- CPAA Name (Logo Optional)
- Contact Info for Chapter
- Contact Info for Web Master
- Link to CPAA Home Page

Content Prohibited:

- Lists of alumni with contact information without individual permission
- No political candidate statements or endorsements
- No pornography
- No direct retail/sales activity

Content Suggested:

- Description of Chapter
- Event Calendar & Registration Info.
- Highlights of alumni (with permission)
- Highlights of past events with photos
- Benefits of involvement with the chapter
- Opportunity/Method to volunteer with chapter
- Links to significant Cal Poly events i.e.: Homecoming & Open House
- Links to student club, organization or department for interest based chapters

Developed by Cal Poly Alumni Relations, with input from Public Affairs and IT
July 9, 2003