



euroaviainternational



# Local Sites Handbook

## v 1.2

### General Recommendations

Information Technology Working Group

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## 1. Introduction

The aim of this document is to serve as a handbook for the local webmasters and to provide general guidelines, in order to guarantee that local sites offer certain information in a reliable and consistent manner.

### 1.1. Webmaster position

The **webmaster of a Local Group**, is responsible for:

- Giving consistent information by:
  - Keeping an updated website for his/her Affiliated Society or Adjunct Member.
  - Presenting relevant information about EUROAVIA and its past/present/future.
  - Presenting information about the Affiliated Societies and Adjunct Members.
  - Presenting information about the University/Faculty/Aerospace studies that connect us all.
- Promoting EUROAVIA on local level:
  - Promotion of EUROAVIA's image (banners/logos).
  - Promotion of events for its members, prospective future members, companies, etc.

*Building a great site will not depend entirely on your skills in IT area but also on the enthusiasm to build and manage an updated site.*

### 1.2. Method

We will present in this document a method that consists of **permanent** and **variable content**, since one can divide the content of local sites in these two categories.

The *long-term goal* of this method is to improve the quality of the local sites. We strongly believe that local sites play a fundamental role in local (and international) promotion, since this is often the first contact between a student and our organization. Regularly updated content and a clear structure for easy navigation are some examples of what is missing in most of the local sites.

The IT WG wants to promote **English** as the main language used, or at least there need to be a version of the local site fully in **English** together with an optional version in the native language.

The websites of the EUROAVIA Affiliated Societies and Adjunct Members differ a lot in quality, which is not so good for the public image of EUROAVIA. Therefore the IT WG wants to be proactive on this situation, by providing local webmasters with a structure and a minimum content, so that we can guarantee the minimum quality of the local sites.

These recommendations are the first step in building better local sites. **But please keep in mind that a site only becomes good when the webmaster is updating the content on a regular base.**

*In the end, we would like to stress again the fact that we are not imposing a design or a common image. Our recommendations are focused towards the contents and the general structure. About the layout, local webmasters are free to design whatever they want. This can also mean copying the layout of the international site, but we are not encouraging this in order to clearly distinguish local and international sites.*

## 2. General recommendations

- In the ideal case, local webmasters would work at least once a week on their sites. This doesn't mean that every time they are working on it, changes are needed, but in this way, one can say that his website is updated every week. It should be easy as checking all the *variable elements* of the site.
- Since ideal cases do not exist and we cannot demand from our members to work every week, we propose the following, more realistic schedule: the local websites need to be changed at least every time an event is announced or any news with high importance for the members is released.

Reminders will be sent to all Affiliated Societies and Adjunct Members webmasters.

**itwg@euroavia.eu** functions as a helpdesk for local webmasters.

- It is recommended all the information to be both in English and the local language, but it not applicable for the moment the information has to be at least in English not only because this is the official language of EUROAVIA but in order not to lose the European Students (and to clearly show the international impression). *If you have a site made in the local language and you decide that you can include some information in English instead of rewriting the whole text in English have in mind that it leaves very bad impression when mixing two languages on one page.*
- Understand the common target audience we all address through the websites:
  - **Students** are our biggest target audience.
  - **Universities of Technology** and **Universities of Applied Sciences** are the second target audience of EUROAVIA. They give different kinds of support (professors +lectures /money maybe) but they also expect something in return. They expect something serious from us, that is connected strictly with education and they need prestige also.
  - **Companies** are our target audiences since they support our activities from the financial side. They have got expectations similar to Universities but more business oriented. They expect something quite serious but very professional.
- The website must be accessible to any type of person, with any type of browser, without further installations needed to view the website. Check your website with IE, Firefox, Opera, etc and make sure the accesibility remains.



If you do use flash or other programs that one needs to install, make sure that at least you mention this on the website. Tell what is needed and where to download it from.

**TIP:** to understand more about the visitors of your website you can implement a stats counter that monitors these for you. They will tell you where the visitors come from/what browser they use/what information they check on your website, etc. The EUROAVIA IHP uses Piwik, but if you can't install Piwik, Statcounter is a very good alternative: <http://www.statcounter.com>.

### 3. Site structure

#### 3.1. Content

Since a site structure is not going to be changed a lot, one can also see this as a permanent element. Since all pages – both permanent and variable – are depending on the structure, we present this here. The benefit of a permanent structure is that it facilitates users getting familiar with it. Concretely, the structure consists of a menu that can be reached all the time someone is browsing a site.

We consider that the following parts are needed to be present in a local site:

**News:** In the implementation, this could be for instance a different section/page or a little box on the main page.

**Contact information:** this section definitely needs to be in English, given the international character of EUROAVIA. Our recommendation is to make this to be a different section, so someone always can reach the information by using the menu bar.

**Euroavia IHP:** The absolute minimum is to put a **link towards the international website**. It would also be good to have a small **text describing what EUROAVIA is**. This text can be put directly on the home page, but better would be to put a link (with some introductory text) towards a page where the whole text can be placed.

**Activities:** At least **every new event should be announced** here with a link to the website and optional you can add the banner.

**AS Board / AS members / AS Alumni:** it's up to the AS policy, but at least there should be the name and contact information of the president. We recommend you to keep track of your alumni and their contact data and show you still view them as part of your AS.

**AS History:** history shows where you began and how much you grew up. So it would be interesting to know when your AS was born, who were the founders, etc.

**AS past events:** to keep track of previous events your organized and pride yourself with

The following elements could be very handy when found in a local site but not needed, it's up to you to value these:

- Site map

- **Forum**
- **Interesting links** or **links collection**
- **AS photo gallery**
- **Sponsors**

Local webmasters are free to choose how they implement this structure, which means that one can mix AS History, AS past events and AS photo gallery into one section. This is once again up to the local webmasters creativity.

### 3.2. Image

***The way your site looks is equally important to the information you input on your website.***

For sure we can say that local Image is mainly good as the link between EUROAVIA and students through the AS but *local identity needs to be balanced with Common image*, in order to get better and more efficient results.

Common elements are for example: same principles, aims, and common design elements. EUROAVIA is a very big organization and it is not possible to have a common image in all fields, but the core of them should definitely be the same.

#### *Positive aspects*

For example some AS use the logo of EA but they also have personalized logo (e.g. Terrassa, Delft, etc.)



**This is good because it gives you a local identity and image among you local members.**

#### *Negative aspects*

However the logo of EUROAVIA International should remain the same for all of us as it is our connection.

At this point you are all using different greens and shapes and what is worse some of you are using really bad resolution pics.

The following images are not acceptable while promoting the image of Euroavia due to their very low resolution .



It is not up to the IT WG to create the common image we want or would like to use but we suggest you keep the same green as the one on the IHP and also the same shape of the logo.

You can find a sample on the Corporate Identity page on the international EUROAVIA website.

What we suggest is that make sure all the pictures and in particular the image of EUROAVIA international is a **very good resolution** and it looks good.

Also make difference between what is your AS logo and the EUROAVIA International one.

**+TIP:** you can download a very good resolution picture of the EUROAVIA logo from the international EUROAVIA website at the [Corporate Identity page](#).

### 3.3. Being different is OK

All AS are different. Each is recognizable by: language, culture, image, events, weather, people, traditions, etc. This leads us to the identity and image of each AS.

Local image makes the connection between EUROAVIA and the local students (one of target audience) in an efficient way, by using the same language, extension of the local University, adapting to the local traditions (e.g. promoting certain events like Christmas dinners). It's more familiar to students since they have really someone there for them, like them and for helping them. That familiar image created by people from the AS that allows EUROAVIA to reach the local students in a not so invasive way is closer to local students and it can easily meet the local needs.

But keep in mind that local identity is OK for local activities. The International Image of EUROAVIA can surely be more effective and interesting than local images for our other target companies.

## 4. Permanent elements

Permanent elements do not change during the site's life unless decided so during the EMEAC/AMEAC .

The following elements are considered to be *permanent elements* of the web site:

- Main structure of the site: see previous section.
- Information that never or rarely changes (e.g.: What EUROAVIA is, AS History, Contact Information, Site Map).

## Contents

In this section, we will look closer into the content behind the structure, in order to give local webmasters a better view on the general ideas of permanent elements. We think

- **Contact Information:** Contains at least an address, telephone and fax of the AS office, AS email and AS Internet site address.

It would be also useful to give the email and/or telephone number of the AS president or any other contact person. Add also include “**how to reach the office**” instructions, since this can be quite difficult at some universities. Especially if you are organizing a workshop or somebody from the international level – that is not familiar with the structure of university buildings – is supposed to meet you in the office. And maybe even for students for your university.

- **Site Map:** The site map explains the structure of the site. It facilitates the use of the site.

- **Interesting links:** This page contains a list of useful links (city, country, university, other Affiliated Societies, aerospace related links, EUROAVIA Working Group, etc.)

For links to EUROAVIA Working Groups see below:

EUROAVIA Working Groups: <http://www.euroavia.net/working-groups/overview/>

Affiliated Societies WG: <http://aswg.euroavia.eu>

Alumni WG: <http://alumni.euroavia.eu>

Design Workshop WG: <https://dewo.euroavia.eu>

EUROAVIA Young Engineers WG: <https://eye.euroavia.eu>

Information Technology WG: <http://itwg.euroavia.eu>

International Events WG: <http://internationalevents.euroavia.eu>

News WG: <http://news.euroavia.eu>

Newsletter WG: <http://newsletter.euroavia.eu>

Public Relations WG: <http://prwg.euroavia.eu>

Statutes and Bylaws WG: <http://sbwg.euroavia.eu>

- **AS History:** In principle we consider this part of the site to be static, as it is only a brief description of how and when the AS was created. But it's up to the webmaster to update the content with some comments on recent activities.

- **AS Photo gallery:** The photo gallery aims at giving graphical evidence of AS activities. We recommend local webmasters to add more pictures of recent events when they become available. The more recent pictures the more appealing the site will be, but it's not an essential task.



- **What is EUROAVIA:** This section contains a brief description of what EUROAVIA is about. This can be for instance the *Statement of purpose*, but we would prefer it when you use a clearer text - like the one in the IHP

## 5. Variable elements

Variable elements change during the site's life. Most of them refer to web site contents.

The following elements are considered to be *variable elements* of the web site:

- **Event links:** These links are included in the site because they refer to an events page. The link is temporary and aims to attract people's attention and to notify them about the possibility to apply for the event.
- **Information** that changes often or needs to be reviewed because it changes unexpectedly (news, members, ...)

### 5.1. Contents

The dynamic information that appears in the site is:

- **News:** Actually this can be just **local news**, since the international news is already on the international website. Important when making this section is to know **whom** you are **targeting**.

The good thing about having news is that people see that the information on the site changes, so they will come back later on. On the other hand: if the local webmaster has not enough time to work on the site, maybe it's better not to include news (or at least not to date it), since not updated news gives a bad impression.

- **Activities:** At least **every international event should be announced** here, with a link towards the international pages. Apart from the needed information, it would be good to add some texts describing what the different international events of EUROAVIA. All this info can be found on the EUROAVIA IHP on the the [upcoming event page](#) and [event page](#) respectively, but it is not bad to duplicate certain information.

*Our recommendation is to check the [upcoming event page](#) on the IHP every time.*

- **AS members:** Mainly this should be the structure of the AS, in order to give some information to non euroavia members. At least the local board people should be in the page (if possible with their email addresses and/or mobile phone numbers). The best way is actually a **short text describing** the functions and/or procedures (if they exist) and **afterwards the names**.

Instead of only giving the names and addresses, one could choose to have a picture for everyone with as much information as possible next to it: function, international involvement, mobile, email, ICQ, Internet site address, post address...

Depending to the structure of the AS, one can also add **all the members on the site**. This can be for useful various reasons like

- a) **handy address book** for your AS members

b) **motivation**: why people should want to be in the local board so they start working harder.

Another idea is to divide the page in **4 sections**: board, active member, new members and alumni's. Depending on the needs of the AS, one can add as much information as needed.

About the information you put in this section: it also depends on the layout of your page, since an overloaded page is not useful at all. Whatever you do, please keep in mind to put **the most important information** (president ...) **on top** of the page, and then you can fill up the rest as you want.

*We recommend doing it at least with every new local board.*

- **AS past events**: This section contains a list of all the past events organized by the AS. It's up to the webmaster to have a list of past events with a short description of what they were, or keep a link to their corresponding web pages.

It also implies to remove the event from the *Activities* part.

The advantage of a section like this is that you only have to remove an announced activity toward the past event pages, change some verbs and add a picture gallery. Not too much work.

*We strongly recommend the use of this section, since it can be used very well whenever promoting you AS – towards companies or students. It shows you have a record in organizing events for the student and members of EUROAVIA .*

- **Sponsors**: This section contains a list of sponsors or logos (depending on the agreement) of the companies that collaborate with the AS. Depending on the AS financial policy, this part of the website can be very useful when looking for sponsors, as the AS can address companies to the web site where the kind of sponsorship and the role of the company in the AS are explained.

*Attention:*

- 1. please don't forget that – normally – it's forbidden to store company advertisements on web servers connected to the Internet via university facilities. Practically seen, this will not cause problems, but if you know that your university is strict in this, you better search for more information.*
- 2. if you host your website on our server you have to mention this on your website. Ask us for more details.*

## 6. Conclusions & Future Work

### 6.1. Conclusions

The IT WG believes that a first step is to apply the recommendations explained in previous sections.

*Experience indicates that some of the local webmasters tend to forget the importance of their sites once they have been set up.*



IT WG intends to encourage and motivate the improvement of local web sites with these recommendations, which will help to create well-structured and updated web sites.

Do not hesitate to contact us always [itwg@euroavia.eu](mailto:itwg@euroavia.eu).

