

BIKE WALK TENNESSEE

INTERNET PRESENCE, Rev A-, Date 10/27/11

1.0 POLICY

For communications with its membership Bike Walk Tennessee (BWT) maintains a Website, Web Log, a Director List Server, and at least one membership List Server.

2.0 SCOPE

- Website and associated Forums and Surveys
- Web Log (Blog)
- eMail
- List Servers
- Domain Registration
- Webinars, teleconferences, etc
- Membership databases
- Online Banking
- Collaboration

3.0 DEFINITIONS

3.1 Account Administrator – person with design and top level security responsibilities for internet account.

3.2 President, Vice-President, Treasurer, Secretary – officers of BWT as defined in BWT By-Laws.

4.0 RESPONSIBILITY AND AUTHORITY

Vice President

- In accordance with the By-Laws has primary authority and responsibility to establish and maintain BWT's Internet presence, excluding collaboration and treasury accounts
- Assures security, confidentiality, and compliance of databases as required under government regulations and promptly reports all breaches to the Board of Directors. This responsibility includes routine audits to confirm compliance and establishment of backups to protect BWT from loss.
- Maintains a secure list of Log-on ID's and Passwords for all online accounts belonging to BWT as a backup.
- Assures Internet Account fees schedules are communicated to the Treasurer to insure timely payment and reports any abnormalities to the Board.

President

- Approves forums, surveys, and additional web activities not specified herein.
- Appoints all Account Administrators, including the Webmaster, who have access to Secured BWT accounts and notifies the Board of Directors of these appointments.
- Executes corrective action in case of security and/or confidentiality breaches.

Board of Directors

- Establishes policy and strategy for Internet presence.
- As individuals establish collaborative sites, as needed
- Contribute actively to BWT's web presence.

Webmaster

- Provides training to internet administrators
- Assures fees schedules are passed in a timely fashion to Treasurer.

Account Administrators

- Maintains the designs of their accounts.

- Promotes their accounts for contributions and publicize to general audience
- Maintains the security and data integrity of their account. S/he may not delegate this responsibility unless such delegation is authorized herein.
- Moderates the account as appropriate to standards established by the Board of Directors.
- Assures the adequacy of databases to meet government regulations, as appropriate.
- Assures data files are routinely backed up and BWT is protected against loss.

Secretary (additional specifics not contained in Account Administrators)

- Administers the email account, re-directs mail as appropriate

Treasurer (additional specifics not contained in Account Administrators)

- Establishes and administers online banking and credit accounts

5.0 PROCEDURES

5.1 ACCOUNTS

5.1.1 Register at least one internet domain

5.1.2 Host a website utilizing authoring tools and techniques suitable for long-term maintenance within resource commitments.

- Communicate what BWT does and how it does it
- Provide online membership enrollment
- Provide resources for advocates
- Promote BWT programs and campaigns
- Provide for feedback from members

5.1.3 Host a web log utilizing authoring tools and techniques suitable for long-term maintenance within resource commitments.

- Provide news to bicyclists and pedestrians
- Obtain feedback from members on news items

5.1.4 Maintain a general email account from communications to Bike Walk Tennessee's directors.

5.1.5 Maintain video teleconferencing capability for director and committee communications

5.1.6 Maintain a membership database that satisfies records requirements for security, communications, privacy, and reporting to regulatory agencies.

5.1.7 Maintain a list server for communication between directors, committees, and members utilizing administrative tools suitable for long-term maintenance within resource commitments.

5.1.8 Establish collaborative sites on-line as required

5.1.9 Maintain online banking accounts for cash reserves and credit card (and similar) payments.

5.2 SECURITY and DATA INTEGRITY

5.2.1 All accounts are secured with a password which is registered and retained by the Vice President, who will maintain the password list totally private and secure. This responsibility may not be delegated or shared.

5.2.2 Upon changing of the Vice President the outgoing officer gives the password list to his/her successor and does not retain a copy. The new officer may change all passwords as necessary to ensure security.

5.2.3 Each account may have an administrator responsible for its maintenance. That administrator may

change passwords as needed to maintain security of that account. Whenever an administrator changes a password, s/he must notify the Vice President of the change and provide the latter with all new passwords and security questions.

6.0 PRACTICE

6.1 Domain registrar is *GoDaddy*

- Domains:
 - **BikewalkTN.org** for website,
 - **Bikewalktn.com** for web log.
- Annual fee approx. \$20 each
- Account: 29382023
- Administrator – Webmaster
- Backup practice – NA
- Comments: The webmaster has redirected DNS servers to point to the following sub-accounts
 - BikewalkTN.org – <http://bikewalktn.homestead.com>
 - BikewalkTN.com – <http://bikewalktn.blogspot.com>

6.2 Website host

6.2.1 Intuit

- Account: Donated (temporarily) by Tom Evans at no cost to BWT
- Annual Cost: \$120 includes a domain registration
- Authoring: Simple Proprietary software included
- Access:
 - Edit: Tom Evans
 - View: Mostly public, some pages may be password protected.
- Special features: PayPal linkage
- Administrator – Tom Evans
- Backup practice – copy at Homestead and on personal jump drive.
- Comments: This account is sub-domain on Tom Evans personal account. It must be transferred to a webmaster when he resigns as webmaster.

6.3 Web Log – Google eBlogger

- Account: BikeWalkTN@gmail.com,
- Annual Cost: FREE
- Authoring: Simple Proprietary software included
- Access:
 - View: Public
 - Post/Comment: Anyone with Google ID
- Administrator – Blogmaster, webmaster, VP
- Backup practice - NA

6.4 eMail Accounts

6.4.1 MASTER – BikeWalkTN@gmail.com

- Account: Owned by BWT
- Annual Cost: FREE
- Access: Officers
- Use: The official eMail account, linkage to PayPal
- Administrator – Webmaster
- Backup practice – Archived at Google; otherwise NA
- Comments: This account is used as the OWNER of all Google Accounts.

6.4.2 Membership – BikeWalkTN.mbr@gmail.com

- Account: Owned by BWT
- Annual Cost: FREE
- Access: Membership Committee
- Use: Membership data from Intuit Website
- Administrator – Membership Chair
- Backup practice – hardcopy retained of all payments and archived at Google
- Comments: New registrations posted on the website are recorded automatically to this account.

6.4.3 Treasury – BikeWalkTN.pp@gmail.com

- Account: Owned by BWT
- Annual Cost: FREE
- Access: Treasurer
- Use: Retain copy of PayPal payments
- Administrator – Treasurer
- Backup practice – hardcopy retained of all payments and archived at Google

6.5 Video Teleconferencing – WebEx

- Account:
- Annual Cost: \$588
- Access: Bruce Day
- Use: Contact Bruce Day
- Administrator – Vice President or his/her delegate.
- Backup practice – outside of Minutes backup is NA.

6.6 Online databases

6.6.1 Membership – Google Docs

- Account: Owned by BikeWalkTN@gmail.com
- Annual Cost: FREE
- Access:
 - Edit: Membership Committee
 - View: Officers
- Use:
 - List of members and payments
 - Manuals
- Administrator – Membership Chair
- Backup practice – although archived at Google copy retained on Chair’s computer.
- Comments: All files are retained in native formats and not converted to Google Doc format.

6.6.2 Miscellaneous

- Comments: See Collaboration for special and informal (i.e. do not adhere to a documented structure specification) data files that may be setup

6.7 List Servers

6.7.1 Directors Only – DirBWT@googlegroups.com

- Account: Owned by BikeWalkTN@gmail.com
- Annual Cost: FREE
- Access: PRIVATE for directors ONLY
- Use: Directors group email
- Administrator – Webmaster
- Backup practice - NA

6.7.2 Members – **Nothing has been established at this Revision Level**

- Account: Owned by BikeWalkTN@gmail.com
- Annual Cost: FREE
- Access: PRIVATE for members ONLY
- Use: Interactive communications with members.
- Administrator – Membership Chair
- Backup practice - NA

6.8 Collaboration – Google Docs

- Account: Personal to each director
- Annual Cost: FREE
- Access: Determined/controlled by the owner of the document.
- Use: Shared Document, Presentation, and database development established as needed.
- Administrator – person establishing the Doc or his/her assignee.
- Backup practice - although archived at Google copy retained by owner.
- Comments: if you have a Google Docs account, all documents that have been shared with you from other Google Doc account holders appear in your file list when you select to show ALL ITEMS. To learn what is in these shared documents contact the owner of each.
- **ISSUES:** If you are the owner of a document that is no longer active, DELETE IT so that it does not clutter file lists of your collaborators.

6.9 Online Banking

6.9.1 Regions Bank

- Account: Owned by BWT (ID: BikeWalkTN)
- Annual Cost: FREE
- Access: Treasurer ONLY
- Use: Checking and primary cash
- Administrator – Treasurer
- Backup practice – provided by Region’s bank

6.9.2 PayPal

- Account: Owned by BWT (ID: BikeWalkTN@gmail.com)
- Annual Cost: 2.9% per transaction
- Access: Treasurer ONLY
- Use: Payment of Dues/Donation on BWT Website
- Administrator – Treasurer
- Backup practice – provided by PayPal

7.0 **SUPPORTING DOCUMENTATION**

7.1 **Password File** (copy retained by VP and webmaster)

8.0 **REVISION CONTROL**

- Rev - : 3/08/11 – original issue.
- Rev A; 10/27/11, update – eliminate Club Express, revise membership, removed list of shared Google Docs, and addition of access and comment info.