

ELECTRONIC COMMUNICATIONS GUIDE FOR CHAPTER & REGION WEBSITES

REQUIREMENTS DEFINITION

The purpose of this document is to define the requirements for the creation and maintenance of official CSI chapter/region websites. CSI recognizes that each chapter and region are unique and may have different resource needs which can be met by their individual chapter/region website. This document describes the minimum requirements for each website regardless of size or resource needs. Additionally, the document describes information and resources that may be useful or necessary depending on the individual chapter.

A. CSI Chapter/Region Websites

CSI recognizes that quality CSI websites are important components in meeting its mission and achieving its strategic goals. Specifically, the chapter/region websites will provide members with a gateway to resources for local and industry wide programs, services and the exchange of knowledge.

1. CSI Mission Statement

“First, CSI exists to advance the process of both creating and sustaining the built environment. The Institute will immediately begin developing products and services along the lines of our core purpose. Next, it will be for the benefit of the entire construction industry, all professionals and all sectors. Finally, CSI will leverage its greatest asset—the broad diversity of its membership—with professionals from the design, owner and facility, constructor and management communities coming together to exchange knowledge.”

2. CSI Strategic Goals

a. The Gateway Goal:

“CSI will be members' primary gateway to resources for programs, services, and the exchange of knowledge.”

CSI will seek increased recognition as a resource for members for sharing information about the built environment through a variety of programs and services. The word “resource” implies that CSI will become a repository of information in its area of expertise, collaborating and seeking alliances with others to bring new and critical information to our members. CSI will strive to increase awareness of Institute programs, open new gateways through strategic alliances, develop an integrated electronic chapter network, and create an electronic member resource to access information on industry-wide education programs.

b. The Integration Goal:

“CSI will be the premier integrating force in the United States for improving the process of creating and sustaining the built environment.” CSI will develop cooperative alliances that support an integrated information system of the life cycle of the built environment and provide uniformity in the preparation of construction documents for transportation systems and utilities. CSI will work towards integrating its core competencies into programs of higher learning for design and construction professionals and will seek to raise awareness of its accomplishments as an integrating force.

B. Chapter/Region Website Requirements

1. Domain Name Ownership
 - a. Requirements
 - 1) CSI shall be the legal owner of the official chapter/region website domain name.
 - 2) The official chapter/region website domain name shall include the letters “CSI” and provide some descriptive name related to the chapter.
 - 3) The official chapter/region website domain name shall end in “.org”.
 - b. Desirable
 - 1) CSI shall attempt to become the legal owner of the “.com” and the “.net” extensions of the official chapter/region website domain name.
2. Format
 - a. Requirements
 1. The home page shall contain the CSI logo using PMS color 180, or black and white. The logo must be placed at the top of the page and must be at least 60 pixels by 60 pixels in size.
 2. Font color and size shall be readable as text, links and visited links. Each font color must provide readable contrast with the background.
 3. Each page must be readable when printed.
 - b. Desirable
 1. Consistent graphics and navigation throughout the sight. Presentation is important because the website is not just an information resource, it represents the image of CSI as an organization to the entire construction community.
 2. Chapter identification through text and graphics that communicate chapter coverage.
 3. The official CSI logo color is Pantone (coated and uncoated) 180. Depending on what is being produced, this is used to specify the color for professional printers. A Pantone is a brand name, standardized system so that a Pantone from one printer should print (in theory) exactly the same as one from another printer.

For other materials in which color is needed, where Pantones are not going to be used (though it is preferred), the following color information might be helpful:

The CMYK breakdown is: **C:0% M:76% Y:83% K:11%**.

CMYK is a four-process color printing method, in which the printer lays layers of color on top of each other. The “CMYK” stands for Cyan, Magenta, Yellow and Black, the four layers of colors that are used.

The RGB system (Red Green Blue) is similar, but more applicable in electronic formats. The breakdown is: **R:164 G:51 B:47**.

Another helpful color description is hexadecimal - a system used predominantly in web pages and other electronic media. This is a 6

digit, letter and number combination. The hexadecimal breakdown is: **A4332F**.

If using the logo in a web page, with prior approval from CSI, the closest web ONLY hexadecimal color is: **993333**. Because computer screens are based on 216 colors and are not always set for a full spectrum, it is often better to specify a “web-only” color so that the color will remain as constant as possible across screens. Also consult the *Administrative References* or CSI Member Services for web-ready color logos.

Every computer, monitor, and printer is calibrated differently. Even Pantone colors may look completely different on one than another. As long as you use one of the methods above to define the color, it should be as close to accurate as possible. Note that in many image and layout programs, color can be defined by several of the above methods, and will automatically convert the other systems into appropriate values.

3. Chapter Information
 - a. Requirements
 - 1) The name and contact information for each officer and board member.
 - 2) A chapter meeting schedule including time and location.
 - 3) A brief description of the chapter including the territory covered, and the range of services offered.
 - 4) Award winner recognition for all official honors and awards.
 - 5) Include member chapter dues information as well as the CSI dues.
 - 6) Chapter membership roster with information describing the type of work or technical resources each member brings to CSI*
**provide privacy option so that only the member name is included in the roster if requested.*
 - b. Desirable
 - 1) Updated President's Message.
 - 2) Report of previous meeting, board decisions, program speakers, attendance, photos, and sponsors, etc.
 - 3) Report of technical and education committee activities, meetings, etc.
 - 4) Member news including new member profiles.
 - 5) Event promotion such as the Chapter Product Showcase and seminars.
 - 6) Website sponsorship as a chapter revenue source.
4. Region Information
 - a. Requirements
 - 1) A link to the region website news page.
 - 2) A link to chapter websites in the region.
 - b. Desirable
 - 1) A brief description of the CSI region including the territory covered.
 - 2) A brief review of information contained on the region website.
 - 3) A region officers page.

5. Institute Information
 - a. Requirements
 - 1) A link to the CSI website, www.csinet.org.
 - 2) A brief description of CSI.
 - b. Desirable
 - 1) A brief review of information contained on the Institute website.
 - 2) Institute board decisions, elections, available publications.
6. Technical Resources
 - a. Requirements
 - 1) None.
 - b. Desirable
 - 1) Technical articles by chapter members.
 - 2) Reprints of timely and pertinent articles from other newsletters.
 - 3) Online industry resources.
7. Membership Information
 - a. Requirements
 - 1) Features and benefits of joining CSI.
 - 2) Online membership application including fee schedule for each chapter for each membership level.
 - 3) Membership contact person who can answer questions and help with the membership application process.
8. Certification Information
 - a. Requirements
 - 1) Benefits and requirements for each designated certification.
 - 2) Online certification application or a link to CSI's application.
 - 3) Certification contact person who can answer questions and help with the certification process, including information on study materials and tutors.
 - 4) Online certification renewal form or a link to CSI's renewal form.
9. Education Information
 - a. Requirements
 - 1) A link to CSI education FAQ page.
 - 2) Features and benefits of continuing education.
 - 3) List LU and CEU credits for attending CSI chapter meetings.
 - 4) Cross reference LU and CEU credits of other association or professional development to CSI education programs and activities.
 - b. Desirable
 - 1) List of CSI CEU qualifying courses including when, where, and the credits given.