

ASHRAE Region XIII Chapters Regional Conference
Friday-Saturday, 20-21 August 2004, Novotel Apollo Hotel, Singapore



ASHRAE Region XIII Website

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Agenda



- Region XIII Website
- ASHRAE Web Policy
- Roadmap for ASHRAE Website
- Key Considerations



Region XIII Website

Region XIII Website



- Brief history:
 - First started in March 2000
 - Sponsored by Hong Kong Chapter for 2000-2002
 - Suspended in April to July 2002
 - Resumed in August 2002
 - Basic costs shared by six Chapters since October 2003
- URL address: <http://ashrae-region13.org>
 - Demonstration using browser

Region XIII Website



- Current content:
 - About Us
 - What's New
 - Events
 - Newsletter (regional)
 - Links
 - Gallery
- Basic costs:
 - Web hosting (~US\$160 per annum)
 - Domain registration (~US\$20 per annum)

Region XIII Website



- Current website addresses
 - ASHRAE Region XIII: <http://ashrae-region13.org>
 - Hong Kong Chapter: <http://www.ashrae.org.hk>
 - Malaysia Chapter: <http://www.ashrae.org.my>
 - Philippines Chapter: not available
 - Singapore Chapter: <http://www.ashrae.org.sg>
 - Taiwan Chapter: <http://www.cc.ntut.edu.tw/~ashrae/> (or <http://www.ashrae.org.tw>)
 - Thailand Chapter: <http://www.ashraethailand.org>

Are you the “Webmaster”
of your Chapter?

ASHRAE Web Policy

ASHRAE Web Policy



- Can be downloaded from ASHRAE website or at
 - [<http://ashrae-region13.org/webpolicy.pdf>]
- Hosting
 - ASHRAE provides server space for hosting (except Student Branches)
 - Body establishes website on a non-Society server
 - May require some costs, but usually more convenient
- Basic requirements
 - Website designation
 - Disclaimer

ASHRAE Web Policy



- Site Webmaster
 - Responsible for designing & maintaining the website
 - IT skills and interest are needed
 - Usually young people can do better
 - Require much coordination to develop the content
- Content
 - Appropriateness and timeliness
 - Copyright policies (not easy to determine)
 - Commercialism (e.g. advertising & company links)

ASHRAE Web Policy



- ASHRAE hosted sites
 - No more than 20 MB space
 - Upload files through FTP
 - Available for regions, chapters and technical committees, but not for student branches
- Policy questions?
 - Contact <webmaster@ashrae.org>
 - Ask the ASHRAE staff at CRC

Roadmap for ASHRAE Website

Roadmap for ASHRAE Website

- Produced by the Electronic Communication Subcommittee of ASHRAE
- Purpose of the roadmap
 - Document the broad goals for the site
 - Identify the primary functions & capabilities
 - Establish the benefits and costs
 - Identify issues associated with implementing desired capabilities
 - Provide guidelines for planning and prioritizing

Roadmap for ASHRAE Website

- Main goals
 - Enhance ASHRAE's image (Internet presence)
 - Improve information flow
 - Attract new members and customers
 - Increase venue
 - Reduce costs of communication
 - Improve service to members
 - Reduce the burden on staff and volunteers

Roadmap for ASHRAE Website

- Functional areas
 - Access to technical information
 - Information architecture
 - Member services
 - E-commerce
 - Framework (structure and usability)
 - eMeetings (e.g. agendas, minutes, registration, scheduling)
 - Operations (e.g. intranet)
 - Web content

Key Considerations

Key Considerations

- Web development process:
 - Content
 - Web editing
 - Web hosting
 - Maintenance
- Software tools
 - MS FrontPage, Netscape Composer, Dreamweaver
 - Photoshop, Animated GIF

Key Considerations

- Common functions:
 - Chapter history
 - Current event/activities
 - Newsletter
 - Contact info
 - Photo Gallery

Key Considerations



- ASHRAE website (www.ashrae.org) has demonstrated a good example of electronic communication and effective transformation
- Region XIII website is still developing
 - YOUR comments and suggestions are useful
- We need more creative ideas and imagination, e.g.
 - Can we do our CRC on the web?
 - Shall we promote more interactions among Chapters through the web? How?

THANK YOU

