

# USATF Association Website Guidelines & Accreditation Requirements

## **Required Content**

The following content/links (under the "Required Content" header) must be included on an Association website for the Association to be given credit for having a viable website and meeting the "website" accreditation requirement.

- USATF Association logo** (note: not the USATF logo)



- Membership information**



with a link to membership page/online registration on USATF website [www.usatf.org/membership](http://www.usatf.org/membership)

- Club membership information**

with a link to the relevant forms

(<http://www.usatf.org/clubs/application/download/info.asp?associationNumber=N> → change "N" to your Association's number).

- Sanction information**

with a link to the relevant forms

(<http://www.usatf.org/events/sanctions/application/download/info.asp?associationNumber=N> → change "N" to your Association's number).

- Calendar of events**

recommended: link to the national calendar - <http://www.usatf.org/calendars>



recommended: use this graphic on your website when linking to <http://www.usatf.org/calendars>

- Association championships Information**

event information posted at least 60 days in advance and results of each championship posted

- Association Bylaws**

- Directory of Association officers and sport committee contacts** (with email addresses)

- Coaches information**

minimum requirement: a link to the Coaches section of the USATF website ([www.usatf.org/coaches](http://www.usatf.org/coaches))

- Officials Information**

minimum requirement: a link to the Officials section of the USATF website ([www.usatf.org/officials](http://www.usatf.org/officials))

- Youth Club: Criminal Background Check information** (link to [www.usatf.org/about/programs/backgroundChecks](http://www.usatf.org/about/programs/backgroundChecks))

- Association Financial Information**

current IRS 990 or 990EZ (document that is submitted to USATF each year) and current annual budget

## **Other items to pay attention to**

### **Proper use of the USATF Association name**

- ✓ Association names should be presented as **USATF Arkansas** (“USATF” in all caps first followed by the Association name)
- ✓ Note the following are incorrect:
  - ◆ Arkansas USATF
  - ◆ USATF of Arkansas
  - ◆ U.S.A.T.F.
  - ◆ USAT&F
  - ◆ USA Track and Field (correct: USA Track & Field)

### **Proper use of the USATF Event Naming Standards**

see [www.usatf.org/calendars/update/help/EventNamingStandards.pdf](http://www.usatf.org/calendars/update/help/EventNamingStandards.pdf)

### **Proper USATF Mission Statement**

Current Mission Statement can be found at [www.usatf.org/about](http://www.usatf.org/about)

### **Establish a common look and feel**

- use the same colors, fonts, font sizes, etc.

### **Generous use of white space**

- lots of white space makes for ease of reading

### **Conservative use of graphics**

- too many graphics makes pages load slowly, which frustrates customers
- Graphics should be resized to display at their actual size (100%), as this minimizes file size and maximizes download speed. Avoid using HTML “height” and “width” attributes to modify the size of images.
- Use of PDF should be reserved only for forms and applications (i.e., when retaining the original document’s layout/formatting is important), as it requires a third-party plug-in for viewing and is not usually index-able/searchable.

### **Other**

- The content of any one page should be limited to single topic. Long, multi-topic pages are often unwieldy for visitors to read and navigate.
- Information that should not be seen by the general public should be sent via e-mail or located in a password-protected section of the website (an unpublished/unlinked URL will not suffice, as these can often still be indexed by search engines).
- Explicit, written permission from the author must be obtained before using copyrighted or otherwise protected materials.
- The use of acronyms or “inside” terms (e.g., “LDR”, “MUT”) should be avoided because the general public may not be familiar with or understand such terms.
- All off-site links should open in new browser windows (using the target=”\_blank” attribute of the <a> tag) so visitors understand they are leaving the Association’s website.
- Establish a process that ensures content has the appropriate endorsement and oversight. In other words, determine contact people from whom your webmaster is allowed to accept requests for additions/changes for the various sections of your website. Or, if possible, assign varying levels of access to your website to the people in charge of the content offline so they can directly maintain their content online

### **Content you should NOT include**

- ✓ Anti-doping information of any kind (exception: a “Anti Doping” link to [www.usatf.org/groups/Elite](http://www.usatf.org/groups/Elite))
- ✓ USA National Team mark (“winged” logo)
- ✓ Links to any part of the Association Management Area, including the Document Resource Center ([www.usatf.org/assocMgmt/forms/](http://www.usatf.org/assocMgmt/forms/))
- ✓ Anything that violates the USATF Privacy Statement (see [www.usatf.org/about/privacyStatement.shtml](http://www.usatf.org/about/privacyStatement.shtml))
- ✓ Anything that is defamatory or that otherwise might cause legal action to be brought against USATF.