



Metropolitan Chicago Synod

Evangelical Lutheran Church in America

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Web Site

(Policy updated December 14, 2005)

This document reflects the standards for the Metropolitan Chicago Synod Web site as expressed by the Metropolitan Chicago Synod of the Evangelical Lutheran Church in America (ELCA). The policy is subject to change as technology evolves.

Purpose: The purpose of the synod's Web site is to provide accurate, timely information about the synod, congregations within the synod, and the denominational (churchwide) interests of the Evangelical Lutheran Church in America.

The goal of the Web site is to support the mission of the Metropolitan Chicago Synod - "In Jesus' Name * Proclaim the Gospel * Make Disciples * Do Justice." The goal will be achieved by posting:

1. Information about the Lutheran faith and the Evangelical Lutheran Church in America; its mission; and its ministry.
2. Publicity for special events:
 - a. Synod events
 - b. Congregational events
 - c. ELCA events
 - d. Ecumenical events
 - e. Partner ministry events
3. General resources that are specific to our mission and faith, i.e. links, documents, et cetera.
 - a. Synod resources
 - b. Region 5 resources
 - c. ELCA resources
4. Resources for congregational leaders (rostered leaders, congregational presidents, congregational treasurers, youth leaders, et cetera) that will aid them in their work

Information on the Web site: Information to be placed on the Web site will be reviewed by the person responsible for synod communications, and members of the communications team. Information of a specific nature, such as youth materials, evangelism information, stewardship information, et cetera, will also be reviewed by the associate to the bishop responsible for relating to that specific area of ministry. This review is to ensure accuracy, focus on mission, and consistency.

Web site Calendar: The synod will maintain an online calendar of synod and churchwide events. Because of the amount of information, individual congregational events **will not** be posted.

Links to Congregation Web pages: The churchwide offices maintain a listing of all congregation Web sites. A link to the churchwide office listing will be maintained.

Synod Teams: Synod teams will have pages on the Web site. These pages will have a consistent look with the rest of the synod Web site. Teams may produce their own Web pages if desired. A link will be provided to the synod Web page. Information about events, including dates, times, and locations of events will be forwarded to the synod office – it is not enough for the team to post the information. The synod will not be responsible for the cost or maintenance of off-site Web pages.

Each synod team will:

1. Provide information in an agreed upon schedule
2. Provide information in an electronic format
3. Acknowledge that some editing/reformatting may be necessary.

Each team page will have:

1. Opening descriptive paragraph
2. Contact names and email addresses

Each synod team page may contain:

1. Links to ELCA resources
2. Links to pdf files, i.e. team newsletter
3. Links to outside resources. (It is up to the synod team to demonstrate to the Communications Committee that all non-ELCA links fit with the mission and faith values of the ELCA. Links failing this test will not be included.)
4. One to two photos, depending on size

Use of Technology

While technology continues to advance rapidly, the goal of the synod Web page is to convey information. To that end, any technology that slows down the rendering of the

Web page will not be used. Examples are Java Applets, Flash, or other technologies that require downloading separate programs.

Exceptions include those programs needed to view information from the Web page that is placed in a format deemed to be an industry standard such as Adobe Acrobat's PDFs, or forms created with Formatta.

Job postings

The synod Web page will post job listings for congregations, the churchwide offices, and partner institutions. Rostered positions will not be posted on the synod Web page. Postings will remain online for three months and then they will be removed. Requests may be made to keep the information posted for a longer period. Listings are removed after three months to keep the information timely and accurate.

Links:

Links will be maintained to partner institutions. The person managing the Web page will research requests by other organizations.