

Website Administrator Guide

Overview

The Mission of the American Accounting Association is “to foster worldwide excellence in the creation, dissemination and application of accounting knowledge and skills.” The Shared Values of the AAA include:

- Commitment to quality research, teaching and practice
- Integration of research, teaching and practice
- Broad definition of scholarship
- Open communications
- Sense of community
- Valuing diversity; respect for others
- High ethical values and behavior
- Fairness
- Service to members and others
- Responsiveness to members
- Global perspective
- Long-term orientation
- Innovation; willingness to change
- Fiscal integrity, effectiveness and accountability
- Task accountability

The Internet is a powerful resource to support a number of these shared values. Hence, the AAA is committed to support the efforts of sections, regions, committees, and other special interest groups to use the Internet to disseminate information, facilitate projects and events, and enhance communication and community. To that end, this Website Administrator Guide contains a fairly brief outline of useful information, ideas, and recommendations for new website administrators in the AAA. This document will be updated and expanded periodically. Recommendations and suggestions for this document can be sent to Judy Cothorn, Web & Communications Coordinator, judy@aaahq.org.

Suggested Items to Include on AAA-Related Websites

- Announcements
- Organization Information
 - This information could include contact information for officers or members, minutes, bylaws, history, etc.
- Newsletters
 - The website can be used either as the main dissemination vehicle, or be used as a archive for all newsletters.
- Conferences/Calls for Papers
 - Note that information on conferences and calls for papers that are associated with the AAA are generally located at the AAA homepage site (<http://aaahq.org>).
- Teaching Resources
- Research Resources
- Journals
 - If your organization has a journal, it is recommended that an area of the website be dedicated to information about the journal. This information may include the journal objective, messages from editor, review process, editorial board, submission information, issue contents and abstracts (see note in next section about journal abstracts, etc.)
- Miscellaneous links to other sites
 - RAW Homepage (<http://raw.rutgers.edu/>)
 - AAA homepage (<http://aaahq.org/>)
 - Other websites that are useful to your organization purposes.

Contents of AAA Home Page

The AAA maintains a growing resource of useful web pages at its home site. It is suggested that you take advantage of these resources by linking to them rather than duplicating what the AAA already provides. The AAA home site includes the following resources:

- Links to AAA-related organizations (be sure that the AAA maintains the most current link to your site)
- Online registration for meetings
- Online manuscript submission – currently provided for the AAA annual meetings;
- Electronic publication of journals – all abstracts are currently available for most journals from 1999 to the present. Articles for these same issues are available for online purchase. (Abstracts and articles of back issues for journals prior to 1999 are forthcoming)
- Broadcast email to section membership
- Placement advertising

Working with the AAA

While every organization has the flexibility to develop and disseminate Internet resources according to their own desire, there are a lot of good reasons to locate your organization's website on the AAA server instead of using your own server space. The AAA provides server space for any AAA-related organization that wants to use it. It also provides useful services in maintaining AAA-related web pages. Services provided by the AAA include:

- Development/conversion of materials for posting to the organization's web site, e.g., newsletters, conference agendas w/linked abstracts, etc.
 - The AAA does charge a minimal fee (currently, \$15 per page, for simple HTML documents) to create pages for an organization's website. Additional website development services, i.e., graphic design, interactive features, surveys, database connection, etc., are available at additional cost.
- The AAA staff provides excellent trouble-shooting help for problems with web site development or functionality for sites hosted at the AAA domain.
- NetTracker web site tracking software – a tool for analyzing the traffic to your web site. The software is installed on the server, with an easy to navigate web interface, so no technical skills or expertise is required to use it. NetTracker may be accessed by browsing to: <http://webreports.aaahq.org/NetTracker/reports/index.html> Custom reports have been set up for each Section and Region web site. Just click on the tab labeled "Custom" and select your site. Then click "Run Report."
- Easy uploading to the site
 - Should you choose to create and post your own html documents to the AAA server, this is easily done using an FTP program. You will be provided with the ftp address, a username, and a password, once you request to have your website hosted at the AAA domain.

AAA Contacts

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