

WEB SITE DESIGN

While MBX maintains a basic informational web page for each SCO on our website, most booster clubs choose to maintain their own websites for communication to their members and to the community. If an SCO builds and maintains their own website, it's important to appoint a parent volunteer to manage the upkeep. Typically this will fall to the Communications VP or chairperson.

WEBSITE PLATFORM/TOOL

There are a wide variety of website design tools. Many of the MCHS SCOs use Wordpress, which is a commonly used blogging tool (<http://wordpress.com/>) and is often used for basic websites. Wordpress offers a variety of plug-ins for various features such as forms, photo page, etc. There are companies that offer templates for basic websites with simple editing tools. Do some research and determine the best option for your SCO.

Be advised, in order to have a full-featured, user-friendly, website built with Wordpress or other platforms will require some technical ability in Wordpress, HTML, or other web development program such as PHP. No matter which option you choose, it is recommended that you ensure that the parent webmaster volunteer is familiar with building websites and basic HTML, or solicit the help of someone who is. It is also recommended that you use an open source program so that the SCO is not locked in to a proprietary platform that can't easily be handed to a new webmaster year-to-year.

DOMAIN NAME

In order to have a website you will need to reserve a domain name for your URL. Many companies are available to register a domain name including GoDaddy and Network Solutions. If your SCO already has a domain name, make sure to register it as required. If it expires, you may quickly lose this name to another organization. It is recommended that you include "MCHS" or "MiraCosta" in your domain name to clearly identify an MCHS SCO and make it easier for people to find.

HOSTING

You will also need to consider how to host your website (the server for your site). There are no shortage of hosting companies. Many will provide templates for site design and even register your domain name. You can expect to pay \$100-\$150 per year for domain name registration and hosting.

ADMIN

Make sure that all user names and passwords are recorded and passed on from year-to-year. You will likely have unique user names and passwords for the domain name registration, hosting and site administration – even if everything is done through the same company.

SCOs may also want to set up an email account that matches their domain name. This gives an official way to communicate with parents and coaches and maintains consistency in the official team/program email year-to-year.

The SCO webmaster may want to assign an admin user name and password for other volunteers to access important information from the website (i.e. player registration, banquet registration and payment, etc.). For example, the dashboard in Wordpress enables a download of information to Excel of information provided in forms.

ITEMS TO POST ON AN SCO WEBSITE

- Game/event schedule – include locations, directions, and parking info and admission cost if relevant
- Game results / stats
- Fundraising
- Notes from SCO board meetings
- Photos
- Team news
- Banquet info
- Donation info / link to online payment
- Sponsors
- Roster
- Volunteer opportunities and schedules
- Forms
 - Links to the MCHS Athletic Packet
 - Sport/program handbook
 - MCHS athletic program handbook
 - CIF or National program information
 - CIF calendar
 - NCAA Guide for College Bound Students
 - NCAA Eligibility Information

You can see what various sports/programs are doing with websites by visiting other SCO websites. Their links can be found on their pages on the MBX website.

Examples of existing MCHS SCO websites:

- Girls Lacrosse has a robust site built on WordPress with a number of unique plug-ins to provide enhanced functionality.
- Mira Costa Cross Country has a site built on WordPress with a link to Smugmug and well organized photos.
- Girls Volleyball is an example of a good site built using the basics of WordPress.
- Boys Baseball uses a third-party called LeagueLineUp. Note: if you use a third party like this, they will not allow a unique URL – thus this sport has a URL that starts with LeagueLineup. Options like this are good for those SCOs with no internal website expertise or access to this expertise.