

**HPAC/ACVL PRD # 220-0**  
**HPAC/ACVL Website (Strategy)**

**Date of Issue: First Draft Nov 25, 2001**

**Related Documents and References:**

- PRD # 221 HPAC/ACVL Website (Technical) addresses website technical issues.
- PRD #200 HPAC/ACVL Mission and Goals

**1. Purpose of this PRD**

This PRD provides guidance for the design, development, and maintenance of the official internet website of the Hang-gliding and Paragliding Association of Canada / Association Canadien de Vol Libre (“HPAC/ACVL”).

Note 1: This PRD identifies the constituencies that are expected to visit and use the HPAC/ACVL website. The website architecture and implementation is designed with the needs of those user constituencies in mind.

Note 2: This PRD also identifies several potential core facility (that we call website “Areas”) to be served by the website. Examples are: on-line sites guide; competitions; safety; public relations; etc. It is intended that the various user constituencies will be served through a “home page” of sorts, each specified by someone who knows what is needed to serve that user constituency.

Note 3: Certain facilities may have a strategic relationship to the interests of HPAC/ACVL , for example, the availability of AIR magazine on-line. The decision whether or not to make AIR magazine available at no charge to non-members is outside the scope of this PRD. This PRD, however, will provide for a system that allows the decision to be implemented.

A separate Project Plan for the HPAC/ACVL website will address the order and time-frame of development for the facilities identified herein.

**2. Website Vision**

A website that:

- supports the vision, mission, and goals of HPAC/ACVL by serving the interests of Canadian hang-gliding and paragliding pilots, and by attracting new members to HPAC/ACVL,
- allows visitors with a specific objective in mind to accomplish that objective quickly, completely, and accurately,
- allows many volunteer members across the country to contribute efficiently to the building and maintenance of the website while the HPAC/ACVL Board of Directors maintain control of the content and functionality,

- serves as an administration management tool for HPAC/ACVL's Business Manager and managers of specific activities such as competitions.

### 3. Website Mission

Website functionality that:

- makes it easy for website visitors to navigate the site and accomplish their intended objective,
- allows website "facilities" to be created and modified quickly using programming skills available among the HPAC/ACVL member population, and
- allows website content to be added and managed easily by non-programmers.

A website architecture that:

- provides a flexible, automated content control process.
- delivers acceptable performance on most hardware that is reasonably expected to be used in the near future by visitors to the website,
- provides scalability in terms of content and access capacity, and
- provides the required confidentiality and security for database contents.

### 4. Website Strategic Goals

The website will be designed to serve the following user types ("User Constituencies"):

*(Note: List of facilities is illustrative only - not a complete specification. List of facilities is expanded in Appendix 1.)*

- HPAC/ACVL Members:
  - Facilities to support their flying activities, in Canada and abroad
  - Facilities to provide continuous learning in the sport
  - Facilities to communicate among members
- Visiting Pilots:
  - Facilities to plan and enjoy their flying visit to Canada.
- HPAC/ACVL Administration:
  - Facilities to keep records on the Membership.
  - Facilities to communicate with the Membership.
  - Facilities to manage the business end of HPAC/ACVL .
- Instructors, schools, flying site managers
  - Facilities to assist operations, for example, checking on pilot status
- Flying site Landowners
  - Facilities to find out about their risks; keep them supportive
  - Facilities to help them monitor the use of their site; check validity of pilots

- Non-members, press and media (Public Relations):
  - Facilities to convert their initial curiosity into active participation and/or promotion – a sales job.

## **5. Website Strategic Objectives**

**Appendix 1** contains a prototype list of facilities that could or should to be offered via the HPAC/ACVL website to serve the constituencies identified in Section 4. This is a superset of the current HPAC website; it re-organizes what the current website has, and adds to it. The main purpose of Appendix 1 is to help co-ordinate our volunteers in creating the requirements for website facilities. It also provides a focus for discussing the new menu structure.

## Appendix 1

### Contents of New HPAC/ACVL Website, As Envisioned at April 2001

NOTE: What follows is a summary of the contents of the HPAC/ACVL website as of April 2001, with ideas for new website content added in. This layout is informal, and intended to stimulate discussion only.

NOTE: The new website will not necessarily be organized as follows. However, it is intended that this Appendix will be updated to reflect the initial “as-built” website hierarchy.

[Square brackets] contain comments, not suggested menu items.  
Shorter Menu item names required in many places.]

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[Menu items across the top of the web page]

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**Search this Site**

**Contact Us**

**Directory [Who's who in the zoo]**

*BoD and Executive*

*Committees*

*Regional Associations*

*Local clubs*

*Find a member*

*Schools and Certified Instructors*

*[Other organizations and authorities]*

**Join & Renew**

**FAQ**

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[Menu items down the Left Side of the web page]

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**Sport Info**

*Basic Info[ about the sport –who, what, why, where, when & how]*

**FAQ**

[What is it? How does it work? Is it safe? What types of people do it? HG vs PG similarities and differences]

**Key contacts**

[List of subjects]

**Longest, highest, . . .**

[World and Canadian record-holders and representative persons]

**Photo/Video Gallery**

**Challenges facing the sport**

[Official views of HPAC on related social issues (like no-fly in parks)]

**Interviews**

**Archive**

**Request an interview**

**Recommended videos**

[with HPAC review?]

[link to HPAC store?]

**Learn to Fly**

**[Promotional material for recruiting members]**

**Advice**

**Links to schools and tandem rides**

[Put your postal code or city . . . ]

**Links to local events**

[Put in your postal code or city . . . ]

**Basic info about HPAC**

**[What it is, what it does, who runs it, number of members, etc]**

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**Members**

***Change Personal Information***

[Update phone, address, wing make, etc]

***Application Forms***

Membership Form

Waiver

***Insurance***

Insurance Forms

Insurance Reports

Related Articles and Issues

International Coverage and Exclusions

***Ratings***

HPAC Ratings

Ratings Forms

Rating Application Procedure

Pilot Rating Application Form

Ratings Exams & Answer Sheets

Master Ratings Application Form

List of Master Rated Pilots

***Hagar Study Guide***

***Records***

Badge, Record & Altitude Claim Form

FAI / CIVL Forms & Links

Training Manuals

Observers

***Regulatory relations***

Transport Canada

FAI/CIVL

AeroClub of Canada?

***On-line discussions and meetings [asynchronous by default]***

Discussion lists

[Allow restricted lists, eg for schools and instructors]

Voting

Membership surveys

Archive [by topical interest if possible]

***Items for sale (classifieds)***

***Tourist / New Member Info***

FAQs about flying in Foreign Countries

HPAC Full and Temporary Memberships

Travel (Medical) Insurance for Tourists

Safety and Accident Reporting

Radios and Approved Frequencies in Canada

CARs

Flight Services and Weather Reports

HPAC On-Line Site Guide

HPAC Web Links

**Let's Fly!**

***Flying Sites Guides***

Yukon

BC

Alberta

Saskatchewan

Manitoba

Ontario

Quebec

Atlantic Canada

Canadian Flying Sites

***What every pilot flying in Canada should know***

Applicable CARs

HAGAR

Radio use – frequencies, licences, etc

Insurance

**Ratings**

**Travelling? Special considerations**

**Pilots visiting Canada**

**Canadian pilots flying abroad**

**Travelling tips and tricks**

**Weather sources**

**Clubs/Schools**

**Clubs**

**BC**

**BCHPA**

**West Coast Soaring Club**

**Okanagan Soaring Association**

**Kamloops Valley Racers**

**Vancouver Island Hang/Paragliding Association**

**Selkirk Sky Sailors Club**

**Golden Hang Gliding & Paragliding Society**

**Invermere Flyers**

**Alberta**

**Alberta Hang Gliding & Paragliding Association**

**Northern Lights Hang Gliding Club**

**Saskatchewan**

**Saskatchewan Hang Gliding Association**

**Manitoba**

**Manitoba Hang Gliding Association**

**Ontario**

**Ontario Hang Gliding and Paragliding Association**

**Sault Ste.Marie Gliding Club**

**Ottawa Hang Gliding Paragliding Club**

**Quebec**

**Quebec Hang Gliding & Paragliding Association**

**[list of other hang gliding /paragliding clubs in Quebec]**

**Atlantic Canada**

**Hang Gliding and Paragliding Association of Atlantic Canada**

**Schools / Instructors**

**Certified Instructors**

**Schools**

**Instructor Info**

**Instructors Advisory Committee**

**Instruction Standards**

**Instruction Forms**

**Ratings Forms**

**Instructor's Certification Courses**

**Instructor's Recertification Package**

**Instructors Annual Report Form**

**Events**

**Calendar of local, regional, national, and international events of interest to HPAC website users (i.e., not only pilots)**

**Canadian Schedule of Events**

**Provincial Events**

**CIVL International Schedule of Events**

**USHGA Calendar of Events**

**Australian Calendar of Events**

**Competitions (eg: Nats) and Challenges (eg: Willi XC, SOUNY)**

**Information and registration**

**Results**

**Awards**

**Records**

**Applications and record attempt procedures**

**Performance records**

**News**

**Competition Policies**

**FAI / CIVL Competition Documents**

**GAP Scoring System**  
**RACE Program**  
**World Acrobatic Championships Proposal: HG / PG**

**Pilot Education**

**Training and Education**

[Links to articles of educational value and 3<sup>rd</sup> party references]  
Instructor Advisory Council  
HAGAR  
Reserve Parachutes  
Towing  
Pilot rating study guides  
First Aid Training references (appropriate for HG/PG)  
Weather  
XC flying  
Safe habit development (personal philosophies and policies)  
[Etc, etc]

**Pilot Proficiency Ratings**

Rules- domestic and international  
Application procedures  
Take the Intermediate exam on-line  
Supplementary qualifications  
[e.g., HAGAR]

**Safety**

**Safety Notifications**  
**Safety Articles**  
**Safety Officer Manual**  
**Accident Report Forms**  
**Accident Statistics**  
**International Trends**  
**Parachute Deployment Info**  
**Towing Home Page**  
**Exams**  
**Report an accident/incident**  
**About Safety**  
[Analysis and articles]  
Safety statistics

**Useful [web] Links**

**Landowners**

**Thank you!**  
**About flying on your land**  
The nature of flying [Launches (known in advance) and Landings (often random drop-ins)]  
[Your risks and protections]  
[Recommended policies and procedures]  
**I have a problem!**  
**Contact other land-owners**  
[Build a referral network of positive landowners]

**AIR and Sur Vol** [magazines On-line]

**Advertising rates**  
**Current Issue**  
**Back Issues**  
**Provincial Newsletter Editors**

**From the BoD**

**President's Page**  
Current Business  
Notices  
**BoD**  
Officers  
Members

**Committee Chairpersons**

**Committees**

Competition  
Instruction  
Insurance  
Public Relations  
Ratings  
XC Records

**Other Functions**

**Air Editor**

Sur Vol Editor  
Accident Review & Safety Chair  
FAI / CIVL Delegate  
Instructors Advisory Council  
Transport Canada Liaison  
Translation  
Observers  
HPAC Websites

**AGM**

Current  
Archives  
2000-1  
1998-99  
1997  
1996  
1995  
1994  
1993

**Bylaws, PRDs**

**Regional Associations**

BCHPA  
AHPA  
SHGA  
MHGA  
OHPA  
AQVL  
HPAAC  
[Yukon]

**Awards**

**Administration** [tools intended for BM office use, with limited access by members]

**Membership database [maintenance]**

**Website and database content [management]**

Manage read/write permission controls  
[Delegate control authorities for certain functions]  
Adding removing and editing documents  
[QA process auto-forwarding]  
[Auto-track website content change history for critical functions]  
[English/French translation management tool]  
Collecting and viewing Website hit info and stats

**Applications and renewals management**

Member personal information  
Automatic reminders to members  
[Membership renewals]  
[Instructor rating renewals]  
[HAGAR renewals]

**Member Communication (asynchronous by default)**

Voting – manage and analyse  
Membership surveys – create and analyse  
Routine email broadcasts to Membership  
To groups selected by <criteria>