
Winter/ Spring, 2017 Newsletter

History of WebProfessionals.org (aka WOW)

We have accomplished a lot in our 20 year history. Here are some of the highlights.

- Hosted many events for practicing/ aspiring web professionals. We also provided many webinars.
- Participated in multiple WWW International conferences (and provided workshops).
- Provided insights into Web & Digital Communications Pathway (Career Clusters).
- Worked with U.S. Department of Labor to define job descriptions for Web Developer and Web Administrator.
- Participated in the Education Task Force of the Web Standards Project (and worked with the Open Web Education Alliance - InterAct project).
- Created a national Web Design competition (2017 will be our 14th year). We also participate in many state and international web design competitions.

Inception

WebProfessionals.org will be 20 years old in April, 2017. We thought this newsletter would be a great opportunity to share what we have accomplished and provide an annual recap of some of the milestones along the way.

This all started in 1996. A number of individuals recognized that the educational resources which existed for web professionals lacked quality instructional design and were overly expensive. Additionally, companies that employed web professionals had no way to compare candidates, and no yardstick to lay out promotions and salary increases. On the other side of the desk, the candidates, all self-trained, had no way to demonstrate or even assess their skill levels.

These individuals understood that a comprehensive education and certification program

would be a win for both the Web professional community and for those that hired them. We also recognized that an organized effort and would develop the pathway for aspiring and practicing Web professionals and educators who teach them.

Moreover, realizing that a candidate's membership in such a community could constitute a "standard," we recognized that offering certification courses to the community would close the loop for candidates, as well as those who needed to hire them, by creating objective measures for skill-level assessment.

WebProfessionals.org was formally founded (April, 1997) with those three goals in mind, and continues to build on all three fronts:

- Community
- Education
- Certification

Bill Cullifer was named Executive Director of the organization.

Accomplishments

With 2 decades of work helping practicing and aspiring web professionals, we have a number of milestones and accomplishments. We thought it might be helpful to share some of these by year.

1998

To get the industrial-strength help WOW needed, WOW arranged a "Webmaster Summit" in January 1998. Representatives from Stanford University, University of California at Berkeley, Oracle, Microsoft, Macromedia, Adobe, and others came to Lake Tahoe to help identify urgent needs and define a high-quality response in the form of achievement credentials and competency standards. WebProfessionals.org educational and certification

journey was born because of this summit.



Leading academic intuitions and industry professionals gather for WOW's First Annual Web Professional Summit, Lake Tahoe, CA (January 1998).

1999

Seventeen months after the initial summit conference in Lake Tahoe, WOW announced its alliance with Prentice Hall Technical Reference, a leading publisher of computer science and engineering materials. PTR agreed to publish four titles as part of "The Foundations of Web Site Architecture" Series and three titles as part of "The Advanced Web Site Architecture" Series. Written by working professionals and academics currently teaching the material, these WOW-endorsed Study Guides were reviewed by professors at major universities and vetted by the WOW Review Board, which consists of Web-industry professionals. Each Study Guide was integrated with a supporting companion web site, and Prentice Hall PTR published WOW-certified interactive, multimedia CD-ROMs as part of its award-winning Complete Training Course Series.

2000

WebProfessionals.org organization partnered with two of the leading community college

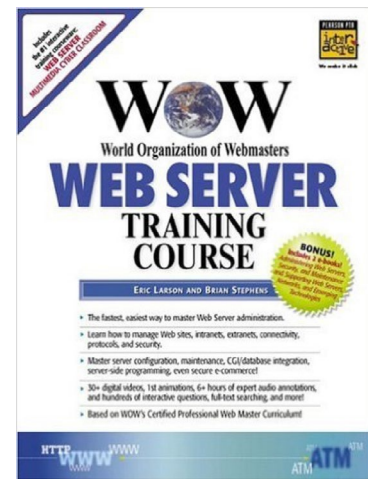
conferences, the League of Innovation and the Community College Foundation. Together, the League's Conference on Information Technology and the Community College Foundation Tech Ed event attracts thousands of the "who-who" within the community college including, faculty, staff, and key administration decision makers that are in the market for IT solutions and partners.

In addition to promoting WOW's Education Alliance with thousands of community colleges worldwide, WebProfessionals.org hosted a series of teacher training workshops and courses included Web Design Certification and Content Development, which covered information, site and structure, and page design; HTML tags; and accessibility and usability, Web Servers, E-Commerce, Web Security and Marketing and covers technical and business issues related to Web-site design and development.

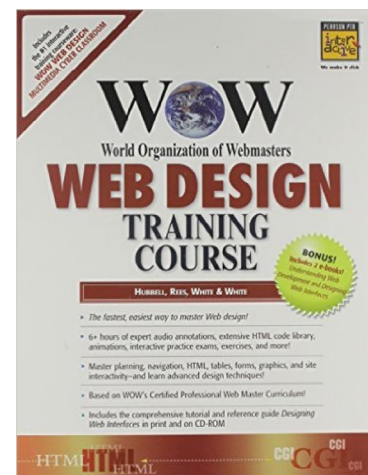
WebProfessionals.org also announced a partnership with the Government Technology Conference, (GTC) one of the largest inter-governmental events in the country. Held annually in Sacramento (CA), Albany (NY), Austin (TX), and Raleigh (NC), GTC drew more than 35,000 attendees from state and local governments nationwide.

2001

Prentice Hall Technical Reference released the WOW Web Server Training course.



The WOW Web Design Training course followed shortly after.



In April, 2001, the Central Illinois chapter of Web Professionals was established. Mark DuBois and Bill Cullifer worked together to establish this chapter (our oldest chapter). This chapter is still going strong and recently held its 182nd monthly meeting (February, 2017).

2002

WOW held a full-day summit event in beautiful Honolulu, Hawaii, in collaboration with the International World Wide Web (IW3C2) Conference. Participants included Macromedia, Adobe, The University of Hawaii, DeVry University, and several communi-

ty colleges and businesses local to the area.



Leading industry and academic institutions gather at WOW's Annual Web Professional Summit in conjunction with the IW3C2 Conference Honolulu, Hawaii.

2003

WebProfessionals.org and the Cisco Networking Academy Program announced the first national skills-based web design contest. WOW has offered several contests and design challenges since, including "iron chef" events in which teams compete against each other, as well as the clock, and will stage others in the future. In his announcement of the winners, Bill Cullifer pointed out that such contests serve to highlight not only the technical skills necessary to win, but also business and collaborative team building skills, "the qualities companies look for when hiring today's web designers."

2004

WebProfessionals.org and SkillsUSA, (formerly VICA) a national organization serving one-quarter-million high school and college students, announced their collaboration on a national Web design contest for students in high school and college-level institutions.

The goals of the contest included: inspiring and furthering student participation in Web professional careers; developing a better understanding of the profession among educators, students and parents; collaborating between industry and education; and recognizing outstanding students for excellence and professionalism in the field of Web design. The first competition was



2004 First Place Winners (Secondary and Post-Secondary)

Illinois Central College of East Peoria, Illinois won the National Web design competition Gold Medal award in the college division and AW Beattie area Vocational and Technical school Allegheny County, PA. won the Gold Medal at the high school division.

The Second Annual WebProfessionals.org Education Web Professional Summit, November 7-10, was held at the Tampa Convention Center in Tampa, FL, and the WebProfessionals.org Web Content Management and Web Services Conference, November 12, 13, 14, was held in Las Vegas.

2005

WebProfessionals.org was invited to present a workshop at the Fourteenth International World

Wide Web Conference (<http://www2005.org/>) this month in Chiba, Japan. Bill Cullifer attended the conference along with accomplished Web developer Molly Holzschlag, who presented WOW's Current Best Practices in Web Development and Design workshop.

2006

WebProfessionals.org announces "Web Professionals Day" celebrating a day in the life of Webmasters in collaboration with GoDaddy. Also in 2006, Mark DuBois was named Director of Education.

Members of WebProfessionals.org provided insights and analyses to help develop the Web & Digital Communication Pathway for Career Clusters.

2007

WebProfessionals.org participated in the 16th International World Wide Web Conference (<http://www2007.org/>) in Banff, Canada. In addition to conducting a full day workshop WOW delivered WOW exams to Web professionals attending the event from around the globe.

2008

WOW introduced the Web Professional Minute (later changed to the WebProMinute) for the purpose of providing WOW members with daily podcast, web pro news and interviews of leading Web professionals in industry education and govern-

ment. We continue with our @WebProMinute Twitter stream to this very day.

Bill Cullifer, Bebo White, and Mark DuBois participated in the 17th International WWW conference (<http://wwwconference.org/www2008/>) in Beijing. Bebo and Mark provided a day long workshop on many aspects of web development including an overview of Web 2.0, and RDF best practices. This workshop also included discussions with individuals from many organizations.



Bill Cullifer introducing WebProfessionals workshop speakers at 17th International WWW conference.

2009



Bill Culliver, Brent Norris, and Mark DuBois promoting the WebPro Challenge at AdobeMax.

WOW (in collaboration with Adobe) announced the Web Pro Challenge to benefit internation-

ally recognized non profit organizations by offering a complete Web redesign.

WebProfessionals.org Director of Education, Mark DuBois met with members of the Web Standards project in Chattanooga to discuss various education initiatives. The end result of Open Web Education Alliance collaboration was the InterAct web curriculum. This was licensed to the W3C in 2012. (<http://www.webstandards.org/about/members/>).



Members of the Open Web Education Alliance meeting on the Delta Queen Riverboat in Chattanooga, TN

2010

WebProfessionals.org formalized our advocacy efforts - our organization is supported by a consortia of industry professionals, publishers, educators, government agencies and groups coming together for the benefit promoting awareness and jobs within the Web profession.

Members of WebProfessionals.org provided insights, analyses and input to help the U.S. Department of Labor define both Web Developer and Web Administrator jobs. These have been published at the O*Net site.

2011

WebProfessionals.org member Mark DuBois participated in the Adobe Education Summit sharing ideas with educators throughout the world. He also promoted WebProfessionals.org and provided week long training on HTML5 and CSS-3 at Working Connections (Illinois), MPICT (San Francisco), and attended the Designer to Developer Workflow conference in Kansas City.



Mark DuBois entering the classroom at MPICT (City College of San Francisco).

2012

Members of WebProfessionals.org (including Mark DuBois) were actively presenting at many venues throughout the year. Our focus was on mobile app development and HTML5 and CSS-3.

These venues included week long presentations in San Francisco, Los Angeles, Boston, Frisco (Texas), and Kansas City (among other locations). Mark alone traveled over 15,000 miles in 2012 and delivered roughly 230 hours of instruction to college and high school faculty. These efforts alone touched the lives of over 25,000 students in various web centric programs.



Bill Cullifer and Mark DuBois training aspiring web professionals and their advisors in Kansas City

We also began our SchoolOfWeb.org initiative to help educate aspiring web professionals and those who teach them.

2013

This was another busy year of conference presentations and week-long seminars. Our focus was on web analytics, business intelligence and big data in several locations. We also focused on content management systems (installation configuration, and security). These included WordPress, Drupal, and Joomla.



Mark DuBois speaking on Content Management Systems at City College of San Francisco.

Bill Cullifer represented the U.S. (as an advisor) for the WorldSkills web design contest (held in Leipzig). Although the event itself spanned almost a week, Bill was present for nearly three weeks (to help set up all the contest materials and coordinate with others).

2014

We offered a MOOC (Massive Open Online Course) in conjunction with Adobe on the basics of web design (using Adobe tools). We have started moving towards webinars, MOOCs, and similar venues to make our materials available to as many as possible.

We had nearly 1,000 individuals participate in the course. Many dropped pins on a Google map indicating their location (see the image below).



Our national web design competition was held in Kansas City for the last time (we moved to Louisville in 2015). Teams from 35 states competed (we held separate competitions for both secondary and post-secondary students).

2015

We moved our national web design contest to Louisville. This was our 12th consecutive national web design contest. We continue to have competitors from roughly 35 states (and continue to offer separate secondary and post-secondary competitions). We continue to provide training on industry best practices at these events.



Bill Cullifer introducing web contest guidelines at 2015 national web design contest in Louisville.

Mark DuBois represented the U.S. (as an advisor) for the WorldSkills web design contest (held in São Paulo). This represented roughly a three-week commitment (the competition itself lasts almost a week). 45 countries were represented in the web design competition.



International Web Design Contest advisors meeting in São Paulo

2016

Bill Cullifer retired as Executive Director in April. Mark DuBois agreed to replace Bill as Executive Director. This was a year of transition for Mark and for the organization (we also moved physically from California to Illinois). As part of the transition, we also had a team of web design experts review our existing contest rubric and confirm that we were still adhering to industry best practices.

We published a code of ethics for web professionals (<http://web-professionals.org/webprofessionals-org-code-of-ethics/>). If you have not signed that document, we encourage you to do so. This helps set us apart as practicing professionals.

The U.S. Department of Labor O*Net description for Web Developer were updated (WebProfessionals.org continued to be one of the 2 sources of additional information). (<https://www.onetonline.org/link/summary/15-1134.00>). Similarly, the U.S. Department of Labor O*Net description for Web Administrators was also updated (WebProfessionals.org is listed as the sole additional source of information). (<https://www.onetonline.org/link/summary/15-1199.03>).

We offered webinars instead of in person events. These webinars were recorded and available via our SchoolOfWeb.org Moodle learning management system.

2017

This year promises to be another very busy year. In addition to helping with several state web design contests, we will hold our 14th consecutive national web design contest in Louisville in June. We are also slated to help with the 2017 WorldSkills Web Design contest in Abu Dhabi in October.

We plan to begin work on a sustainability initiative as well. We are always keen to have your input and feedback on our initiatives. We need your help as a member of our community.

About WebProfessionals.org

Webprofessionals.org aka World Organization of Webmasters is a non-profit professional association dedicated to the support of individuals and organizations that create, manage or market Web sites. The organization provides education as well as certification, technical, employment and member advantage services to thousands of aspiring and practicing Web professionals worldwide.

For more information, visit <https://www.WebProfessionals.org>.

Information about our national web design contest can be found at: <https://webdesigncontest.org>.

Social media

You can find us on:
Facebook - <https://www.facebook.com/webprofessionals>

Twitter - [@WebProMinute](https://twitter.com/WebProMinute)

Colophon

This document was created using Adobe InDesign. Font used throughout is Myriad Pro.

WebProfessionals.design

We recently partnered with an ICANN registrar (Porkbun.com). One of your new member benefits is a free one year registration of a .design domain. Details are on the next page.

<http://webprofessionals.design>

Contents (links you can click on)

1998	<u>1</u>
1999	<u>2</u>
2000	<u>2</u>
2001	<u>2</u>
2002	<u>2</u>
2003	<u>3</u>
2004	<u>3</u>
2005	<u>3</u>
2006	<u>3</u>
2007	<u>3</u>
2008	<u>3</u>
2009	<u>4</u>
2010	<u>4</u>
2011	<u>4</u>
2012	<u>4</u>
2013	<u>5</u>
2014	<u>5</u>
2015	<u>5</u>
2016	<u>5</u>
2017	<u>6</u>

About WebProfessionals.org

[6](#)

Accomplishments

[1](#)

Colophon

[6](#)

Inception

[1](#)

Social media

[6](#)

WebProfessionals.design

[6](#)



www.YourName.design



WebProfessionals.org and domain registrar Porkbun.com are excited to announce a new partnership. As a member of **WebProfessionals.org**, you're now entitled to a **free .design domain name** at our very own domain registration site, **www.WebProfessionals.design!**

.design is a branding revolution. If you're still using a .com web domain and your old Gmail address, you're missing an opportunity to ensure that your personal branding is as innovative and professional as your design skills! Go to www.WebProfessionals.design to grab your free .design and take advantage of these other great benefits:



Intuitive domain connection and hosting

Whether you need to connect your new domain name to an existing site, or you want to start one from scratch, we offer a variety of no-hassle solutions to get you up and running quickly.



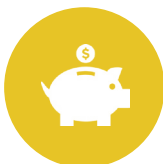
Coordinating email address

Why settle for your old Gmail or Yahoo email address when you can opt for some professional edge by using an email that aligns perfectly with your domain name?



Free WHOIS privacy and SSL certs

We're a registry who believes in internet security for all. While most registrars rely on this as part of their revenue, we're just hoping you grow to love our service.



Best-in-industry pricing

We have the best prices for most of the new TLDs, and offer .com, .net and .org at cost. Already have a collection of domains at another registrar? Take advantage of our at-cost transfers and start saving big!



Who else is using .design?

From recruiting creative talent to offering design tools to designers like you, check out the innovative ways these companies are using medium.design, telekom.design, airbnb.design and facebook.design!