

WebProfessionals.org
Community Education Certification

Summer/ Fall, 2018 Member Newsletter

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15th National Web Contest Another Success

It is hard to believe that we completed our 15th national web contest in Louisville this summer. What began as a demonstration competition in Kansas City so long ago has grown into competitions at both secondary and post-secondary levels. We now host our competition for high school teams on Wednesday and post-secondary teams on Thursday.

We started the competition with each team being provided contest materials on paper and a USB drive (it was 2004 after all). They were given a work order and asked to design a web site for a not for profit. This year, we provided a local network and server environment. Each team was sandboxed in their own Docker container with a web server and local cloud storage. Teams were asked to read an API which we provided via the server. Each team was asked to provide solutions to several challenges. We also evaluated their development process and conducted a formal job interview.

We invested a significant amount of money and time to enhance our web competition environment this year. We are now positioned to test competitors on any number of technologies (such as creating plugins for a content management system, like WordPress to developing their own APIs to solve real world business problems).

Since this was our 15th year running our national web competition, we thought it might be helpful to provide a few statistics underscoring the impact of this competition. Keep in mind we are promoting industry "best practices" and encouraging those present to push their teachers and advisors to keep up with changes in our industry. We are also seeing that our efforts are extending into state competitions (and some are starting to emulate what we do at our national competition).

Over the course of the past 15 years, Web Professionals has:

- Trained over 2,000 advisors and team members on industry "best practices" in many areas ranging from web accessibility to user experience and pro-

cess. We conduct a mandatory training session the day before the competition. We also have competition briefings the day of each contest as well as de-briefings after each competition.

- Provided this competition opportunity for winners of state competitions with over 40 states being represented over the years (some cannot be present every year due to budget constraints in their states and schools).
- Provided the necessary support for selected winners to participate in the WorldSkills Web Technologies competition. For those not familiar with WorldSkills - Every two years, competitors from 76 countries and regions around the world compete in more than 45 different trade skills at WorldSkills, the greatest vocational education and skills excellence competition in the world.

Winners from our national competition have competed at WorldSkills Leipzig (2013 – Michael Angel), WorldSkills Sao Paulo (2015 – Nick Taylor), WorldSkills Abu Dhabi (2017 – Riley Johnson), and WorldSkills Kazan (2019 – Matt Vreman).

Your Executive Director has served as the designated expert for each of these web competitions as well (2013 – Bill Cullifer, 2015, 2017, and 2019 – Mark DuBois). In this role, one serves as a coach and coordinates training. This also requires a time commitment of roughly 1 month on site to help prepare for the competition and judge competitors work (as well as numerous trips throughout the two years in support of each competitor).

If you are curious, Web Professionals members have directly contributed well over 6,000 hours of time supporting our national web competition on site over the past 15 years. That number does not count the time developing materials for competitors nor the time spent by our off-site judges evaluating and commenting on the submitted work. This is definitely a team effort.

Through your membership and support, we are making a difference in lives of aspiring web professionals. Don't ever forget that we cannot do this without you.

A photo of our 2018 national champions is below.



2018 National Web Contest Champions

Front row from L to R: High School Medalists—Silver - Timpview High School (Utah); Gold Medalists – South Technical High School (Missouri); Bronze Medalists - Minuteman RHS (Massachusetts); Back Row L to R: College/Postsecondary Medalists—Silver - Gwinnett Technical College (Georgia); National Technical Committee Chair – Mark DuBois; Gold - Macomb Community College (Michigan); National Technical Committee Member – Jonathan Worent; Bronze - Guilford Tech Community College (North Carolina)

Artificial Intelligence: Possibilities of Innovation Around Us

by
Irene Namer

Every day, computer engineers and developers are exploring new possibilities of improving Artificial Intelligence. They are implementing this revolutionary technology through voice activated assistants such as the Google Home, Amazon Alexa, and Apple Homepod. Siri, Alexa, and Google Assistant are loved by millions of consumers across the worldwide globe.



Many households across America are constantly purchasing these devices. Artificial intelligence is the key factor behind the shell of these devices. Without artificial intelligence, there would be no incentive to purchase them in the first place. These devices give consumers the ability to purchase items with a sim-

ple phrase and within 48 hours the item is at their doorstep.

These apps give buyers motivation to spend more money, and create a relationship between the company and the consumer by establishing a habit of spending for the consumer who says a phrase and then simply has their item delivered to their door with no fuss whatsoever.

I recently made a purchase on Amazon.com by using the Alexa app through my Amazon echo dot. I simply spoke into the device and said "Order one black XL cartridge for my Epson f434 XP printer." After 48 hours UPS magically arrives at my doorstep and hands me a package containing my cartridge of printer ink.

Companies like MasterCard and Amazon are planning to introduce biometrics into the phases of mobile pay options, meaning facial recognition or a touch of your fingerprint will give the app permission to charge your form of payment. I truly believe that this is revolutionary and will encourage more buyers to make purchases. It'll generate a higher number of sales because in the past purchasing

items online was a tedious process of having to enter credit card information and verify identity.

I am a huge user of MasterPass and would love to see them simplify these changes soon, I feel this could have a huge benefit to zoom through the online checkout process.

Such convenience behind this will allow consumer more additional methods of payment during check-out making it simpler. On the other hand, consumers may recklessly spend money without knowing it due to impulsive buying through these new technological advantages.

Many technology companies such as Mastercard, Samsung Pay, Apple Pay, and Android Pay have new technology in store for us all, the key component behind their achieved modern technology is Artificial Intelligence.

Meet our WorldSkills 2019 Competitor

We recently caught up with Matt Vreman (2017 National Web Contest champion and WorldSkills 2019 Kazan competitor). Here is an excerpt from our interview. Our questions are in bold.



Please tell our readers a little about your background as it relates to web design and development.

I have been doing web design/development for about 3 years now. I started off at my local technical college while I was in high school, with no coding experience at all. Their

web design course really caught my attention, and though I didn't know much about the field, it sounded like a challenge that I would enjoy. As I went through the program and easily passed each section of the course, I realized that I really loved it! One of the parts of web design that keeps me interested is

the mix of creativity and logic/problem solving. Currently I am working full time at a small web and app development company, building and maintaining websites for our clients. 5 years from now, I would love to be working at a company that allows me to flex my skills and work on different types of projects.

Please share your thoughts about winning the national competition.

I had an amazing time at the national competition, and of course, winning it was unbelievably great!! I feel that the national web competition is important because it allows students to challenge themselves by competing against students from other schools and states. It also gives students a chance to see where web design as a field is heading. It was a really big deal to me, because I was able to measure myself up against the best that the rest of the country had to offer, and I was able to come out on the top.

What do you hope to accomplish at WorldSkills Kazan?

Of course, my end goal is to bring home the gold! However, my main focus is to do my absolute best, regardless of how that compares to the other competitors, and to represent America as best I can.

What insights do you care to share as the US competitor in web design and development at WorldSkills?

I think that it will be a great opportunity to challenge myself, and to see how others from different countries approach web design and development. I'm really looking forward to it!

What advice would you provide to those who are thinking of entering the field of web design and development?

If you are curious about web design and development, try it! There are plenty of available resources in order to get started with the basics, so give it a shot and see how you like it.

What would you recommend to a competitor preparing for our national competition in 2019?

Practice, practice, practice. I know it's obvious, but

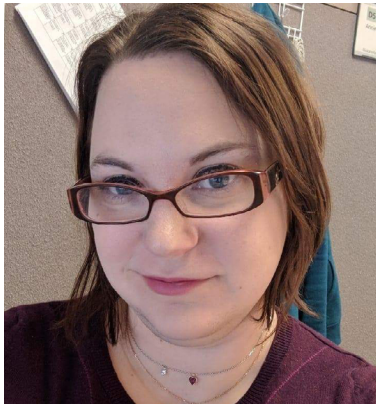
that doesn't make it any less important! Speed is a large part of any competition, and practice helps increase your speed, in addition to your quality of work.

Certification Value

We asked one of our new members why she values certification.

by
Annie Wraight

I am more than thrilled to be joining a community of like-minded and hardworking professionals. Although I am relatively new to the industry, I believe that taking a moment to pause and reflect on what you have learned and on how much you have grown in the field is important. This reflection often times provides insight into next steps and improving one's surroundings and one's business practices. Certifications give us this opportunity. They are essential to ensuring that guidelines are adhered to, and they provide motivation for individuals to continue learning in this ever-changing online world.



Annie is a Software Developer at London Health Sciences Centre in Canada, and is a newly-minted CWDVA-apprentice.

Certification Changes

We know that certifications help you get noticed in our competitive industry. We also know that certifications must be up to date and reflect current industry best practices. This is why we continue to strive to keep our certification exams up to date and focused on skills employers seek. We recently made a number of changes to our certifications and wanted to share this overview. Since our members are our best ambassadors, we want to insure you are aware of these recent improvements.

We have added novice level certifications. We recognize the need for students to begin thinking about careers in middle school and high school. Teachers are also starting to recognize the benefit of having an external party confirm they are providing foundational knowledge and skills that reflect what employers seek. Students are able to demonstrate their knowledge and skills and differentiate themselves. As they begin this process at an early age, they are better prepared to take our more advanced exams after they have expanded on their foundational knowledge. We presently offer the following novice level certifications:

- Certified Web Designer Novice (CWDSA-novice)
- Certified Web Developer Novice (CWDVA-novice)
- Certified Web Animator Novice (CWAnim-novice)
- Certified Web and Mobile App Developer Novice (CWMA-novice)

Perhaps you know of some schools which might benefit from having their students take these online novice level certifications. Interested parties can always contact our training coordinators (training@WebProfessionals.org).

We have updated our apprentice level certifications. These are our foundational certifications and are aimed at those starting their careers (or changing careers) and those who wish to confirm what they have learned via coursework in web technologies. We now offer the following apprentice level certifications:

- Certified Web Designer Apprentice (CWDSA-apprentice)
- Certified Apprentice Webmaster (CAW-apprentice)
- Certified Web Developer Apprentice (CWDVA-apprentice)
- Certified Web Administrator Apprentice (CWAA-apprentice)
- Certified Web Animator Apprentice (CWAnim-apprentice)
- Certified Web and Mobile App Developer Apprentice (CWMA-apprentice)

We also updated our associate level certifications. These represent the next level in knowledge and skills. Individuals successfully completing these exams will have taken a number of courses or worked with actual clients. We presently offer the following

associate level certifications:

- Certified Web Designer Associate (CWDSA)
- Certified Associate Webmaster (CAW)
- Certified Web Developer Associate (CWDVA)
- Certified Web Administrator Associate (CWAA)
- Certified Web Animator Associate (CWAnim-associate)
- Certified Web and Mobile App Developer Associate (CWMA-associate)

Lastly, we have also updated our professional certificates (and associated exams). These represent the highest level of achievement and those who hold these are practicing professionals in the field. We presently offer the following professional level certifications:

- Certified Professional Webmaster (CPW)
- Certified Professional Web Designer (CPWDS)
- Certified Professional Web Developer (CPWDV)
- Certified Professional Web Administrator (CPWA)
- Certified Professional Web Animator (CWAnim)
- Certified Professional Web and Mobile App Developer (CWMA)
- Certified E-Commerce Manager (CECM)
- Certified Web Consultant (CWCSB)

As Web Professionals, we take the certification process seriously. We go the extra step of asking to examine a portfolio of work by each candidate. These are reviewed by practicing professionals as part of the examination process. We are not aware of any other certification process that takes this extra step. If you would like to learn more about the specific domains of knowledge we cover in any of these exams, please visit <https://webprofessionals.org/certification/>.

And, if you are wondering, any current certifications remain valid until their expiration date.

Web Professionals overview

Webprofessionals.org aka World Organization of Webmasters is an all volunteer and 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. We are always on the lookout for members who are willing to take a leadership role in our organization. We can't do all our work without you.

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

Social media

You can find us on:

Facebook - <https://www.facebook.com/webprofessionals>

Slack - <https://4WebProfessionals.slack.com>

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

Pinterest - <https://www.pinterest.com/webprofessionals/>

Member Discounts

Members of Web Professionals also receive a free **.design** top level domain via our ICANN registrar portal. Visit: <https://webprofessionals.design> to sign up. This is free to members for the first year. Afterwards, the rates are competitive with other ICANN registrars.

Colophon

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