

# World Organization of Webmasters

*Community, Education, and Certification for Web Professionals*

## Central Illinois Chapter Meeting

Bill Cullifer  
WOW Education Director

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## Presentation Overview

- **WOW's Beginnings**
- **WOW CPW Initiative**
- **WOW Education Alliance**
- **WOW Chapter Benefits**
- **WOW's Future**

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## Need in Marketplace

- *“There is a huge increase in demand for qualified Webmasters with the number of Websites projected to grow from about 5 million today to about 25 million by the year 2002. Webmasters with business, technical, design, and project management skills are, and will continue to be, the most in demand and will receive the highest compensation.”*

• *Bill Cullifer, WOW Executive Director*

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## Our Beginnings: WOW Webmaster Summit

- **January 1998**
  - Representatives from: Microsoft, Adobe, Oracle, UC Berkeley, Stevens Inst. of Technology, Merrimack College, WWW Conference Committee, and WOW.
- **Synthesized definitions of webmaster job title**
- **Recognized need to set standards for skill sets necessary for webmasters**
- **Developed training and certification guidelines for use by educators in the marketplace**

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## What is a Webmaster?

- **General Contractor**
- **Practitioner of Internet, Intranet, and Extranet communications**
- **One person interfacing with Net-based communication, back-end technology, and business management**

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## Other Web Titles

- **Web Developer**
- **Web Administrator**
- **Web Designer**
- **E-Commerce Management**

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## Why Certification?

- **Membership request**
- **Businesses want certification**
  - Standards to assess candidates
  - Allows for standardization of payment scale
- **Good for current professionals**
- **Necessary for aspiring webmasters**

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## Current Certification Initiatives Vendor Specific

- **Microsoft w/ MCSE**
- **Novell**
- **Sun**
- **Netscape**
- **Adobe**
- **Macromedia**

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## WOW Certified Professional Webmaster Initiative

- **Third-party vendor neutral certification**
- **Based on needs of the marketplace**
- **Alliances with higher education institutions**
- **Published training curriculum**
- **Certification exams**

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## Grants Awarded to WOW

- **US. DOE 1.6 million LAAP Grant**
- **Partners include: University of Washington (UW), Public Broadcasting System (PBS), Prentice Hall, and WOW**
- **California Chancellor's Office - 100k for development of CPW**

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## Overview of CPW Courses

- **Designed around student-created projects integrating key concepts**
- **Content scaffolds and builds on knowledge learned in previous lessons**
- **Current web practices and accepted standards are emphasized**
- **Curriculum is designed for traditional, online, and hybrid (a combination of traditional and online) delivery methods, utilizing the strengths of each method**

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## Eight CPW Courses - 280 hours

- **1. Web Design/HTML 1 (60 hours)**
- **This course introduces students to the foundations of Web design (information design, site content, site structure, and page design) as well as basic through intermediate HTML (including many basic tags, as well as hyperlinks, lists, and basic tables and frames).**
- **2. Graphics for the Web (20 hours)**
- **This course begins with a color overview, then delves into Web graphics file formats and the use of graphical text, buttons, backgrounds, and image maps. Students explore issues around the use of graphics on the Web (file size, accessibility, graphic optimization, resolution) and use a graphics software program to produce appropriate graphics for their projects.**

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## WOW CPW

- 3. Web Design/HTML 2 (50 hours)
- The second Web design course continues with advanced HTML code, including more complex tables and frames, style sheets, and forms. Students will also be introduced to XHTML, XML, and JavaScript. Legal, copyright and contract issues will also be explored.
- 4. Multimedia for the Web (20 hours)
- Multimedia for the Web introduces students to audio and video for the Web, as well as plug-ins and helper applications, Flash, Shockwave, and multimedia hardware. Students will integrate various multimedia elements into their own projects.

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## WOW CPW

- 5. Web Project Management (30 hours)
- In this course, students will identify the life cycle of a project, discuss issues surrounding project team dynamics, learn about the creative and technical development processes, and apply launch and post-launch activities to their own projects. In addition, students will learn the basics of bidding a project, establishing contracts, and writing project specifications.
- 6. Web Servers (40 hours)
- In the Web Server course, students will focus on the basics of Web servers, including the most popular server software. Server configuration and server-side programming will also be addressed.

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## WOW CPW

- 7. Web Marketing & E-Commerce (40 hours)
- Students will learn the steps to developing and integrating Internet communication strategies. They will start with marketing basics and learn to plan and target a marketing effort.
- 8. Web Security (20 hours)
- In this course, various issues surrounding Web security will be addressed, including server security, CGI security, Web/client security, and intrusion detection and recovery.

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## WOW Education Alliance:

- **K-12 Initiative**
- **Higher Education Initiative**

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## WOW Education Alliance K-12 Initiative

- **K-12 Curriculum**
  - Web Introduction - 10 day unit
  - Middle School - one semester for grades 6-8
  - Web Apprentice Academy - four semesters of academic course work
- **Mentoring Program**

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## Higher Education Initiative

- **Specifically for institutions teaching or developing Webmaster Programs**
- **Connections with industry, practicing professionals, and educators**
- **Evaluation and support of CPW Curriculum**
- **Partner Programs -**
  - University of Washington
  - over 100 junior colleges and training organizations
  - League For Innovation

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## WOW/Prentice Hall Partnership

- Publishes Study Guides
- Interactive Workbook Format - Self-study
- Instructor Materials
  - Curriculum
  - Course Guides
  - Companion Web site/Test Banks

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## WOW Chapter Benefits

- Independent groups supported by an international infrastructure
- Promote education programs through collaborative efforts with WOW
- Social and professional networking - 15,000 worldwide members
- Majority of Chapter dues remain locally
- Discounts
- Employment Services

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## Summary of WOW's Roles

- Provide educational institutions with guidelines around which to develop curricula.
- Provide students with an organized way to master technical skills, content development proficiency, and personal workplace ability.
- Provide employers with a standard of achievement to assess Webmaster candidates.
- Opportunity for like-minded individuals to network & share information and experience.

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## WOW's Future

- Continue to research industry needs for webmaster skill sets
- Provide further educational opportunities
- Advance partnerships among industry and educational leaders
- Increase member participation

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## Questions and Answers

- Copies of presentation or information about WOW
- [www.joinwow.org/edu](http://www.joinwow.org/edu)
- [Bill@joinwow.org](mailto:Bill@joinwow.org)
- Office 916 -608-1597

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