The purpose of this notebook is to serve as a guide for the role of

Webmaster

Although the role may seem obvious in some ways, documentation of the responsibilities will ensure consistency from year to year and promote a smooth flow of events during the meetings.

Please read the guidelines thoroughly and make note of any outdated statements for future edits.

DO NOT misplace this notebook. (Note: Sue Isaac did not receive a physical notebook from Jessica Duke, but none is needed.)

Add your name to the bottom of the list on the “Previous Chairpersons” page.

Complete the end of year report in September.

Turn this notebook in to the President no later than the September guild meeting.

Thank you for your participation in the guild!

Previous Chairpersons

For

Website Committee

|  |  |  |
| --- | --- | --- |
| 2006-2007 | Topi Henderson |  |
| 2007-2008 | Topi Henderson |  |
| 2008-2009 | Karen Skinner |  |
| 2009-2010 | Karen Skinner |  |
| 2010-2011 | Heather Whitehead |  |
| 2011-2014 | Karen Skinner |  |
| 2015-2016 | Jessica Duke  |  |
| 2016 | Jessica Duke |  |
| 2017 | Sue Isaac |  |
| 2018 | Sue Isaac |  |
| 2019 | Sue Isaac |  |
|  |  |  |
|  |  |  |

Guidelines

The role of the Webmaster is to create and manage the information content (words and pictures) and organization of the Quilter’s Unlimited website. The person fulfilling this role will need excellent computer technology skills in addition to being well organized and possessing the ability to communicate well with others. **Access to a computer, internet connection, and the ability to use email is required. Experience with designing or maintaining websites and/or using Wordpress (the software used to maintain the website) is a plus, but not required. Access to and the ability to use Microsoft Word, Excel, & Adobe Acrobat (pdf) software and a scanner is very helpful in getting documents in an acceptable format for posting on the website.**

The webmaster attends guild and steering committee meetings to gather information pertinent to current website postings, such as program titles, meeting dates, bulletin board announcements, etc. In addition, the webmaster may take photographs during the regular guild meetings for posting to the website. The role of photography could be shared with one or more guild members if the webmaster chooses.

The webmaster will need to communicate with all topic related chairpersons to assure accurate content before posting items to the website. Although guild members are encouraged to provide updated information to the webmaster, the webmaster should seek out information as needed to keep the website updates timely.

The QU newsletter should be utilized to convey information about the website whenever possible to avoid lengthy announcements at the guild meetings.

The Webmaster is part of the internet team. Other team members handle email blasts and Facebook updates.

**Newsletter submissions:** Note that all submissions to the newsletter must be written exactly as they will be printed. Do not ask the newsletter editor to mention something about a certain topic. Newsletter deadlines are posted in every newsletter and can be viewed at [www.quilttallahassee.com](http://www.quilttallahassee.com).

**Budget:** Please refer to the previous year-end reports for budgets in the years prior. The Treasurer will provide you with your current annual budget. Be prepared to make a recommendation to the Treasurer to modify the budget as needed. Keep all receipts and accurate records of money spent and refer to the Reimbursement Guidelines page for instructions.

**Guild Property:**

You will have in your possession: The guild notebook for the Webmaster (note: Sue Isaac did not receive a physical notebook from Jessica Duke; but none is needed).

Frequently Asked Questions

1. **Do I have to attend every guild meeting to be the Webmaster?**

You should plan on attending as many meetings as possible as you will gather information valuable to the website. Taking photos of the show-and-tell quilts and posting to the website is a much-appreciated part for QU members. In your absence, you can arrange for someone else to take photos for you if desired.

1. **Do I have to attend the steering committee meetings?**

You should plan to attend as many steering committee meetings as possible since information valuable to the website can be obtained from the meetings. The steering committee does not meet every month and a schedule is made available to all officers and chairpersons at the beginning of each guild year. The President may occasionally call a mandatory meeting for all steering committee members. In this situation, input and votes are needed from as many chairpersons as possible and your opinions would be greatly valued.

1. **Do I need the approval of the steering committee before posting something new to the website?**

Keep in mind that QU must be sensitive to the fact that the website is a public domain and may not want all guild business posted there. Another fact to consider is the guild’s tax status. As a non-profit group, we must be careful to not list information that could promote profit for a guild member. Use your own judgement about posting new items but communicate well with any chairperson(s) related to the topic. If in doubt, ask.

Additional Notes

Website Administrator contact info: Melissa Raulston has delegated most work on the QU website to her son, Zac Wegmann, who is part of PlatoWynne consulting.

(352) 231-0809
Zac@PlatoWynne.com

Web Coordinator Email address:

webcoord@quilttallahassee.com password>Contact Melissa for password

Website Account - to make edits to webpage yourself:

WordPress> http://quilttallahassee.com/wp-login.php

A Username and password will be provided to you

**Wordpress Notes & Hints**

-You must be logged in to the site to make changes.

-If you want to add a file or a photo to the website, first you need to add it to the **media library**. After that, you can link to it on a page that you are editing.

-To edit a page from Wordpress, go to ‘Pages’ to get a listing of the QU website pages and select the page that you want to edit by clicking ‘edit’; Preview the changes prior to saving your edits to check the formatting of the page and see how it will look. **Another way to navigate to a page is to go to the QU website after you logged in to Wordpress; find the page by navigating through the menus and click ‘edit’ at the top of the page.**

-Text editing in Wordpress is pretty easy. In order to preserve the formatting and ‘look’ of the page, try copying an entire section on the existing page, pasting it, and then editing the text within the new section to say what you want. Some experience with html formatting is helpful, **don’t erase the html ‘tags’ that the software uses to help format things** (there is a beginning and ending tag, ex: <strong> XXX </strong> will give you bolded or strong emphasis text for the text between the tags).

-To add a link to a website, type the linked text, highlight it, and then click the link button at the top and paste in the web address

-The Bulletin Board on the webpage is powered by posts that are placed in the bulletin board category; Melissa wrote custom programming to grab anything that goes in the bulletin board category and display it on that page. To add something to the Bulletin Board, go to Posts rather than Pages and make sure you check the box for bulletin board before you publish.

-Changes to the Menus on the webpage are done by using the “**Thesis**” utility, which is found on the dashboard. In Thesis, click the plus sign next to “**Pages**” to display editable page titles. The order in which page titles appear on menus can also be rearranged within Thesis. Use the “**Big Ass Save Button**” to save any changes that have been made.

The Website Coordinator also assists the Museum show chair by

* Making any desired changes to the input form for entries
* Posting a link to the entry form on the home page of the website
* Ensuring that the confirmation email messages for submitters are also sent to the current museum show chair
* Exporting the entries from the website as csv files and converting them to Excel files, then forwarding them to the museum show chair, the staff person at the museum who is in charge of the show, the person who will make the ribbons, the person organizing the quilt drop off, and others who need them.

End of Year Report 2018 Committee: WebCoordinator

**Complete this report in the month of October**

The information that you document will be helpful to future chairpersons to know what has been done, what was successful, etc. It will also help with possible decisions about revising the role and budgetary adjustments. Use additional paper if needed. File this report on top of the previous year end report.

Describe the year and anything unique that you did in this role:

Updated guild website as needed.

Did you perform this role by yourself or did you enlist support from others? I usually maintain the page by myself, but input is provided by committee chairs (e.g. Block of the Month content, changes to Sit N Stitch information. This year Marsha Walper posted a newsletter for me while I was out of town.

How many other people helped you? With the webpage, two. *Note: Email blasts and Facebook updates are performed by other members of the Internet Committee (Jessica Duke and Kerry Cohen for Social Media and Karen Skinner for email blasts). The Website budget covers support for them.*

Explain how you needed help: \_\_\_ When I was out of town, I was unable to make updates via my phone, so Marsha Walper posted the newsletter for me one month. In addition, Melissa Raulston solved a problem with collecting dues through the website via PayPal.

 Budget allotted: $1299 Did you exceed your budget? No

Where there unusual expenditures? No Explain: The fees paid to PlatoWynne Consulting covered all the expenses for the year.

Recommend increase in budget? No How much? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What obstacles did you encounter? Some committee chairs do not send any information at all about their upcoming events (sometimes I have to ‘harvest’ information from the Newsletter to update the site);

Helpful Hints for future chairpersons: Learn some basics of Wordpress so you can make edits yourself; go through the site once a month or so, concentrating on areas that may need updating due to upcoming activities (quilt shows, workshops, guild trips, for example). Use the Newsletter to harvest information that no one remembered to give to you for addition to the website.

Recommendations for change: Photos — it would be nice to have a guild photographer to provide photos at quilt shows & meetings so the photos on the website are updated more often.

Your name: Sue Isaac Date: 8/6/2018

**Budget**

The QU Web Coordinator Budget is based on the fees to administer the website and maintain some email addresses for committee chairs:

8 IMAP email accounts (8 accts x 3 months x $4.00 per email = $96.00 )

1 hour of retainer service for the newsletter
plus any other requested technical assistance (1 hour x 3 months x $50.00 = $150.00),

and Wordpress website hosting (1 site hosted x 3 months x $25.00 = $75.00)

  This **totals out at  $321.00 per quarter,**

then additionally once per year it costs an **additional 15.00 dollars** to renew the QU domain name.

This would total the fees for the year of service of 2019 at roughly ($321x4) + $15 = **$1,299 for the 2019 year.**