

CLUB WEBMASTER

New York District

KEY CLUB

Training
Materials

www.nydkc.org

Governor Nadyli Nuñez

As webmaster, your job is not only creating and maintaining your club website, but also managing anything technologically-related in your club. Obviously, you're extremely proficient with computers and probably have had experience making some sort of website before. Here are some guidelines to help you with your job this year.

Duties and Responsibilities

- Create and maintain a website with at least 7 pages of information
- Keep close contact with other officers and members to keep the site up-to-date
- Make sure all of the links on the website work
- Help out other officers when they need it
- Upload all meeting minutes and agendas on the website
- Help the club with any technological issues
- Work with the Public Relations committee to spread the word of Key Club

Webmaster's Checklist!

Weekly Duties

- Update your website with club meeting agendas, upcoming events, directions to event locations, news/updates, and anything else that would make people want to come back.

Monthly Duties

- Attend some board meetings to discuss the website, and ask the rest of the board for suggestions/feedback. Do a survey with your club to see if anything should be added.
- Upload pictures and club publications
- Link to District publications

Annual Duties

- Create and maintain a full-scale website with at least 7 pages of quality information.
- Make sure that if your club pays for your domain/hosting, the fee gets paid so your club website stays on!
- Make sure to put all contact information of your officers on your website and be sure they are recent. (See rules of Contact Information)
- The contact information of your District Executive Officers (Governor, Secretary, Treasurer, Editor, Webmaster, and Executive Assistant) and your Lieutenant Governor should be on the website as well. If you need their information, please consult the District website: www.nydkc.org.

How to Make a Website

Step 1: Designing Your Website

- Choose software you are comfortable with, such as Microsoft FrontPage/ExpressionWeb or Adobe Dreamweaver
- Have a basic understanding of codes.
 - **HTML (Hyper-Text Markup Language)** is the basic and the MOST IMPORTANT language you need to be able to recognize and master.
 - **CSS (Cascading Style Sheet)** is a relatively new style sheet language used in web development to keep your site clean, organized, and consistent.
 - **PHP (Hypertext Preprocessor)**, unlike the previous two languages, is a computer scripting language rather than a web coding language used often to add mini applications to the website.
- Next, you need to create your graphics that will be on your website. Every graphic you use on your website must be original or in the public domain. Use software such as Adobe Photoshop/Fireworks or Corel Paint Shop.
- Make sure that your graphics are linked to your web pages when you are uploading.

Step 2: Search for a Hosting Service

- If you decide not to make your website from scratch, then choose a well-known free hosting service (Freewebs, Google Pages, Tripod, Angel Fire, et cetera), which should already have pre-made templates. However, this method rarely provides you with ANY customization options, so your site might look the same as millions of other websites.
- If you are determined to design your own site, then you have the option of choosing a free hosting service (but will not give you a domain name) or a paid hosting service (usually comes with a domain name). Many free hosts are almost identical to paying hosts.
- **Free Hosting Service**
 - Advantages
 - Does not cost your club a penny while you “test” out your web designing skills
 - Has almost every feature you would ever need.
 - Disadvantages
 - Never gives you a domain name. Your website address will probably be a subdomain (<http://keyclub.host.com/>) or directory domain (<http://www.host.com/keyclub>)
 - May have advertisements (but there are many free hosting services that do **not** place ads)
 - Conclusion
 - Start with a free hosting service because it usually has more than enough disk space and bandwidth and you will save your club a lot of money (sometimes up to \$150/year).
 - Even though you will not get a domain name with a free host, your club can buy a domain name and you can transfer that domain name to direct it to your site. Domain names usually only cost \$5 to \$10 per year.
 - URL Redirection is a FREE solution to your domain problem. For no money at all, your website will get a professional-looking website URL (e.g., <http://www.highschoolkeyclub.co.nr>). Search “URL Redirection” on Google (the *co.nr* one is the most popular).
- **Paying for Hosting Service**
 - Advantages
 - If your club has some extra cash, investing in a paid web host is not a bad idea.
 - Has more disk space and bandwidth than you will ever need
 - Usually comes with a free domain name included—more professional-looking.
 - Disadvantages

- Hosting services usually cost between \$50–\$150 per year.
- Most, if not all, of the features are probably available to you if you choose a free host.
- Unnecessary disk space and bandwidth
- More pressure to create your website fast so you don't waste money; sometimes results in clumsy websites.
- Conclusion
 - If the webmaster is experienced and will take full advantage of a host, then go for it. Experiment with everything it has to offer!
 - If this is your first website, then consider saving your club some money.

Step 3: Uploading Your Website

- Choose an efficient uploading tool. The easiest is **FTP (File Transfer Protocol)**. There are many free FTP Clients out there, and they are all very simple to use.
- Make sure you upload ALL your pages and ALL your graphics.
- If you linked a **CSS (Cascading Style Sheet)** with your pages, don't change the directory of the sheet. This goes for all the graphics as well.
- Always go to your site after you upload it to make sure that everything is **exactly** the way you want it. Clear your browser's "cache" to see the changes.

Step 4: Maintaining the Website

- You might think that designing is your hardest job, but maintaining your website is your **biggest task**.
- Update your site as least once a week to upload new agendas, club publications, and much more. Constantly post new resources for your club.

Additional Resources

NEW YORK DISTRICT KEY CLUB
<http://www.nydkc.org/>

NEW YORK DISTRICT KIWANIS
<http://www.kiwanis-ny.org/>

NEW YORK DISTRICT CIRCLE K
<http://www.nycirclek.org/>

KEY CLUB INTERNATIONAL
<http://www.keyclub.org/>

KIWANIS INTERNATIONAL
<http://www.kiwanis.org/>

About Key Club International Graphic Standards

One important way we can let others know about Key Club is by communicating "our look" to others. That is, by using the same design elements—things like fonts, colors, logos, and symbols to express who we are. Keeping our look consistent enables others to see Key Club in the way we do—whether they're in Colorado or Costa Rica. And it helps us create buzz about the great work Key Club is doing to serve others and developing tomorrow's leaders.

The graphic standards guide is available online at www.keyclub.org, and it has everything you need to get started including colors, design schemes, photos, and templates to help you create brochures, letterheads, newsletters, posters, and more.

Please don't forget to use the Key Club Graphic Standards on your website!

Document Formats

Extension	Name	Description
.doc	Document	Microsoft Word
.rtf	Rich Text	Any word processor
.jpg OR .jpeg	Joint Photographic Experts Group	Picture (millions of color)
.gif	Graphics Interchange Format	Images (smaller file, less colors, can be transparent)
.png	Portable Network Graphics	Pictures or Images
.ppt	PowerPoint Slideshow	Microsoft PowerPoint Presentation
.pdf	Portable Document Format	Adobe Acrobat Reader

About PDF (Portable Document Format)

- Can be opened by **anyone** with the free Acrobat Reader
- Platform and software independent (great compatibility)
- Remember, **always** convert every document you produce to a PDF so everyone will be able to open it
- Remind your visitors to download the Adobe Reader from the Adobe® website if they don't have it already

Converting to PDF

- Download PrimoPDF or CutePDF (or any PDF printer you can find on Google)
- When you need to convert, go to File→Print→(select your virtual PDF printer)→Print
- Choose where you are going to save your PDF file, and then **voilà!**

Rules of Contact Information

Do **not** put any contact information of any member, or any club or district officer without his/her consent. With the subject's permission, place only the person's email address and/or phone number online. Under no circumstances should a person's mailing address be placed on the website without an absolute necessary reason.

Sample Club Website

<http://www.nydkc.org/sample-club>

This is a sample homepage of a club website. Your club website should have similar features, such as the navigation bar (horizontal or vertical), the corresponding pages, and Key Club graphic standards.

Last Minute Pointers

- ORGANIZE all your information on your website neatly.
- Do not clutter information or people will not find your website very useful.
- Before posting any photographs online, ask permission from the people (their parents if they are minors) in the photos

Need help? Contact your District Officers!

Governor Nadyli Nuñez

nadylinunez.gov@nydkc.org

Webmaster Emily Lew

emilylew.tech@nydkc.org

Edited Training Packet from 2009-2010 Service Year

GOVERNOR NADYLI NUÑEZ

New York District Key Club 2010-2011

"Caring-Our Way of Life"

New York District Key Club

HTML CHEAT SHEET

adapted from: http://www.webmonkey.com/reference/HTML_Cheatsheet

www.nydkc.org

“Caring - Our Way of Life”

Basic Tags

`<html></html>` Creates an HTML document

`<head></head>` Sets off the title and other information that isn't displayed on the Web page itself

`<body></body>` Sets off the visible portion of the document

Header Tags

`<title></title>` Puts the name of the document in the title bar

Body Attributes

`<body bgcolor="pink">` Sets the background color, using name or hex value

`<body text="black">` Sets the text color, using name or hex value

`<body link="blue">` Sets the color of links, using name or hex value

`<body vlink="#ff0000">` Sets the color of followed links, using name or hex value

`<body alink="#00ff00">` Sets the color of links on click

Text Tags

`<pre></pre>` Creates preformatted text

`<h1></h1>` Creates the largest headline

`<h6></h6>` Creates the smallest headline

`` Creates bold text

`<i></i>` Creates italic text

`<tt></tt>` Creates teletype, or typewriter-style text

`<cite></cite>` Creates a citation, usually italic

`` Emphasizes a word (with italic or bold)

`` Emphasizes a word (with italic or bold)

`` Sets size of font, from 1 to 7

`` Sets font color, using name or hex value

Links

`` Creates a hyperlink

`` Creates a mailto link

`` Creates a target location within a document

`` Links to that target location from elsewhere in the document

Formatting

`<p></p>` Creates a new paragraph

`<p align="left">` Aligns a paragraph to the left (default), right, or center.

`
` Inserts a line break

`<blockquote></blockquote>` Indents text from both sides

`<dl></dl>` Creates a definition list

`<dt>` Precedes each definition term

`<dd>` Precedes each definition

`` Creates a numbered list

`` Precedes each list item, and adds a number

`` Creates a bulleted list

`<div align="left">` A generic tag used to format large blocks of HTML, also used for stylesheets

`` Adds an image

`` Aligns an image: left, right, center; bottom, top, middle

`` Sets size of border around an image

`<hr />` Inserts a horizontal rule

`<hr size="3" />` Sets size (height) of rule

`<hr width="80%" />` Sets width of rule, in percentage or absolute value

`<hr noshade />` Creates a rule without a shadow