



DKG PA State Web Master Application

Electronic Submission only

Send the electronic form from your email account to: kaystuart52@gmail.com

Subject Line: 2019 Web Master Search

Due Date: Emailed on or before March 25, 2019 (Attach your completed application to your email message.)

Job Description – DKG PA State Web Master

I. Qualifications

A. The web master will be an active member of The Delta Kappa Gamma Society International who supports the purposes and mission of the International Society and possesses knowledge of the Society at all levels.

B. Have experience and knowledge of Weebly website development. She will have strong secretarial and computer skills and be prepared to update these skills as technology advances. The webmaster will provide her own equipment.

D. The web master will have sufficient time available to carry out the duties of this office.

E. The web master will be proficient in the operation of a microcomputer. She will be skilled in the design, maintenance, and creation of files for a website and in the use of website and graphics.

F. The web master will have a working knowledge of trademark/copyright laws as they pertain to websites.

II. Duties and Responsibilities

The following listing of duties provides a broad outline but is not restrictive. The web master will, in a timely manner:

1. Maintain the annual "official" website designation from Delta Kappa Gamma Society International.
2. Have knowledge of and comply with policies for use of electronic communications as it applies to the web site as found in *International Standing Rules of Delta Kappa Gamma*
3. Work with state officers and committees to develop and/or update information and forms needed by DKG PA State members.
4. Update state officer and committee information for each odd-numbered biennium.

5. Update chapter information for each even-numbered biennium.
6. Work with the editor of the *Keystonian* to place the issues online.
7. Answer inquiries received from website visitors.
8. Work with the Communication Committee to present workshops and participate in workshop training.
9. Maintain a list of members who do not want their picture and/or name on the website.
10. Maintain a current backup of the files on the Delta Kappa Gamma server.
11. Maintain archive pages and photos.

III. Compensation

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|-----------------------------------|--------|
| 1. Annual fee for website | \$30 |
| 2. Technical support and supplies | \$200 |
| 3. Stipend | \$1200 |

DKG PA Web Master Application

Name: Heather Lister

Address: 201 Park Avenue, Hummelstown, PA 17036

Telephone: (717) 480-1327 Email: heathermlister@gmail.com

Chapter: Beta Theta Membership #: 489388

➤ **Describe your experiences or background that would qualify you for this position.**

In addition to being the current webmaster for Beta Theta (<https://betathetapa.weebly.com/>), I have also designed numerous other websites (both personal and for other organizations/businesses) using a variety of web design platforms including Weebly, Wordpress Wix, Moonfruit, and Yola. Therefore, if DKG PA would ever want to use a different platform or hosting service, I would be willing and able to get us up and running.

- Hummelstown Area Historical Society (www.hummelstownhistoricalsociety.org)
- Headquarters Hair Salon (www.headquartersahairsalon.com)
- Construct Learning (www.constructlearning.org) (this is my company)
- Personal Blog (www.heatherlister.com)

I am familiar with designing websites that are fully responsive, meaning that they are not only available from any device (computer, tablet, mobile phone), but they are visually appealing and accessible. I am also knowledgeable in website accessibility, ensuring that any hearing impaired or visually impaired visitors have the ability to access the content on websites (Section 508 of Standards for Websites).

While Weebly is a very intuitive and easy to use drag and drop website builder, I also have knowledge in HTML and CSS, allowing me to embed other content from the web or make modifications to the predefined templates.

I am skilled in web design best practices and use my graphic design skills to make websites as visually appealing as possible, while conveying the personality and mission of the organization. However, I also understand that a website is a library of information that visitors must be able to navigate easily and efficiently. In addition to making websites visually appealing, I am skilled at making websites and web content usable by using appropriate naming protocols, tagging, and other metadata.

Finally, I believe that I am an excellent candidate for this position as I have a strong desire to serve our organization, but due to working full-time with two toddlers, my ability to serve in other capacities is limited.

If named webmaster, I would work to ensure that the DKG PA website was a hub of activity. I would work with the webmasters of local chapters to determine if and how we can integrate content or highlight member stories. I would love to see the DKG PA site be a place where not only current members can go to find information about other chapters and state business, but a place where prospective members can learn about our amazing organization as well. Lastly, I would also like there to have a place on the state website where we can share important information about the education profession. (i.e. changes to standardized assessments, current trends, etc.).

➤ **How do you plan on providing sufficient time to maintain the website in a timely manner?**

Since starting my own business, I have become very good at time management and can ensure that projects are prioritized and completed within a timely manner. If for any reason I believe that I cannot complete the updates or revisions in a timely manner, I would communicate that with the Communications chair. Further, because I have extensive experience in website design, I am able to complete updates and revisions quickly, ensuring that our visitors are seeing up to date and accurate information.

➤ **Do you feel you have the knowledge necessary to protect the state organization from trademark/copyright infringements? If not, how would you prepare yourself to handle this?**

As a certified librarian, I am very well versed in copyright and intellectual property laws. While pursuing my Masters in Instructional Technology with a concentration in Digital Classrooms, my copyright knowledge was deepened and focused on copyright laws in a digital world including DMCA, Fair Use (Section 107), and Creative Commons. I would consider myself a copyright expert as I have spoken at numerous conferences on this topic and have published several articles.

By having this knowledge, I have confidence that we would not post, share, or create anything that would violate copyright or intellectual property laws for ample research would be done prior to posting. However, should an accusation come forth, I would be prepared to share any and all documentation, noting no malintent, and would immediately remove the content in question.

Please list your Society involvement including any planning or leadership roles, committee participation and offices held.

Chapter	Activity	Date
Beta Theta	Webmaster	Aug 2018 - Present
Beta Theta	Web Searcher	Aug 2018 - Present
Beta Theta	Communications Committee	Aug 2018 - Present

Beta Theta	Program Speaker	Nov 2016

State	Activity	Date
DKG PA	Keynote Speaker @ Annual Conference	2016

Regional/International	Activity	Date