

Webmaster Job Description

Rationale:

Maintaining a web presence with current content serves UURMaPA members as well as other Unitarian Universalists. The website serves as a means of welcoming new members, explaining UURMaPA's programs, providing access to the newsletter (*Elderberries*) with current and back issues available, providing access to member directories, promoting conferences, and maintaining an archive of obituaries for deceased retired UU ministers and partners. The primary audience and users are UURMaPA members and UU ministers considering retirement. The Webmaster is responsible for maintaining the web presence.

Summary:

The Webmaster is responsible for maintaining the website. This involves posting text and images, sometimes prodding others to provide materials, often converting a word processing file into pdf-format, updating or posting new materials to "pages" and "posts" that comprise the content of the website, including creating new pages and posts as needed.

The Webmaster coordinates design with a contracted web designer who is available for troubleshooting.

We host a page with links for the UU Partners' group.

Once the Rainbow History Project website's initial design and content are completed, responsibility for maintaining it is expected to become a part of the Webmaster's portfolio. That is expected by 2024.

The Webmaster is responsible for maintaining a number of e-mail forwarding addresses for ___@uurmapa.org.

In addition, the Webmaster assures that UURMaPA's Domain Name Registration is renewed on time and that fees for the server are paid on time.

Typically this volunteer position requires about two to four hours a week on average, but is not uniform with some weeks busier than others.

Specifics:

The website (www.uurmapa.org) is a WordPress site. The site consists of about seven main pages, with links from them to other pages and posts. Some pages and posts have specific pre-formatted types (e.g., Obituaries, What's New, Board Minutes). Updates to the site are accomplished through a WordPress on-line system that is accessed through common browsers. Hence maintenance is independent of the operating system used by the Webmaster and no special web design software is needed.

The Webmaster is the keeper of passwords for the WordPress site and the server and should ensure that at least one other person has access to them. (Currently that is the contracted web designer.)

In addition to updating the general content, there are several recurring items that need attention, to wit:

Board Minutes and Reports: As the board approves minutes at its monthly meeting, the Secretary forwards them to the Webmaster. If the file is not already in pdf format, the file should be converted to pdf, uploaded to the WordPress Media Library, and posted as a new "post" with the type "Board Minutes." These automatically appear as links from the sidebar on the

Governance page, in chronological order.

Directories: Soon after the first of each month, the Membership Coordinator sends two pdf files, the Membership Directory and the Area Connections Directory. The Webmaster opens these and saves (exports) them as encrypted pdf files using the password “WISDOM.” The encrypted files are uploaded to the WordPress Media Library and the links to them from the Publications page are updated.

Elderberries: The Newsletter Editor sends a pdf file of *Elderberries* at the same time it goes to press. The Webmaster saves a jpg file image of the first page, uploads the full pdf file and the jpg file to the WordPress Media Library, and posts them on the Publications Page. In addition, a new “What’s New” post is created announcing availability. What’s New posts automatically appear on the home page side bar. When they have been posted, the Webmaster sends a notice with the link to the page (not the the file in case a correction is later made!) to the Membership Coordinator to be sent to the Announce List.

Obituaries: When notice of the death of a member goes out to the Announce List, a new ‘post’ is created of the Obituary type with the subtype of the first letter of the deceased person’s last name. The publication date is edited to the date of death. The content of the notice is edited for format and posted in the body of the post. If there is no photo of the person, the UURMaPA logo is inserted at the top of the post as a place holder for an eventual photo. The most recent ten Obituary links (in order of death date) automatically appear in a list in the sidebar of the Home page and the Obituaries page.

When a full obituary is complete and submitted by the Obituary Coordinator, the text (and if available image) are updated. Often two or three images are used.

Conferences: Descriptions and links for information about conferences arrive from the Conference Coordinator and are updated on the Activities page with a link to a pdf file of the registration form. A new What’s New post is created to announce the conference.

Governance Changes: The Governance page includes photos and brief biographical sketches of Board members and the names of incumbents who fill other leadership positions. These need to be updated whenever there is a change. In addition there is page with the names and images of Area Connections Coordinators which is updated when changes are brought to the Webmaster’s attention by the Connections Coordinator.

A note about images. In general images of a single person are cropped to 150 x 200 px, with preference for the 150 width even if that requires a somewhat different height. Tight headshots are generally preferred. An image with two people in it is typically cropped to 200 x 200 px. Captions of the person’s name are included with the image file.

A note about name use: I eschew “Rev. First-Name”, preferring “The Rev. Title First-Name Last-Name” In obituaries, I have put nicknames in quotes rather than parentheses.

Formatting (Duane’s conventions): Never any double spaces after periods. Always use Oxford commas. Avoid euphemisms for death (a person dies, not passes away or leaves). Links are typically hidden in the text that indicates them (not added after as the URL).

UU Partners: The UU Partners asked (and UURMaPA agreed) that we host their document files, which are comprised of a couple dozen files and links of interest to partners of UU ministers. Some of the content is password protected with the intent of limiting access to partners. There is one page for this project with links embedded to their files, which reside on our server with password protection on the server at the folder level. This page requires almost no maintenance and no new files have been added since it was created.

The Rainbow History Project website (<https://uurainbowhistory.net/>) is under development and is also a WordPress site. When it is time to hand off management of it to the Webmaster, it can be moved to the server that hosts the main UURMaPA web presence. That will likely take place by 2024 or sooner.

The e-mail Forwarders are maintained by our server host. As incumbents change, or there is a need for a new forwarder, the Webmaster makes those changes to maintain the list.

Skills and Access Needed:

Moderately comfortable skills in applications of computer technology, including file manipulation, uploading, word processing, formatting text and links, cropping and adjusting images. Most content and change requests come by e-mail, so the Webmaster must have an e-mail account and check it often.

Familiarity with the basics of maintaining a WordPress site. These can be learned by someone who is moderately adept with technology and refined by trial and error.

General familiarity with websites, domain name registry.

Ability to trouble shoot issues with the site and/or find other help to do so.

Must have access to the Internet through a standard web browser. Need to have at least entry-level photo processing software and ability to crop and make basic image adjustments. Must have a word processor capable of exporting encrypted pdf files, e.g., Preview in the MacOS can do this.

Should generally be available to respond within a week to post Obituaries and other materials.

Resources:

Web Designer. We have been working with Greg Bear (Greg Bear Media) of Carlisle, PA as our web designer. He designed the basic layout and the specific post and page types that automatically populate portions of the site. Greg has been readily available to assist with troubleshooting and problem solving. From time to time WordPress issues updates and Greg has assured that those are installed. When they cause problems with any of the plug-ins that we rely on for portions of the site, he has resolved the issues.

Materials come from the Secretary, Newsletter Editor, Obituary Coordinator, Connections Coordinator, and others.

The Rainbow History site is being developed by Gretchen Ohmann in coordination with Greg Bear and is overseen by the Rainbow History Project Coordinator, Judy Welles.

Passwords for the server and WordPress site are maintained by the Webmaster and by Greg Bear. Passwords for the server and WordPress site of the Rainbow History project are maintained by Gretchen Ohmann and Greg Bear.

Chris Backus and Liz Hill were the source of the materials and have access to the password for the Partners page and content. (The Webmaster can get around the password if necessary through the Bluehost file management server.)

Bluehost is our server host. Their fees seem modest and they have a strong reputation for good support service. They automatically take care of domain name renewal and basic site security. We pay around \$150/year for hosting and domain name registration. Fees are currently billed to the Webmaster's personal credit card and reimbursed by the Treasurer upon submission of the invoice.

Prepared by Duane Fickeisen, Dec 9, 2019.