Chapter Websites

Templates, Resources, and Best Practices

by Darrell Ross
IEEE PES Seattle Webmaster
Getting Started

● PES Site Resources
● PES WordPress Theme Anatomy
● Editing Basics
● Plugins
Getting Started: Why?

● Why have a website?
  ○ Expected to have one
  ○ Communication
  ○ Automate Tasks
Getting Started: What?

- What do we put on it?
  - Contact Information
  - News
  - Meeting Minutes
  - Officers List
  - Event Information
Resources

- IEEE Entity Hosting Options
- PES Chapter Theme
- Plugins
- Leveraging Analytics
IEEE Entity: Hosting

- WordPress
- vTools
- HTML
- Virtual Hosting
IEEE Entity: WordPress

- PES WordPress Themes
IEEE Entity: Plugins

- We Use:
  - Time.ly for Calendar of Events
  - Gravity Forms for all Forms
  - Google Analytics
  - PollDaddy for Polls
IEEE Entity: Pros and Cons

● Pros
  ○ Hosted and Protected
  ○ Updates

● Cons
  ○ Hosted and Protected
  ○ Updates
  ○ Theme is not initially mobile device friendly
Website Anatomy

- Header
- Menu
- Sidebar
- Page
- Post
- Event
- Form
Anatomy: Header

- Logo
- Background
- Name
- Links
Anatomy: Menu

- Links
  - To Pages
  - To Posts
  - To Anything
  - Default Links
Anatomy: Sidebar

- Widgets
- Automated Feeds

Latest News
- Followup: Nooksack Powerhouse Tour October 2, 2014
- Followup: Puget Sound Energy Snoqualmie Plant 2 Tour September 15, 2014
- Followup: BPA HVDC Cellino Converter Station Tour September 15, 2014

Upcoming Events
- OCT 21: 2014 International Test Conference @ 2014 International Test conference
- OCT 23: 1st Intl Workshop in Energy Syst... @ Washington State Convention Center
- OCT 29: 6:00 pm University OF BOTHELL ENGINEERING... @ University of Washington Bothell
- OCT 30: 4:30 pm EE 500E at the University of Was... @ University of Washington
Anatomy: Page

- Static
- Posts
Followup: Nooksack Powerhouse Tour
The tour of the Nooksack Powerhouse took place on September 27, 2014. We had 10 people sign up the tour. No photos were allowed at during the tour but we were provided with a couple handouts.

Followup: Puget Sound Energy Snoqualmie Plant 2 Tour
The tour of the Puget Sound Energy’s Snoqualmie Plant 2 Tour took place on September 12, 2014. We had 20 people sign up the tour and 15 were able to make it. Some photos taken during the event follow.

Followup: BPA HVDC Celilo Converter Station Tour
The tour of the Bonneville Power Administration’s HVDC Celilo Converter Station took place on September 11, 2014. We had 15 people sign up for the tour and 13 attend, including 3 from the IEEE PES Richland Chapter. Some photos taken during the event follow.

Followup: Georgetown Steam Plant Tour
The tour of the Georgetown Steam Plant took place on August 12, 2014. We had 28 people sign up for this one. Some photos taken during the event follow. If you know folks and follow us on Facebook, you can tag them in our photos post on our Facebook page.
Anatomy: Event

- Event Posts

**Mock Interviews at the University of Washington**

**When:** November 14, 2014 @ 4:00 pm – 6:00 pm

**Where:** University of Washington, HUB Room 337
The Hub
120 East Bay Street, Washington, PA 15301
USA

**Cost:** Free

**Contact:** Miguel Ortega-Vazquez

The University of Washington will be hosting their annual IEEE & IEEE Mock Interviews. This event is being coordinated by Miguel Ortega-Vazquez who is an Assistant Professor and member of the Seattle PES Chapter. The interview process will consist of having an interviewer and a student on a 1-1 meeting for ~20 minutes, followed by a 5 minutes feedback session. We are expecting to have undergrad and grad students attending, which could eventually result in a large group.

This event will provide University of Washington engineering students with a career development opportunity and will also serve to expose industry representatives to the current pool of students. In the past, the IEEE section, and chapters, have benefited significantly from these events, and would greatly appreciate if you were able to attend and help us make this year an even greater success.

If you are interested in participating as an interviewer, please follow this doodle link: [http://doodle.com/2mabv2jnn5k2nho](http://doodle.com/2mabv2jnn5k2nho)

Contact Professor Miguel Ortega-Vazquez for more information.
Anatomy: Event

- Calendar
- Responsive
Anatomy: Event

- Sidebar
- Automatic Feed
- Responsive
Anatomy: Form

- Basic Form
Anatomy: Form

- RSVPs
- Mailing Lists
- Nominations

Mock Interviews at the University of Washington

Since we have limited interviewers, this will be handled in a first-signed-up, first-served way.

Name *
First
Last

Email *
Enter your e-mail address so we can confirm your attendance and communicate with you.

University

Student Level
Undergraduate, Graduate, etc.

Submit
Best Practices

● Keep It Simple
● Automate Everything You Can
● Drive Traffic To Your Site
  ○ Email, Event RSVPs, Polls
  ○ News, Social Media
● Delegate
Welcome to the IEEE PES Seattle Chapter Website!
The Seattle PES Chapter is a chapter of the IEEE Power & Energy Society which covers western Washington. Our approximately 500 members are industry leaders, practitioners, students, and academics with a common professional interest in electric power and energy. The Chapter holds numerous events throughout the year, including speakers and tours. To join the IEEE and the PES, click here.

IEEE Power & Energy Society
The IEEE Power & Energy Society is a worldwide, non-profit association of more than 30,000 individuals engaged in the electric power energy industry. Our mission is to be the leading provider of scientific information on electric power and energy for the betterment of society and the preferred professional development source for our members. PES members are involved in the planning, research, development, construction, installation, and operation of equipment and systems for the safe, reliable, and economic generation, transmission, distribution, measurement, and control of electric energy.

PES Mission
To be the leading provider of scientific and engineering information on electric power and energy for the betterment of society, and the preferred professional development source for our members.

Looking for Event Resource Downloads?
Event Fliers are always available on the event pages which can be found by finding the event on the calendar. Event resource links are maintained on the Archives page.
Automate Everything

● Calendars Can Be Linked
● Green is IEEE Section
  ○ Linked Via Google
  ○ Link Multiple Calendars
Automate Everything

- Gravity Forms
  - Email List Signup
  - Suggestions
  - Event RSVPs
  - Award Nominations
- Automatic Responses
- Automatic Notifications
- Complete History
Drive Traffic

- Use WordPress Posts Page
- Post Followups to Events with Photos
- Post Award Announcements
- Post Polls
FOLLOWUP: BPA HVDC CELILO CONVERTER STATION TOUR

The tour of the Bonneville Power Administration’s HVDC Celilo Converter Station took place on September 11, 2014. We had 15 people sign up for the tour and 13 attend, including 3 from the IEEE PES Richland Chapter. Some photos taken during the event follow. If you know folks and follow us on Facebook, you can tag them in our photos post on our Facebook page.
Drive Traffic: Archives

- Direct links to old events
- Direct links to content from events

September 2014
- Bonneville Power Administration HVDC Celilo Converter Station Tour
  September 11, 2014
  [Followup with Photos - coming soon]
- Puget Sound Energy Snoqualmie Plant 2 Tour
  September 12, 2014
  [Followup with Photos]
- Nooksack Power House Tour
  September 27, 2014
  [Followup]
  [History PDF (1611K)]
  [Handout PDF (424K)]

August 2014
- Tour of Sparks Museum of Electrical Invention
  August 8, 2014
  [Followup with Photos]
- Tour of Georgetown Steam Plant
  August 12, 2014
  [Followup with Photos]
Delegate

- Easy User Administration
  - Our Secretary Posts Minutes
  - Our Chair Facilitates RSVP Forms
● Time.ly (http://time.ly/)
● Sidebar Configuration
● Calendar Page
● Event Posts
Calendar: Plugin Activation and Access

- All-in-One Event Calendar by Time.ly
  - Settings | Deactivate

- WordPress plugin interface with options for Post, Media, Page, Event, User.
Calendar: Sidebar Addition

- Per Page

  Theme specific options
  Hide post? No, display the post
  Number of columns: 2 sidebars

- Widgets Setup
Calendar: Sidebar Addition

Widgets

Available Widgets
To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

- Akismet Widget
  Display the number of spam comments Akismet has caught.
- Calendar
  A calendar of your site’s Posts.
- Custom Menu
  Add a custom menu to your sidebar.
- Google Analytics Stats
  Displays Stat Info From Google Analytics.
- NextGEN Media RSS
  Widget that displays Media RSS links for NextGEN Gallery.
- NextGEN Widget
  Add recent or random images from the galleries.
- Archives
  A monthly archive of your site’s Posts.
- Categories
  A list or dropdown of categories.
- Form
  Gravity Forms Widget
- Meta
  Login, RSS, & WordPress.org links.
- NextGEN Slideshow
  Show a NextGEN Gallery Slideshow.
- Pages
  A list of your site’s Pages.
- PES Banner
- PES image

Top banner area
Between site logo/tagline and IEEE logo

Left Sidebar

Recent Posts: Latest News

Upcoming Events: Upcoming Events

Title:
Upcoming Events

- Number of events to show: 5
- Number of days to show: 10

Limit to:
- Events with these Categories
- Or events with these Tags

- Show View Calendar button
- Show Subscribe buttons
- Hide this widget on calendar page
Calendar: Add Event

Add New Event

Enter title here

Event Details

EVENT DATE AND TIME
- All-day event
- No end time
- Start date / time: 11/3/2014 1:00pm (Time zone: America/Los_Angeles)
- End date / time: 11/3/2014 3:00pm
- Repeat...
- Exclude...
- Exclude dates: (Choose specific dates to exclude)

EVENT LOCATION DETAILS

EVENT COST AND TICKETS

ORGANIZER CONTACT INFO
Calendar: Add Event

**EVENT LOCATION DETAILS**

**Venue name:** Lynnwood

**Address:** Lynnwood, WA, USA

- [ ] Show Google Map
- [ ] Input Coordinates
WEBINAR DEMO EVENT

WHEN: October 30, 2014 @ 10:59 am – 11:59 am
WHERE: Lynnwood, Lynnwood, WA, USA
COST: Free
CONTACT: Darrell Ross

A sample event.
• Gravity Forms ([http://www.gravityforms.com/](http://www.gravityforms.com/))
• Store Data
• Editing
• Settings
• Notifications and Confirmations
• Import and Export
Gravity Forms: Plugin Activation and Access

Easily create web forms and manage form entries within the WordPress admin.

Version 1.8.9  By rocketgenius  Visit plugin site
Gravity Forms: Add Form

Create a New Form

Form Title *
Webinar Demo Form

Form Description

Create Form
Gravity Forms: Form Design

Form Editor

1. Select A Field Type

Start by selecting a field type from the nifty floating panels on the right.

Start Over There
Pick a field, any field. Don’t be shy.

2. Click to Add A Field

Once you’ve found the field type you want, click to add it to the form editor here on the left side of your screen.
Gravity Forms: Form Design

Single Line Text: Field ID 1

Properties

Field Label

Untitled

Description

Input Mask

Maximum Characters

Rules

Required

No Duplicates
Gravity Forms: Form Settings

Form Basics

Form title: Webinar Demo Form
Form description:

Form Layout

Label placement: Top aligned
Description placement: Below inputs
CSS Class Name:

Form Button
Gravity Forms: Form Confirmations

Confirmations

ID: 23  Form Name: Webinar Demo Form

Form Settings  Form Confirmations  Notifications

Confirmation Type

Text  Page  Redirect

Message

Thanks for contacting us! We will get in touch with you shortly.

Disable Auto-formatting

Save Confirmation
Gravity Forms: Form Notifications

Form ID: 21 - Form Name: Awards Nominations

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**Form Settings**

**Confirmation**

**Notifications**

- **Name:** Nomination Confirmation - Notify Nominator
- **Send To:**
  - Enter Email
  - Select a Field
  - Configure Routing
- **Send to Field:** Nominator’s Email
- **From Name:** IEEE PES Seattle Chapter
- **From Email:** [Contact]
- **Reply To:** [Contact]
- **BCC:** [Contact]
Greetings {Your Name (First):16.3}!

Thank you for your nomination. We show that you have entered the following nomination on {date_mdy}:

- Nominee: {Nominee\'s Name (First):7.3} {Nominee\'s Name (Last):7.6}
- Award: {Position:11}

Please reply to this email if you have any questions.

{Contact Name:8}
{Contact:5}
Gravity Forms: Displaying Forms

Mock Interviews at the University of Washington

Since we have limited interviewers, this will be handled in a first-signed-up, first-served way.

Name *
First
Last

Email *
Enter your e-mail address so we can confirm your attendance and communicate with you.

University

Student Level
Undergraduate, Graduate, etc.

Submit
• PollDaddy ([https://polldaddy.com/](https://polldaddy.com/))
• Create Account at PollDaddy
• Manage Polls from Website
PollDaddy Polls: Account Setup

- Make an Account
  https://polldaddy.com/
- Get API Key
PollDaddy Polls: Plugin Activation and Access

- Activate WordPress Plugin
- Access Polls Settings
- Link with API Key
PollDaddy Polls: Plugin Access

- Feedback
Polling

Testing out a polling plugin.

[polldaddy poll=8105015]
PollDaddy Polls: View Poll

Polling

Testing out a polling plugin.

Are you a member of IEEE PES?

- Yes
- No

Vote

View Results Polldaddy.com

Are you a member of IEEE PES? - Edit Poll

Yes 100% (4 votes)

No 0% (0 votes)

Total Votes: 4

Like Share Tweet

Results | Votes | IP Analysis | Voter Location

Comments (0) Return To Poll

Logged in as Darrell Ross
Leveraging Google Analytics
Leveraging Google Analytics: User Flow
Leveraging Google Analytics: User Flow
Concluding Remarks

- Use IEEE Entity's services
- Keep it simple
- Use the calendar plugin
- Delegate tasks

My Recommendations...
Thank you!

Darrell Ross

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http://sites.ieee.org/seattle-pes/

IEEE Entity

http://sites.ieee.org/hosting/

Slides Will Be Posted At

http://ieee-pes.org/about-pes/volunteer-resources
Advanced Plugins: CSS

- Web Designers
- Override existing CSS to improve design