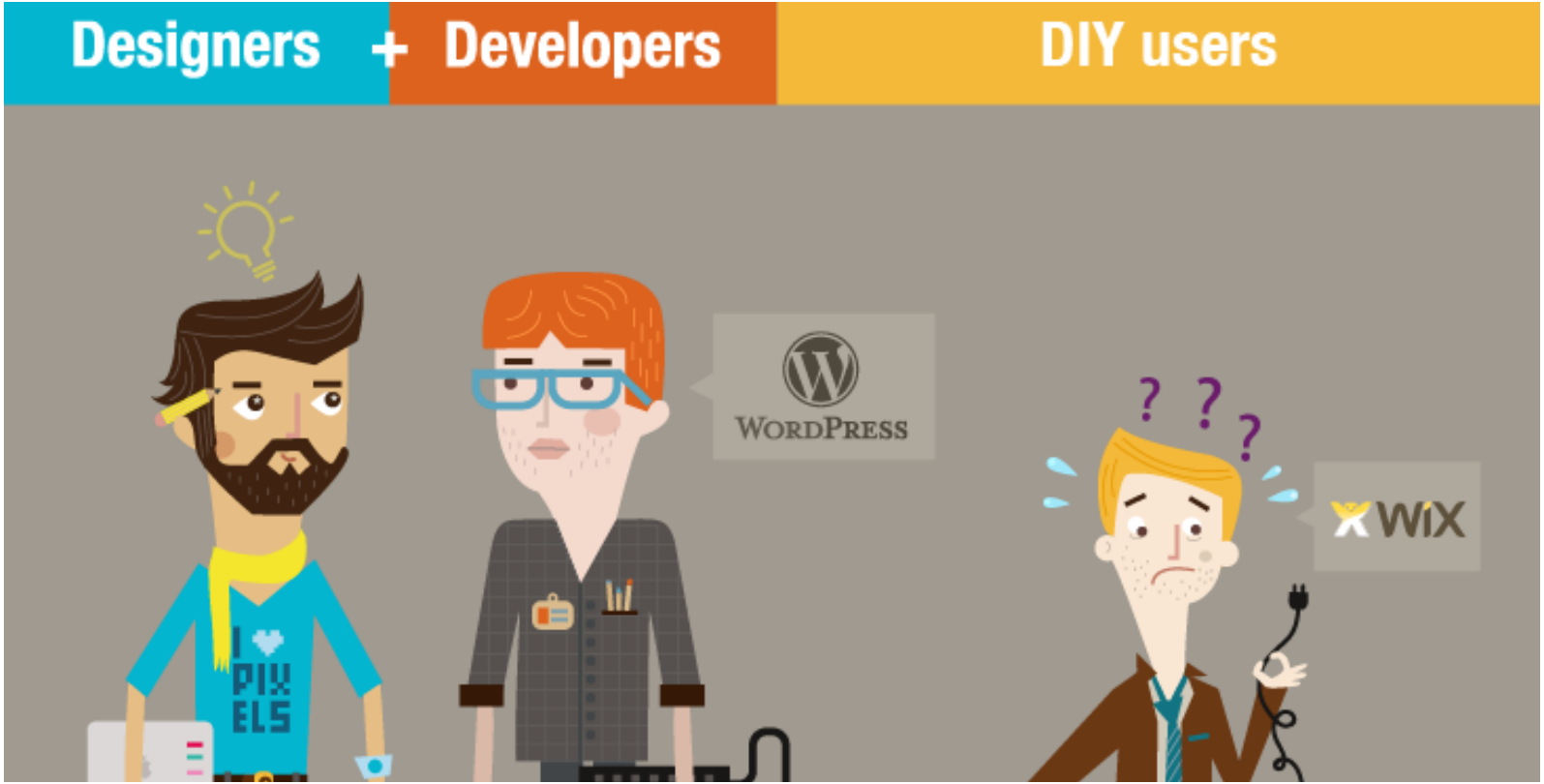
Web Professional

What does this mean?

Disclaimer

- I consider myself a “Communication Professional” first and “Web Professional” second.

Professionals vs Amateur



An **amateur** EXPECTS things to **WORK** and is **SURPRISED** when they **don't**

A **professional** EXPECTS things to **NOT** WORK and is **surprised** when they **DO**

Types of Web Professionals

Developers	Information Tech	Designers	Content
Web Developer	IT Technician	Web Designer	Content Strategist
Web Programmer	Sys Admin	Front End Developer	Information Architect
Full Stack Developer	Network Admin	UI/UX Designer	Communication Specialist
Dev Ops		Art Director	Product Manager

Do Titles Matter?

Maybe

- What if you're making a *design* recommendation to a campus client, but your title is "web *programmer*?"
- Are you going to be taken as seriously as if your title was "Head of Web Design?"

- This is why I like the term “web professional.”
- It encompasses more than just one thing.

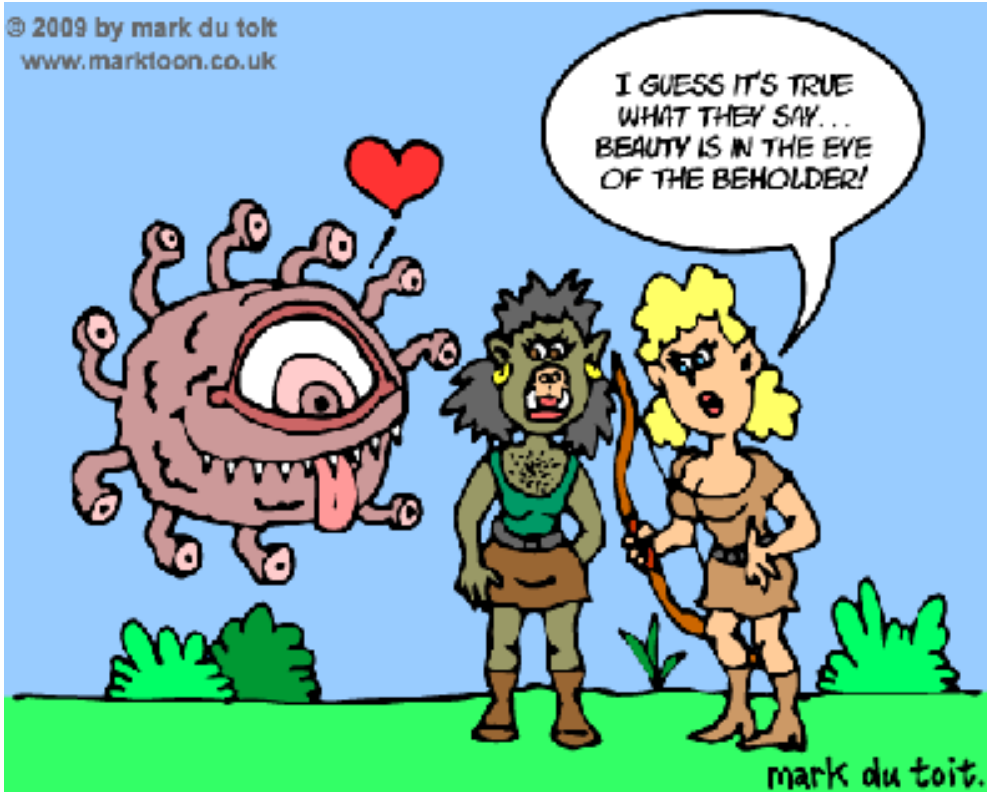
Why is it important to be a *professional*?

Because we know the things that matter.

- Accessibility
- What “responsive” means
- Why mobile matters
- The difference between a Wordpress.com site and a hosted Wordpress install
- At the very least, we’ve heard of Apache, mySQL, and PHP.
- Basic SEO

Some Things We Hear Too Often

- “Make it look nice!” or “Put that here”
- But design is subjective



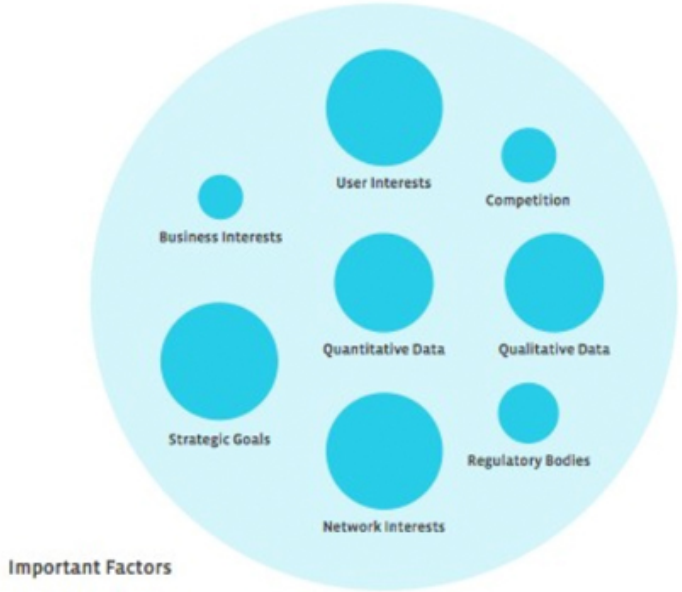
The client gets others involved

"Looks great, but I want to get feedback from my friend, co-workers, uncle, pet hamster, etc"

* Author's note: I actually had a client include their mother in the design process so she could provide feedback and criticism.

How We (as Professionals) Make Decisions

Based on This:



Not Based on This:

The client gets others involved

"Looks great, but I want to get feedback from my friend, co-workers, uncle, pet hamster, etc"

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When no one’s listening

When No One's Listening

- Consider how you're making decisions.
  - Are you justifying them the same way?
  - Are you explaining yourself?
- Create at least one ally in the senior administration

Other Media On Campus

- Would anyone form a committee for a College's magazine or an admissions brochure?
- Is there broad input on specific radio and television ads for your institution?

Unavoidable Problems

- Resource limitations
- Inability to change personnel
- Total lack of understanding by ANYONE involved

Why is any of this important?

Or is it?

Discussion Questions

- Should we be concerned about our titles?
- Are you considered the “expert” on web in your department (at least for your area, e.g., content, design, programming, etc)?
- What is the reality of the decision-making process in your department/organization?