• **Upcoming Website Development & Word Press Training**
  - VASWCD leadership and the Marketing Committee will be hosting a website development and WordPress training as part of the ongoing Virtual Training Blitz this October. The training will be a 3 part series taught by Chuck Moran of Bald Guy Studios who also led the video training held earlier this year.
    - **October 5, 2021 – 10:00AM-11:30AM – Website Best Practices** – This session will cover general website best practices including value of a website, platform considerations, security, search engine optimization, mobile friendly efforts, Google Analytics, photo optimization, visually pleasing designs, navigation, and more.
    - **October 12, 2021 – 10:00AM-11:30AM – WordPress Beginner Training** – Attendees will leave the training knowing how to create a free website at [wordpress.com](http://wordpress.com) and better understand the WordPress platform. Topics will include creating an account, choosing a theme, managing user roles/permissions, security, understanding the dashboard, creating pages, creating written content, making text updates, developing the navigation menu, formatting, creating headings/bullets/numbered lists, internal site linking, adding media, and more.
    - **October 19, 2021 – 10:00AM-11:30AM – WordPress Advanced Training** – This training will be based on self-hosted WordPress websites and will cover methods to take WordPress to the next level. Topics include choosing a host, choosing a theme, choosing and installing plugins with recommendations, maintenance and security, optimizing images, considering a blog, adding videos, e-commerce, email capture process, photo or application submissions, working with widgets, deeper use of search engine optimization.
  - The Marketing Committee has sent out a web presence survey to each district to assess their comfort level with creating and maintaining a websites. The results of the survey will help form the content of the training.
  - The Committee will meet on September 27th at 1:30 via Zoom to discuss the results of the survey and plan the final details of the training sessions. All are welcome to attend.