

How To Become A Successful Webmaster in Three Easy Steps!

When you hear the term, webmaster, what do you envision? Someone sitting behind a desk programming codes 24/7? While being proficient in webmastery as the programmer would be ideal, in this 21st century, time is of an essence. Luckily with all the newly developed technologies, webmastery is no longer a task requiring years of training. Follow the three steps below, and you will become a successful webmaster in no time!

- 1) *Have A Plan!*
- 2) *Develop Your Skills!*
- 3) *Use All Of Your Resources!*

Step One: Have A Plan

Winston Churchill once said, “He who fails to plan is planning to fail”. Especially as your club’s webmaster, you need to know what you’re doing. Often times, the website and other integrated technologies will benefit the Key Clubbers as well as aiding toward other Board Members. Whether it’s posting the monthly newsletter, to tracking volunteer hours, to informing members about upcoming volunteering events, a club website is crucial, and the success of a club’s website is heavily dependent on the plan you set forth.

- A. **Assess The Situation** – Every club in Key Club International, is different, with individual characteristics that make them unique. What areas does your Key Club focus on in regard to volunteering? What types of volunteering does your Key Club do? Is the club more active in the summer months when school is out, or more active during the fall? Is your Key Club a large service organization at your high school or a smaller one? Depending on all these characteristics, each school’s website will be different depending on the need of your school’s Key Club. Think about your school’s needs, and make a website that fits those needs! If you aren’t sure, ask other board members. Or even better, ask your club’s members to see what they would want on your school’s Key Club website! Before you even start off with creating a website, or even planning the basic blueprints of the website, assessing the situation is very crucial.
- B. **Define Success** – Since every Key Club’s situation is different, each Key Club’s defined “success” is also different. Based on your Key Club’s current situation and your goals set for the website, you will be able to define what success for your website means. There are several methods of defining goals, but using the SMART (Specific, Measurable, Attainable, Relevant, Timely) method is highly advised. This is important, since as you develop and follow through your plan, you will need to constantly evaluate your progress and see if any changes are needed to your plan. Defining success will greatly help you later, and is something you definitely don’t want to forget doing!
- C. **Develop A Plan** – Based on your previous observations and evaluations of your school’s Key Club, it’s time to develop a plan. Have a variety of short term and long term goals of differing time periods to help keep you on track. Whether it’s continually updating the volunteering events calendar every month, to redesigning the school’s website, having various goals will help keep you on track, and give you the motivation and inspiration to continue doing what you do best!
- D. **Execute With Confidence** – Now’s the time to take action! Don’t wait until you’ve received lots of training, or when you have a whole week of vacation time to start your duties as webmaster. Take the initiative now, have a positive mindset, and follow through your plans with confidence! There might be some small struggles in the beginning, along with some frustration and confusion, however with a little practice and confidence, the frustrations will go away. Vince Lombardi once said, “Perfection is not attainable, but if we chase perfection we can catch excellence.” It’s time for you now to go catch excellence!

Step Two: Develop Your Skills

As you continue to explore the world of webmastery, you will more and more realize that you will be facing unexpected conflicts and problems. As you become more experienced, and have a toolbox full of experiences, skills gained, as well as connections and friends to seek help, you will have the necessary tools to deal with any faced problems. Below, are some great tips, when starting to build your toolbox!

- A. **Take Your Time** – When going through tutorials on websites or programs, take your time and don't rush through them! While it might seem dreadful spending five minutes going through a slow, boring tutorial, it'll be a lot more beneficial than spending an hour trying to find a feature on a website that was introduced earlier in the tutorial. When learning new methods or how certain websites work, be patient and enjoy the journey of unexpected conflicts and successes!*
- B. **Never Be Complacent** – A close friend once told me, "The moment you're satisfied is the moment you fail." Never stop challenging yourself, never stop trying to reach greater heights, and never stop dreaming! Whether you've stumbled upon a problem, or is all "lost", stay positive and don't stop trying! You will never know your limit unless you push yourself to them! Whether it's adding more tabs to the website, or redesigning the entire thing, there is always room for improvement.*
- C. **Be Adaptable** – Just as our world is ever changing, so is your Key Club. Whether it's your community that you actively volunteer at, to your club's members, to even your club president, things often time won't happen 100% as planned. Keep an open mind, and do your best. Sometimes, unexpected changes are for the better, or for the worse. Your vision, your goals, and your dreams can stay the same, however the journey you take to achieve those can change often. By staying adaptable, your chance at successfully attaining your goals are a lot higher.*

Step Three: Use All Of Your Resources!!

Below, are just a few ways to help you reach your full potential as webmaster for your school's Key Club. Now that you already created a plan, executed the plan and furthermore polished up your webmastery skills, you're in a great position now. However, by following this last step, you can change from being someone good, into someone great. With the help of the others around you, you can find the difference between the good and great, and accomplish all your dreams!



- A. **Think Outside The Box!** – As the webmaster, you are a vital part in your school's Key Club. From club growth to helping promote the ELIMINATE Project, your contributions can significantly impact the countless of other Key Clubbers around you. While you can learn from reading manuals and looking things up online, the truly successful entrepreneurs in the 21st century, are those who can think outside the box! Don't be afraid to try new ideas and share them with your members! Besides just publicizing Key Club to your own members, spread the word to your community! An excellent place to share the information, is by including your website's link on your high school's home page. This way, other potential members and parents from the school can see how amazing Key Club really is! They will greatly appreciate your efforts once realizing how amazing those ideas are!*
- B. **Network!** – There's tons of other webmasters in Key Club International, plenty nearby in our district! Don't be afraid to reach out for help. Networking and communicating with other webmasters can not only become a great useful asset for yourself, but also them. When needing help, ask others for advice on the matter. Even better, you can have other webmasters take a look at your website, and ask for improvements! The entire Kiwanis Family is enormous, and there are a lot more members outside of your high school's Key Club that you'll probably never see. However, don't let the thousands of miles that separate you all stop your hearts of service from working together trying to make our world a better place!*

KEY CLUB

The Finale

Using these three simple steps, you can become a successful webmaster in no time! However, as you've heard since you were young, "practice makes perfect". It will take you a couple of tries and some time to fully get a grasp of world of webmastery, however once you're there, I promise that you won't regret spending the extra couple of minutes in the beginning building your solid foundation. Arnold H. Glasow said, "Success isn't a result of spontaneous combustion. You must set yourself on fire." Learn to enjoy every hour, minute, and second of being webmaster. Strive to be the best, and live in the moment!

Take a look at some great Key Club websites high school's in WIUM have made!!!

Kaukauna High School's Key Club Website: <http://kaukaunakeyclub.weebly.com/>

Kimberly High School's Key Club Website: <https://sites.google.com/site/kimberlykeyclub2011/home>

Menomonee Falls High School's Key Club Website: <https://sites.google.com/site/mfhskeyclub/home>

Oakfield High School's Key Club Website: <http://oakfieldkeyclub.shutterfly.com/>

Arrowhead High School's Key Club Website: <http://arrowheadkeyclub.weebly.com/index.html>

Any Questions?

As with any professional skill in life, it takes time to build a steady foundation. As you've heard before, "We must learn to walk before we can run." It is a journey that takes time to walk through, however you aren't alone. There are countless others by your side, willing to give a helping hand. If you have any questions, feel free to contact your current District Webmaster, Brandon Li

"The best way to find yourself is to lose yourself in the service of others." – Ghandi



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