

PCOC Roundtable Discussion for USNA Parent Club Websites

Hosted by Steve Clark Hall - USNA '75, Regional Trustee for AA Board of Trustees
and Karen Hurst - Tampa Bay Naval Academy Parent Club

The purpose of this roundtable discussion was to present a plan to the parent club officers to offer a uniform and convenient platform for website hosting, design and development, and to solicit feedback from the clubs.

Of the 84 parent clubs, we found that less than half of our clubs had an internet presence, and of the current websites, some were very detailed and others were very simple. Many were outdated (technologically speaking) most likely due to a former webmaster no longer being active in the club. We felt that ease of transition and maintenance moving forward was a key factor in initiating this new format along with the support of each of the clubs to each other and the Alumni Association & Foundation.

Here is a breakdown of the current platforms for the 38 parent clubs with websites / internet presence:

WordPress: 7
Wix: 3
Wild Apricot 1
Weebly: 1
Webs: 1
Starfield Website Builder: 2
Squarespace: 1
Agentquote: 1
Network Solutions: 1
Microsoft Front Page: 2
Mac: 1
Joomla!: 1
HTML : 7
Google: 1
GoDaddy: 2
FaceBook: 4
DIY: 1
Blogspot: 1

46 parent clubs indicated no website or internet presence.

Our objective is to provide a platform, structure and template so that all clubs could create a website in less time with fewer resources.

To implement this, the Alumni Association will handle domain registrations - as each club will be a subdomain of usnaparents.net and the hosting will be provided to for each. This will save each club the money that they would spend on domain registration and hosting each year.

The process will involve notifying the USNAAA site admins via an established website for the parent clubs that a site is requested. Once notified, the subdomain will be secured (for example localclubname.usnaparents.net) and the WordPress platform will be set up for the club.

This new platform will provide consistency across the websites, but will also allow for customization to theme and choice of plugins.

A template will be provided via download to each new club that registers and the club can then make specific modifications and additions according to their needs and objectives.

The initial template is to be modeled after the current usna.com website.

The template will include links to the USNA and Alumni Association and Foundation websites. It will allow for pertinent information and links regarding local Alumni Chapters and Blue and Gold Officers.

The template will also allow links to social media accounts such as facebook groups and pages.

Search Engine Optimization will also be included.

Event Registration will continue through the Alumni Association.

The initial rollout plan for the new website structure is to select a few pilot clubs for first test sites and then make it available to all of the parent clubs.

The elements of the template are being fine tuned and then the rollout will begin.

Please note, if a club wants to keep their current website, that is OK! We are targeting new club websites and those that want to update their design and/or improve maintenance and control.

Here are the website links established thus far for the new platform:

usnaparents.net

template.usnaparents.net

Round Table Summary

The sign in included 43 parents representing 37 different clubs.

Objective:

Introduce the WordPress platform - features, advantages

- WordPress used by more than 23.3% of the top 10 million websites as of January 2015
- WordPress is the most popular blogging system in use on the web at more than 60 million websites
- Used by many notable big name brands, particularly media.
- Review of terms such as themes, widgets, users, featured images

Determine content that is common to all:

- Main Events such as Plebe Summer, 2/C Parents Weekend, Commissioning Week
- Links to USNA, Alumni Association, Social Media

Get feedback from current club website teams

- Features
- Pros and cons

Discuss mobile responsiveness

Facebook and other social media (Instagram, Twitter)

Review process of adding a site:

- Dashboard
 - Create a New Site
 - Add Site Address, Site Title, Admin Email
 - Visit Dashboard
- Tools - Import - Click on WordPress:
 - Choose File from link on admin website
 - Upload
 - Select admin for Author
- Go to Appearance - Themes
- Activate Theme
- Then Customize It:
 - Site Identity - Club Name / Tagline
 - Header Image
 - Menus - Choose Menu Locations
 - Widgets (Side Bar Content)
 - Static Front Page = Welcome
 - Posts = News, Event & More

We received very positive and enthusiastic feedback. We feel that they will be a great benefit to the clubs and their boards as this becomes available to all.




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USNA Parents Club Website



[USNA CLASSES](#) [USNA PARENTS CLUBS](#) [USNA SIGS](#) [WELCOME](#) [NATIONAL ASSN](#) [ADMIN INFO](#)



Welcome

Welcome
Chapter Network Website News
Info for Site Administrators
Get Your Chapter Site

Stay Updated
We can add important information here to the sidebar.

USNA Alumni Chapter – Parents Website Network

Chapters on this network include:



- [Parent Club Template](#)
- [Tampa Bay Club](#)

More coming soon.

To find a chapter not listed above, [Naval Academy Parent Club website](#).

USNA Chapter Leadership
Standing up a new chapter website on this network takes a matter of minutes with no understanding of WordPress from the beginning. Advantages for having your chapter website on this network are:

- Your chapter site is FREE, no need to register your own domain. No worries to keep your domain registration current, no need to find website hosting. All site platform maintenance is performed by the Alumni Association.
- WordPress is intuitive.
- Add multiple users to your site admin team to share communications responsibilities.
- Update your chapter website from any device, including iPhones, from anywhere in the world.



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[USNA Website](#) [NavySports.com](#)

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USNA Parents Club Website



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Information for USAAAA Website Administration

[CHAPTERS](#) [CLASSES](#) [PARENTS](#) [SIGS](#) [WELCOME](#) [ABOUT](#) [FAQ](#)



About

Welcome
FAQ
About WordPress Networks
// Getting Started
// **New From a Template**
// Moving an Installation
How Do I...?
// Logging into your site
// Adding New Users
// Adding a Facebook Link
// Redirecting from your old site
Superadmins
// Adding a new Site
// Open Issues
// Change Logs
The USNAAA-cccg Theme
// Installing USNAAA-CCCG Theme
// Page Templates
// Theme Menus
// Widgets
// Page & Post Styles
// Featured Images
// WordPress Hosted Elsewhere
// What's New

ALL ALUMNI – To ensure you will receive important emails from the chapter, please keep your profile including your email address up-to-date with the National Association at: <https://www.usna.com/sslpage.aspx?pid=308>

Enjoy the Out of Box Website Experience

Have an all new chapter, class or parent club website in just 5 minutes or less. Once your site has been switched on, just import a template then edit the site for your specifics.

Warning: unlike most WordPress functions which are just as easily done on an iPhone as a desktop, these steps will probably require you to be at a desktop interface.

1. Download the template.wordpress.yyyy-mm-dd.xml file onto your computer

Note: To keep the .xml file in tact, you may have to **RIGHT-HAND click** to download the file needed for uploading later.

Template	Template File
Chapter	chaptertemplate.wordpress.2015-09-30.xml
Class	classtemplate.wordpress.2015-09-28-2.xml
Parent Club	to be provided soon

2. Prepare your network webspace for the template

Delete all existing posts and pages (typically the one default post "hello world" and default page).

3. Populate your site

follow the instructions on [customizing the USNAAA-cccg theme](#)



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My Sites

USNA Pents Club Template

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New

About WordPress

WordPress.org

Documentation

Support Forums

Feedback

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Howdy, usna_admin

Screen Options

Help

Dashboard

Welcome to WordPress!

We've assembled some links to get you started:

Dismiss

Get Started

Customize Your Site

or, change your theme completely

Next Steps

Edit your front page

Add additional pages

Add a blog post

View your site

More Actions

Manage widgets or menus

Turn comments on or off

Learn more about getting started

At a Glance

1 Post

17 Pages

1 Comment

WordPress 4.3.1 running USNA AAA CCC&G theme.

Activity

Recently Published

Sep 14th, 1:20 am

Hello world!

Comments

From Mr WordPress on Hello world! #

Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will have ...

All | Pending (0) | Approved | Spam (0) | Trash (0)

Quick Draft

Title

What's on your mind?

Save Draft


WordPress News

WordPress 4.3.1 Security and Maintenance Release

September 15, 2015


WordPress 4.3.1 is now available. This is a security release for all previous versions and we strongly encourage you to update your sites immediately. This release addresses three issues, including two cross-site scripting vulnerabilities and a potential privilege escalation. WordPress versions 4.3 and earlier are vulnerable to a cross-site scripting vulnerability when processing shortcode tags (CVE-2015-5714). Reported by [...]

[illegible]




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USNA Parents Clubs



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Welcome

Welcome

News Events & More

- // Calendar
- // Pleba Information
- // Commissioning Week

About

- // Mission Statement
- // Chapter Officers
- // Chapter History

Join

External Links

- // USNA Alumni Association & Foundation
- // Naval Academy Admissions
- // NAVY Sports

Welcome to the USNA Parent Club

On behalf of the USNA Alumni Association, we'd like to invite you to join our parent club!

Coming Up in 2015/2016...

Email: president@usnaparents.net

Follow Us on our [Facebook page](#) for more information.


And if you're not already a member – [Join Today!](#)


I hope to see you at one of our next events!

– Club President

Recent Posts

- Hello world!






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And if you're not already a member – [Join Today!](#)


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– Club President

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