

**Name: Robert D. Hughes**

**Organization: The Illinois Ornithological Society**

**Positions: Web Developer and Webmaster**

**Date(s): 2003 - 2010**

### **Description of Organization**

Founded in 1992, the Illinois Ornithological Society (IOS) is the largest organization in the state devoted to the study and enjoyment of wild birds. IOS's mission is to promote knowledge and awareness of Illinois birds and to encourage others to become interested in birds and birding in Illinois.

### **Description of Positions, Responsibilities, and Accomplishments**

I developed and managed the Web site of the Illinois Ornithological Society from 2003 to 2010. I employed the following technologies and programs in the development of this site:

- HTML, Version 4.01 Strict
- Cascading Style Sheets for page layout, text formatting, menus, and link effects
- JavaScript for image rollovers, form validation, image copyright protection, status bar messages, and other effects
- DHTML for various special effects
- PHP for processing the online documentation form
- Adobe Photoshop for creating graphics and editing images
- NoteTab, an advanced text editor, for writing the actual code (HTML, CSS, JavaScript, PHP) for all pages of the site
- FileZilla, an FTP client, for uploading, downloading, and managing files

My Webmastering responsibilities involved:

- Updating the content of the Web site in a timely fashion
- Creating landing pages for field trips and other events
- Validating the HTML and CSS code
- Responding to inquiries about the Web site
- Processing membership information
- Fixing broken links

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- Proofreading and editing content
- Analyzing the server logs for relevant information about the Web site
- Managing files and directories
- Maintaining the IOS Facebook profile

My accomplishments include:

- Creating a lean, standards-compliant, user friendly Web site
- Converting the Web site to HTML 4.01 Strict
- Removing tables for page layout and replacing them with DIVs
- Achieving a high search engine ranking (keyword phrases "Illinois birds", "Birding in Illinois")
- Adding PayPal so membership can be completed online
- The separation of style and content
- Optimizing code and graphics for better performance
- Creating an online rare bird documentation form so that rare bird sightings can be documented electronically
- Starting a Facebook page to extend the reach of the organization into social media

### **Summary**

I performed a variety of jobs with respect to the Illinois Ornithological Society Web site. The goal of my efforts was to create an informative, easy to use site that reflects the vision of the Illinois Ornithological Society. ■