MEMO

To: Dr. Collins

From: JC Gibbs *J.G.*

Date: 06 October 2021

Subject: International Webmasters Association

Ms. Collins the purpose of this memo is to inform you about my investigation into a few professional organizations in the world of technology. The focus was on the International Webmasters Association and its affiliates. This investigation was conducted using the organization’s reputable website as well as its affiliate websites.

The International Webmasters Association, known as IWA, was founded in 1996 as a non-profit association. IWA is the industry’s leader in providing educational and certification standards for Web professionals. It established the first guidelines for ethical and professional standards, certifications and education programs while specializing in employment resources for businesses and individuals. IWA has over 100 official chapters and over 300,000 individual members in 106 countries.

IWA’s mission is to provide professional advancement opportunities for those who are dedicated or pursuing Web Careers. Goals and Objectives include promoting member databases to the international business community. These databases provide professional networking opportunities at the chapter, regional and international levels. Affiliation with IWA is recognized worldwide by employers and clients.

The International Web Association pride itself on its philosophy to organize solely for the benefit of its members. Members should dedicate themselves to professional development, knowledge sharing, and building professional contacts. Providing superior service to employers and clients the basis of the Code of Ethics, and professional development is at its cornerstone.

IWA Code of Ethics cultivates high standards in the profession. These standards can be observed in the following sevens Codes of Ethics. Professionals are encouraged to show faith in worthiness by being honest, showing courtesy, and delivering high quality of service. Members will be knowledgeable and share lessons of experience with other members. With poise, self-restraint, and constructive cooperation build confidence and goodwill with the public and employers. Protecting the intellectual property of others by relying on their innovation and effort to ensure benefits lie with the originator. Conduct oneself ethically and competently when soliciting professional services or seeking employment. Accept total share of responsibility in constructive public service to the community, state, nation, and global community. Lastly, strive to maintain and express a sincere character to enrich the lives of all.

In December 2006, the IWA Italy chapter founded the Web Skills Profiles Working Group. This group of over 200 professionals, representatives of companies and the association's mission was to define the professional profiles for the Web. This group set the standard for job skills needed for each skill level. They set the guidelines for field generations. The standard for deliverables, main tasks, competencies, skills/knowledge, KPIs, qualifications/certifications, and interpersonal and organizational skills were defined.

Continuing education and certification programs are available for members and non-members through IWA's eClassroom. The catalog has over 80 online courses with four web certificate programs. The instructor-led certified courses are affordable and offer the flexibility to attend classes anytime and anywhere with internet access. The instructors are some of the industry experts. Since 1998 more than 200,000 students have been educated. Some of the other classes offered included web technology and programming courses. Classes like Dreamweaver, Web Videography, beginning Excel, Digital Marketing, Web content writing, Intro to DNS, and Google Analytics, to name a few other options. If building a business and needing advice on marketing, promoting, or scaling, experts are available to help. As a member, there are a vast number of resources available locally and globally.

Membership benefits are well worth the small yearly monetary fee. Employment opportunities are available through job resources. Access to the international member databases will ensure the continued growth of one's network. With the local and global professional contacts, there is a wide range of opportunities. Professional growth will prepare one for leadership roles at chapter, regional and international levels. With membership, you can gain affiliation with the world's first organization for Web professionals as well as discounts on courses.

IWA industry-standard partners are some of the most prominent international standard organizations such as W3C, ISO, CEN, and UNESCO. These organizations participate in regulating international standardizations. The World Wide Web Consortium (W3C) develops specifications, guidelines, software, and tools, to lead the Web to its full potential. The United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded in 1945 and believes that education is a human right for all. They build classrooms in devastated countries and publish many scientific breakthroughs. International Organization for Standardization (ISO) is the world's largest developer of voluntary International Standards. ISO gives state of the art specifications for products, services, and good practices. Through global consensus, help break down barriers to international trade. The European Committee for Standardization (CEN) is a business in Europe whose mission is to foster its economy in global trading by providing a platform for the development of European Standards and other technical specifications.

There are quite a few professional organizations out there for students and professionals, each claiming to be the best. After researching a few more organizations, I found two others making a significant impact in the tech world. IEEE Computer Society and IEEE are some of the largest technical professional organizations dedicated to advancing technology for humanity's benefit. IEEE sponsors more than 1600 annual conferences and events worldwide. They are offering the latest content for all technical fields of interest. As a leader in engineering and technology, IEEE provides education at the university level and continuing professional education for practitioners. A wide range of quality publications is available through their digital library, covering content for all. Another great benefit to IEEE online resources. With over 4000 searchable resources, including videos, webinars, white pages, presentations, and tutorials, I am sure you will find all that you are looking for.

Whether a student, just beginning in the field, or a professional looking to advance your career, the proper professional organization is just a click away. Search a few organizations to compare the yearly cost, member benefits, networking opportunities, and support offered, then choose the right fit for you. Do not forget to sign up for a few newsletters so you can stay up to date on trends.