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HUMBER

From Classroom to Community

Empowering Business Students and Small Business Owners with WordPress to Build Sustainable Online Presence

Web Development / WordPress

Digital Business Management BComm

- Web Development Course (2006)
  - HTML & CSS (simple text editor)
  - Microsoft FrontPage / Expressions
  - Adobe Dreamweaver
  - WordPress (2008)
  - CMS

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Web Development / WordPress

Digital Business Management BComm

- Web Development Course (2006)
    - HTML & CSS (simple text editor)
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    - Adobe Dreamweaver
    - WordPress (2008)
    - CMS

- Web Development Course (2023)
    - HTML & CSS (simple text editor)
    - Adobe Dreamweaver (WYSIWYG)
    - WordPress (CMS)

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Summer Work Placement

- Related to the program
- Summer between years 3-4
- 420 hours
- Paid

Placement Centre

- Career development course
- Connect with industry
- Small businesses in the GTA

Small business owners …

- I have a website but I don't know how to update it
- I have new products
- I have new team members
- I have new stories for a blog post
- I need to connect my website to my social media
- What is SEO?
- I have a business idea and I need a website
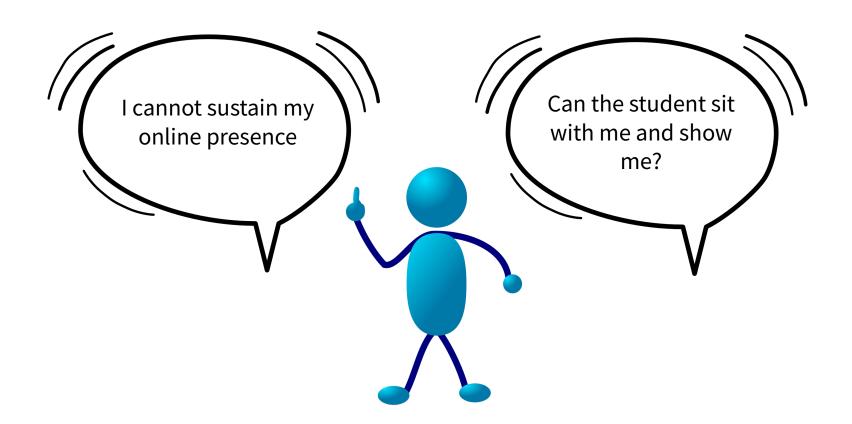
Small business owners …

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Hire a student for 3 months?

From Classroom to Community

Classroom

Web Development Course

Businesses

Online presence for small business

International

Supporting female refugees in Kenya

Teaching WordPress

Theory

Open Source
WordPress.org vs. WordPress .com
Demo, dashboard, and themes
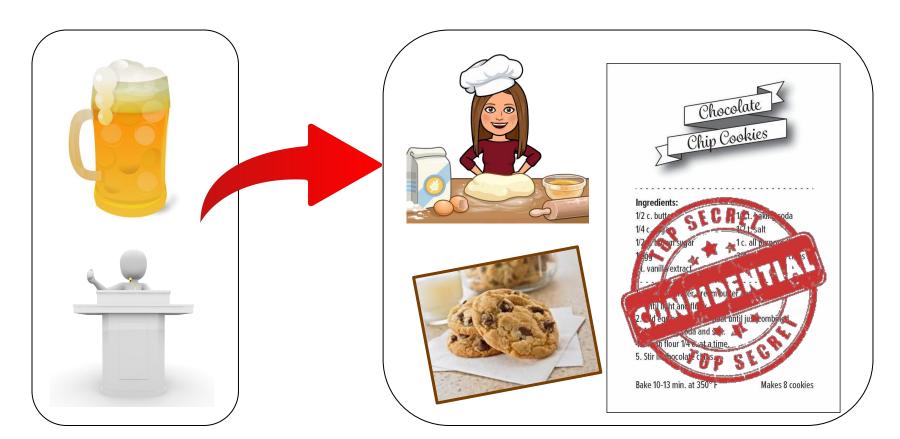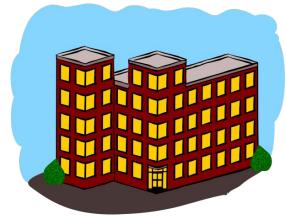Blogging & SEO

Open Source

Open Source

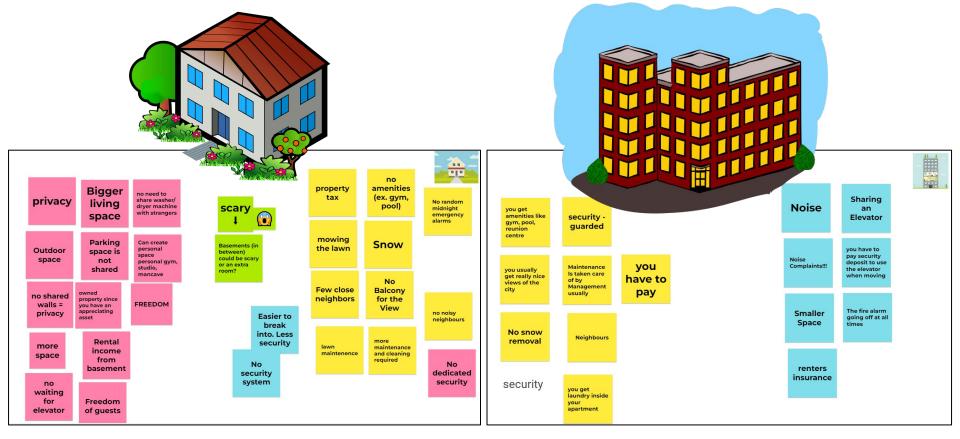# WordPress.org vs. WordPress.com

WordPress.org vs. WordPress.com

WordPress.org vs. WordPress.com

WordPress.org (House)

- privacy
- Bigger living space
- no need to share washer/dryer machine with strangers
- Outdoor space
- Parking space is not shared
- Can create personal space personal gym, studio, mancave
- no shared walls = privacy
- owned property since you have an appreciating asset
- FREEDOM
- more space
- Rental income from basement
- no waiting for elevator
- Freedom of guests

- scary ↓ 😱
- Basements (in between) could be scary or an extra room?
- Easier to break into. Less security
- No security system

- property tax
- no amenities (ex. gym, pool)
- No random midnight emergency alarms
- mowing the lawn
- Snow
- Few close neighbors
- No Balcony for the View
- no noisy neighbours
- lawn maintenance
- more maintenance and cleaning required
- No dedicated security

WordPress.com (Apartment building)

- you get amenities like gym, pool, reunion centre
- security - guarded
- you usually get really nice views of the city
- Maintenance is taken care of by Management usually
- you have to pay
- No snow removal
- Neighbours
- security
- you get laundry inside your apartment

- Noise
- Sharing an Elevator
- Noise Complaints!!!
- you have to pay security deposit to use the elevator when moving
- Smaller Space
- The fire alarm going off at all times
- renters insurance

Blogging & SEO

Categories & Tags

Photo Credit: Darkly Written

Uncategorized

Teaching WordPress

Application

Classroom

Classroom

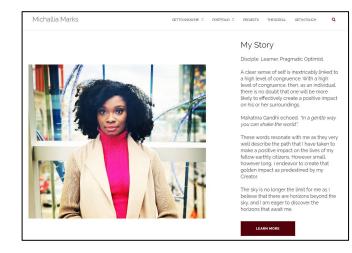Web Development Course

1. Individual: Digital Portfolio

2. Group: Cross-program collaborative project

Application: Individual Digital Portfolio

- Extension to LinkedIn
- Video business card
- Mentoring conversations (blogging topic)

Michallia Marks

GET TO KNOW ME   PORTFOLIO   PROJECTS   THE SCROLL   GET IN TOUCH

My Story

Disciple. Learner. Pragmatic Optimist.

A clear sense of self is inextricably linked to a high level of congruence. With a high level of congruence, then, as an individual, there is no doubt that one will be more likely to effectively create a positive impact on his or her surroundings.

Mahatma Gandhi echoed, *"In a gentle way you can shake the world"*.

These words resonate with me as they very well describe the path that I have taken to make a positive impact on the lives of my fellow earthly citizens. However small, however long, I endeavor to create that golden impact as predestined by my Creator.

The sky is no longer the limit for me as I believe that there are horizons beyond the sky, and I am eager to discover the horizons that await me.

LEARN MORE

MichalliaMarks.com

Classroom

Web
Development
Course

1. Individual: Digital Portfolio

Skills

- WordPress (how-to)
- Blogging
- Organic SEO

Application: group, client

- Course: students of BAKE 253 Bakery Management and Entrepreneurship
- Program: Baking & Pastry Arts Management

Classroom

Web
Development
Course

2. Group: Cross-program collaborative project

Bakers

Web Developers

Bakers developed products

Photographed their products (Photography students)

Provided images & content for the website(s)

Developers experimented with AI to Generate Content

Su-Shots: Tiramisu in jars with champagne and baileys decorated with chocolate powder and chocolate bits

Prep for presentation day ... flyers & packaging

Presentations (Bakers)

Presentations (Bakers)

Presentations (Bakers)

KHEER

Welcome to Kheer!

Smooth, creamy and delicious - Rice Pudding is the perfect dessert for any time of day! Enjoy the comforting combination of spices, milk and rice every time you indulge in this classic treat. With Rice Pudding, you can satisfy your cravings and add a touch of sweetness to any occasion!

Our Favorite Recipes

Kheer Rice Pudding with Pistachio Topping.

Kheer Rice Pudding in Containers.

Kheer Rice Pudding Toppings.

What People Are Saying

"Collaborating with the bakers was a great opportunity for us to apply our web development skills to a real-life project. It was exciting to see our work come to life and help promote their business." – Student from the Digital Business Management & Fashion Management BComm programs.

One of the main objectives of the collaboration was to create a website for the bakers, which would help them to promote and sell their products. The students from the Digital Business Management & Fashion Management BComm programs were responsible for designing and building the website, while the students from the Baking and Pastry Arts Management program were in charge of creating a recipe for Kheer rice pudding, which would be featured on the site.

Photo by Charlotte May on Pexels.com

Photo by Karolina Grabowska on Pexels.com

Photo by Charlotte May on Pexels.com

Presentations (Web Developers)

Tasting Party

Presentations (Web Developers)

Activities

Presentations (Web Developers)

Discussions

Skills

- WordPress (how-to)
- Blogging
- Organic SEO

Skills

- WordPress (how-to)
- Blogging
- Organic SEO
- **Team work**
- **Client Management**

Community - local

Classroom

Web Development Course

Businesses

Online presence for small business

Small businesses in the GTA (Greater Toronto Area)

Business Owners in GTA

- Hire students (internal or external funding)
- Get out of the classroom
- Advance their understanding of real world application of WordPress
- Deal with actual business owners

Small businesses

Theatre

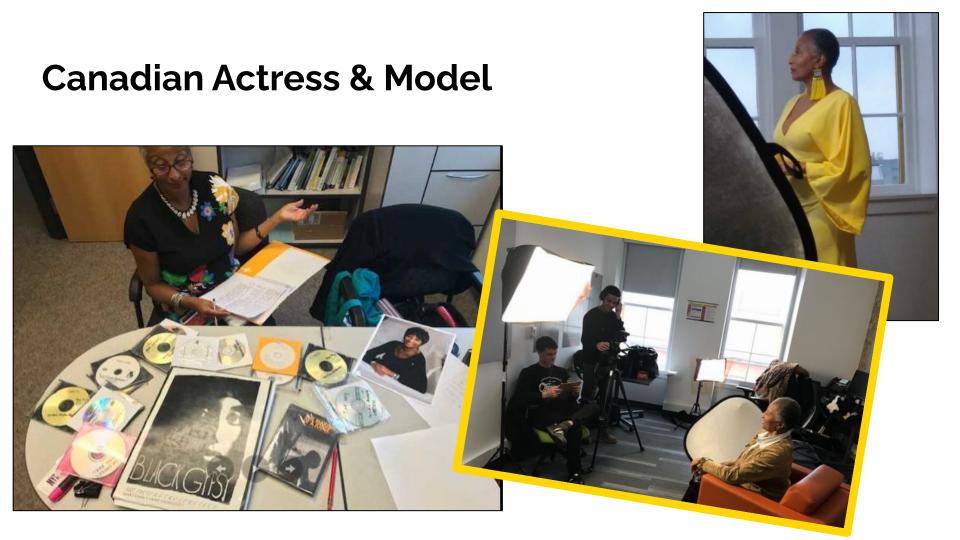Media day with Purple Stage Door Productions
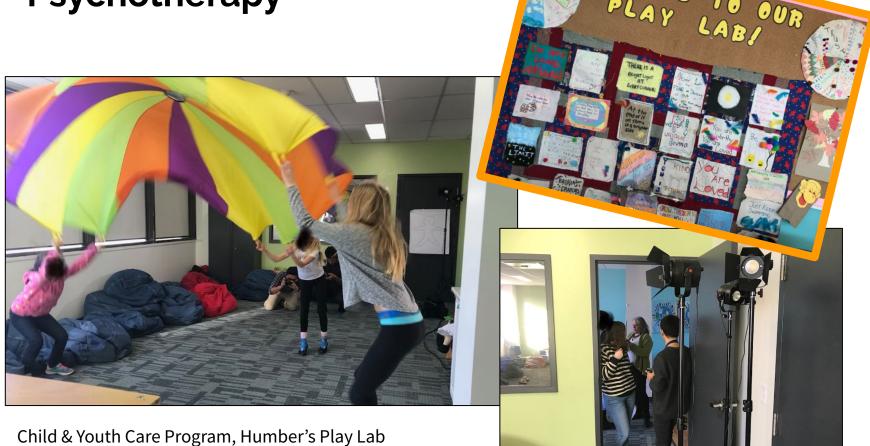
Fashion design

Psychotherapy

Child & Youth Care Program, Humber's Play Lab

Fitness, Wellness, and Nutrition

Yoga & Mindfulness

Magic!

Canadian Actress & Model

Build Your Own Website (workshop 2015)

- Milton Centre for the Arts
- Workshop for local artists
- Part 1: planning
- Part 2: hands-on

Build Your Own Website (workshop 2015)

One-on-one WordPress with local artists

Community - international

Classroom	Businesses	International
Web Development Course	Online presence for small business	Supporting female refugees in Kenya

Funding

- Funding from **Global Affairs Canada**

HUMBER
International Development Institute

FIT
Fund for Innovation and Transformation

Fonds pour l'innovation et la transformation

In **partnership** with

Canada

Funding

- Funding from **Global Affairs Canada**
- Designed to support Canadian small and medium-sized organizations (SMOs) testing innovative solutions that advance gender equality in the Global South
- FIT funds successful applicants with funding over a 6 - 12 month period to test their solutions. FIT's goal is to cultivate a working environment in which SMOs are empowered to experiment, fail, adapt, and try again.
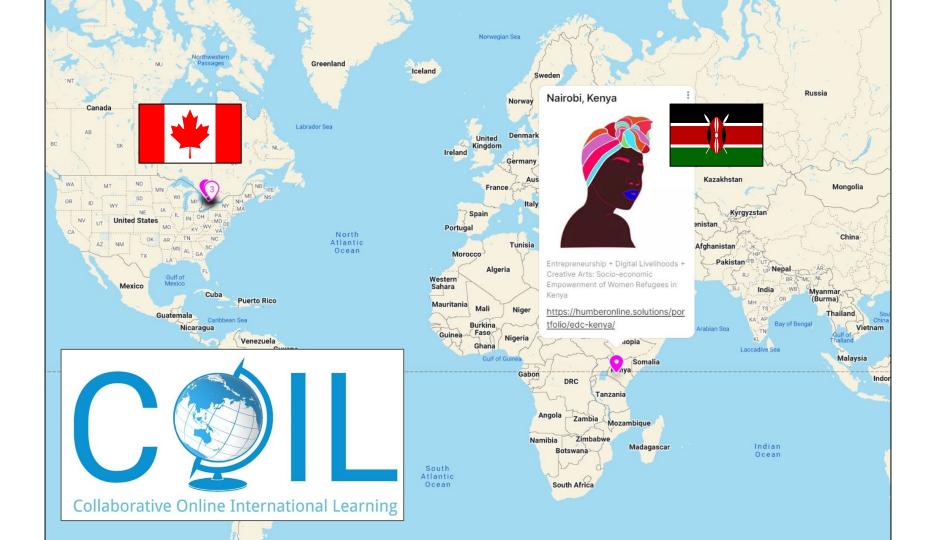

HUMBER
International Development Institute

FIT

Fund for Innovation and Transformation

Fonds pour l'innovation et la transformation

In **partnership** with

Canada

Nairobi, Kenya

Entrepreneurship + Digital Livelihoods +
Creative Arts: Socio-economic
Empowerment of Women Refugees in
Kenya

https://humberonline.solutions/por
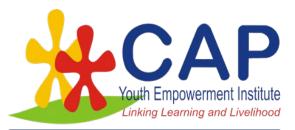tfolio/edc-kenya/

Collaborative Online International Learning

CAP Youth Empowerment Institute (CAPYEI)

- Partner in Nairobi, Kenya

- Non-government organization
- Created in 2011
- Training out-of-school youth in life skills, relevant labour market and entrepreneurial skills in hospitality, hairdressing, automobile repair and maintenance, construction, textiles, IT services and more

Our project seeked to address 3 challenges

KENYA
Entrepreneurship + Digital Livelihoods + Creative Arts: socio-economic empowerment of women refugees in Kenya

- Women's access to livelihoods and entrepreneurship opportunities
- Opportunities to commercialize artistic talents
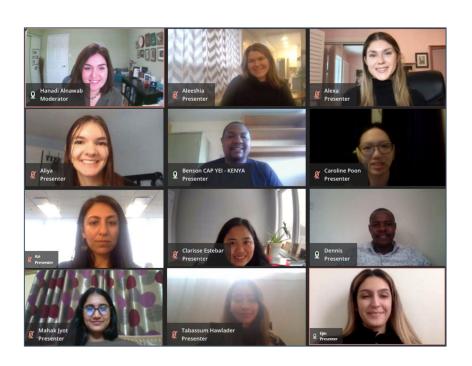- Overcoming obstacles posed by COVID-19

CAPYEI recruited the beneficiaries

I recruited my own multi disciplinary class

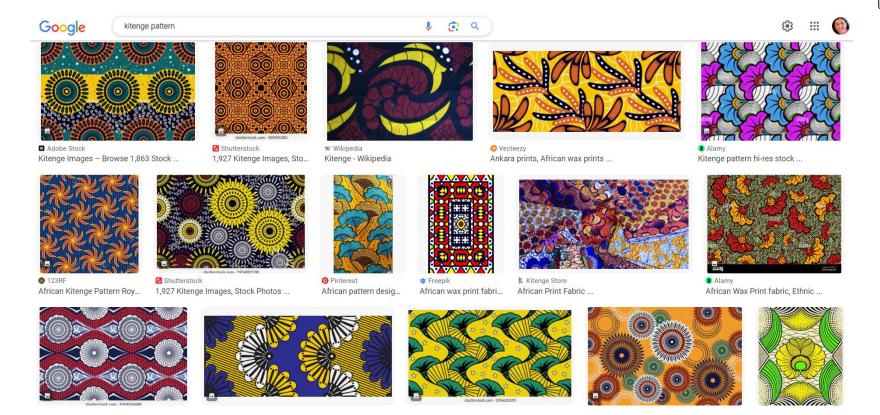**COIL**
Collaborative Online International Learning

4 programs, 3 Humber Faculties:

- Digital Business Management BComm (Business)
- Fashion Arts and Business (Business)
- Professional Writing & Communications (Liberal Arts)
- Bachelor of Creative Advertising (Media)

Our part: Training of the Trainers (ToT)

260 HOURS OF TRAINING EDC																			
Induction & Life Skills	40 hrs.																		
Financial Literacy				20 hrs.															
EDP/GYB						90 Hrs.													
Basic Computer Skills									20 hrs.										
Digital Training											20 hrs.								
Mentorship	40 hrs.																		
Exposure & field Visits	30 hrs.																		

Case: Kitenge Fashion

Survey the beneficiaries

Case: Kitenge Fashion

Case: Kitenge Fashion

Online Presence

WordPress website and the most popular SM platforms in Kenya:

https://kitengefashion1.wordpress.com/

Case: Kitenge Fashion

ToT - Virtual Sessions

Week 1	
Mon Feb 28	Introduction & Teaching Methods
Tues Mar 1	Web Development Process Digital Portfolio / Sample Planner
Wed Mar 2	Intro to WordPress & Theme Selection Web Hosting WordPress how-to manual (Android)
Thurs Mar 3	Blogging Webinar (watch video) Article: How to Write a Blog Post (read article) Blog Planner SEO Webinar (watch video)
Fri Mar 4	Professional Communications Gmail and WhatsApp

Week 2	
Mon Mar 7	Intro to Branding Intro to Canva
Tues Mar 8	Social Media (Facebook & Instagram)
Wed Mar 9	Creating content for Social Media
Thurs Mar 10	Video Editing Basics & Intro to Adobe Premiere
Fri Mar 11	Gallery Walk / Discussions

ToT - Curriculum

Module 1: Branding

How to create a logo using Canva	Watch Video

Module 2: Communications

2.1 Gmail (Playlist)

A. How to Create a Gmail account	Watch Video
B. Gmail Features & Index	Watch Video
C. How to Add Contacts in Gmail	Watch Video
D. How to Send emails	Watch Video
E. How to Reply and Forward emails	Watch Video

2.2 WhatsApp (Playlist)

A. How to Create a WhatsApp Account	Watch Video
B. WhatsApp Features	Watch Video
C. How to Add WhatsApp Contacts	Watch Video
D. How to Send Messages on WhatsApp	Watch Video
E. How to Add a WhatsApp Status	Watch Video

Module 3: Social Media

3.1 Facebook (Playlist)

A. How to create an account	Watch Video
B. How to create a business page	Watch Video
C. Complete setup for Facebook business page	Watch Video
D. How to create a Facebook post on business page	Watch Video
E. How to create a Facebook story on business page	Watch Video
F. How to create an event on business page	Watch Video
G. How to create an action button for your Facebook business page	Watch Video
H. How to access Facebook insights	Watch Video

3.2 Instagram (Playlist)

| A. How to create an Instagram account + add profile photo & bio	Watch Video
B. How to change profile photo + edit photos	Watch Video
C. How to find and follow other Instagram accounts	Watch Video
D. How to create an Instagram Story	Watch Video
E. How to create an Instagram Reel	Watch Video
F. How to re-share a story/reel + like and comment on posts	Watch Video
G. How to access Instagram insights	Watch Video

3.3 TikTok (Playlist)
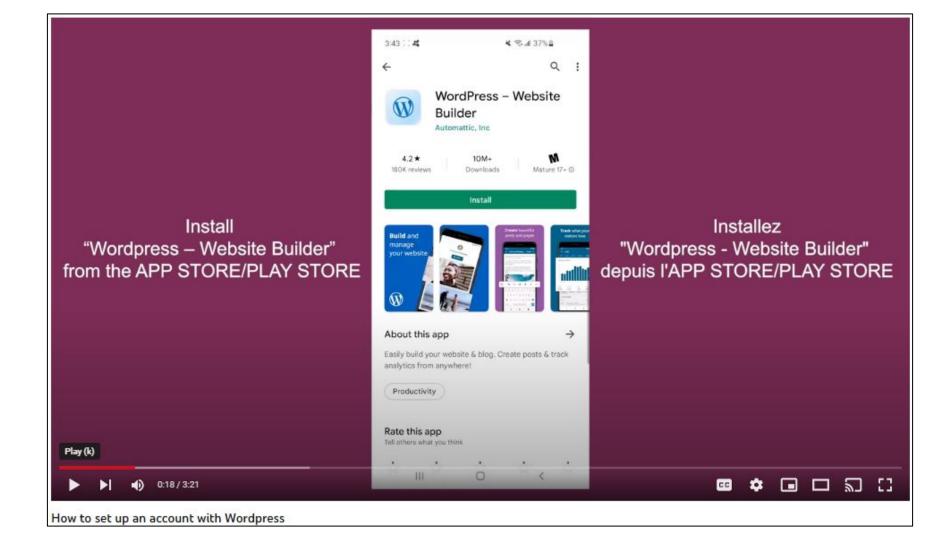
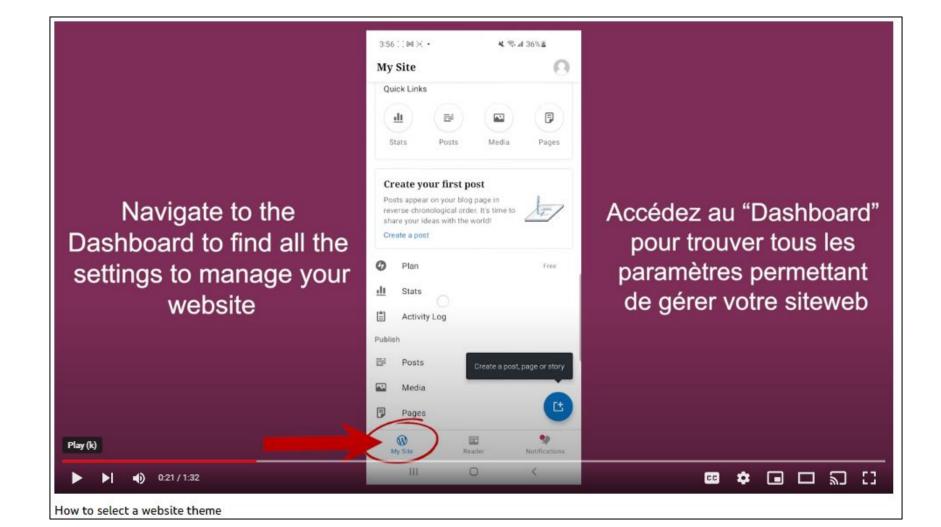| A. How To Create A TikTok Account	Watch Video
B. How to Complete Account Set Up	Watch Video

Module 4: Web Development

In this module, we will walk you through using WordPress.com to create a basic information website for your business using the Radcliffe 2 theme. Check the Playlist (Canva & WordPress)

A. How to set up an account with WordPress	Watch Video
B. How to select a website theme	Watch Video
C. How to delete a page (for example the blog page)	Watch Video
D. How to upload media onto your website	Watch Video
E. How to add a logo, site title and tagline	Watch Video
F. How to adjust logo sizing	Watch Video
G. How to add location, phone number and email address	Watch Video
H. How to Develop Website Blocks	Watch Video
I. How to Link your Social Media to your Website	Watch Video

Install
"Wordpress – Website Builder"
from the APP STORE/PLAY STORE

Installez
"Wordpress - Website Builder"
depuis l'APP STORE/PLAY STORE

How to set up an account with Wordpress

How to select a website theme

Insert the URL of your Instagram page in the URL section

To find the URL of your Instagram page, log into your Instagram using the web browser

Navigate to your profile page and copy the URL

Insérez l'URL de votre page Instagram d ans la section URL

Pour trouver l'URL de votre page Instagram, connectez-vous à votre Instagram à l'aide du navigateur Web
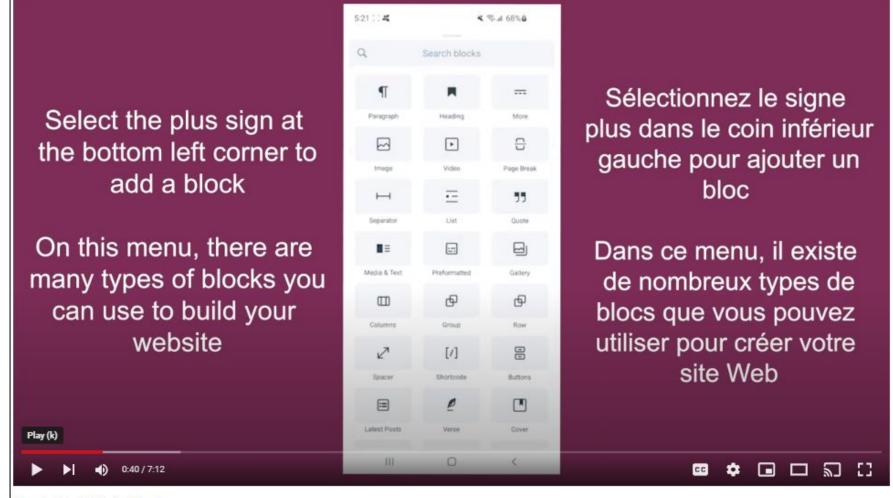
Accédez à votre page de profil et copiez l'URL

Linking Social Media to your Website

Select the plus sign at the bottom left corner to add a block

On this menu, there are many types of blocks you can use to build your website

Sélectionnez le signe plus dans le coin inférieur gauche pour ajouter un bloc

Dans ce menu, il existe de nombreux types de blocs que vous pouvez utiliser pour créer votre site Web

Developing Website Blocks

Skills

- WordPress (how-to)
- Blogging
- Organic SEO
- **Team work**
- **Client Management**

Skills

- WordPress (how-to)
- Blogging
- Organic SEO
- **Team work**
- **Client Management**
- **International project mngt**

From Classroom to Community

Classroom	Businesses	International
Web Development Course	Online presence for small business	Supporting female refugees in Kenya

Business owners leave with ...

- Technical skills to sustain their online presence using WordPress
- User manual
- Recording of the training session
- Recorded short step-by-step how-to videos for reference

Next Steps ... Student Engagement

Part of **WordPress** – **786 groups**

The Toronto WordPress Group

Toronto, ON

3,774 members · Public group

Organized by **WordPress** and **3 others**

Connect with me …

Hanadi Alnawab

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Thank you

The Yoast Diversity Fund
aims to increase the diversity of
speaker lineups at tech events.

More information *https://yoa.st/diversityfund*