

# 2020-10-31 Planning Meeting

Saturday, October 31, 2020 9:01 AM

Attendees: Kim, Chris, Cecille, Art

We met for about 90 minutes (15-20 of which were spent waiting for Art to deal with technical problems on his computer).

We discussed our current focus on delivering presentations of value to WordPress users, including new and experienced users, but not focusing on more technical or software development topics as the value for WordPress users diminishes. Our long-term goal is to develop separate tracks to support users and developers.

We discussed our approach to presentations and some of the skills we had within the group who met today. Among other things, we have people who build websites for clients, have taught WordPress professionally, and all having used WordPress for a while now.

We had a lengthy discussion regarding topics for November and December, and how we might structure our curriculum in the long term. Art will put together some of these ideas into a strategic document for further discussion later. The hope is that we would start to deliver key topics in our monthly presentations and find other ways help users dig deeper into more detailed topics.

One idea that was discussed is to provide a video resource of some kind for people to use to learn some basic topics and provide for questions that come from the video viewing during our Help Desk times.

We also reviewed the titles of curriculum currently in development within the WordPress Training project (<https://make.wordpress.org/training>). That list of titles is below. Along with topic suggestions we have received (and continue to solicit) we expect to build plans for presentations in 2021.

We decided that based on the suggestion of one of our Meetup attendees, we will proceed with a two-month presentation on Google Analytics. This will include:

What is Google Analytics and why use it  
Setup Google Analytics on WordPress  
How to use the information gathered by Google Analytics  
How to connect marketing campaigns to Google Analytics (December)

Suggestions for topics:

Managing Menus  
Managing Widgets  
Embedding images/videos  
How to place menus in different locations  
How to choose the right theme  
Website Planning  
SEO  
Google Analytics  
Divi Deep Dive  
Theme Builders  
Git and Github

## **WordPress Training**

Backing Up Your WordPress Site  
Categories vs. Tags  
Choosing and Installing Plugins  
Choosing and Installing Themes  
Content Editor Overview  
Dashboard Overview  
General History of WordPress  
Help Regenerate Thumbnails  
High Level Overview  
How to Find Help With WordPress  
How to Install WordPress on a Server  
Intro to Common Plugins  
Managing Comments  
Managing Media  
Managing Menus  
Managing Updates  
Managing Widgets

One-Click Install Using Bluehost

Pages vs. Posts

Popular Plugins

Post Formats

RSS Feeds

Setting a Static Page as Your Homepage

Setting Up E-commerce: Introduction to WooCommerce Plugin

Settings

Theme Customizer

Troubleshooting Basics

User Management

What You Can Do With WordPress

What is Google XML Sitemaps

What is Open Source?

What is W3 Total Cache?

What to Do When You Forget Your Password