



Speaking of the Web

From Art to 'Net Management

By Richard Berube '98, Website Manager

an easy one. The bottom line is that I love creating things, thinking critically, solving problems, and creating something that has a purpose – from communicating the correct message in a promotional poster to creating a Web page that can tell a story, sell a product, or simply send an inquiry form.

I enjoy learning new software, working on computers, and learning about new Web technologies. With ever-expanding Internet capabilities, the Web and wireless connectivity has changed how we interact with the Web. Whether you are using Windows, Apple OS, a computer running Linux, a tablet, or a smartphone, we all eventually connect to the Web, and because of that, the Web is quickly getting bigger and more complex.

I do a variety of things to help keep up with all the technology changes. Freelancing, volunteering, and just "geeking" on my own time helps me practice new tricks and new technologies. What I do for work is also my hobby; I geek-out, trying out new Web frameworks on a virtual server, writing code, playing around in graphics programs, or installing more RAM in my home computer. I do save time to play with my dog, ride my bike, or hang with friends and family – from whom I still get calls for free computer and Web technical support.

The Franklin Pierce website consists of over 26,000 files, which include images, videos, PDF and Word documents, and CSS and javascript files, as well as PHP and HTML pages. Along with keeping content updated, building new pages, and working with departments on special Web

projects and campaigns, there are also Federal, State, and accreditation requirements that the website must have or do. In addition to basic maintenance of the site that needs to be done regularly, there are general requests for changes that come in on a daily basis.

Requests for changes vary drastically; some changes can take two minutes, while more intricate changes or bigger projects may take three months or longer. Requests include everything from changing a phone number to adding a new multi-page project, adding a photo gallery, building a marketing campaign landing page, building a database-driven page or sub-site, or migrating a site to a new server. All requests are approved on a project basis and are tracked and archived. Sound like fun? I love this stuff!

I plan on pursuing an M.B.A. in Information Technology at Franklin Pierce so that I can manage better and smarter, and be an even bigger geek. I have fond memories of my college years at Franklin Pierce and am excited that I am working for my alma mater, doing something I love, and also have the opportunity to pursue an advanced degree. Stop in and say hello when you're on the Rindge campus; I'll be at my computer!



As the Web manager at Franklin Pierce, I take care of everything on our website and on our Intranet site (eRaven). I attended Franklin Pierce from 1994-98 and loved my college experiences and academic career. I wasn't always a computer geek; I was an art geek, majoring in Graphic Communications.

After graduation, I worked as a graphic artist, producing marketing print materials for a parent company that launched several dot-com companies in the greater Boston area. My print design skills were stronger than my Web design skills, but I learned new software, picked up more Web markup experience, and even did troubleshooting on my work computer when it was not running right since the small company did not have their own "computer fix-it people."

The business potential that the Web offered altered my career direction from print design to Web design. My major in Graphic Communications bridged the gap between art and technology, which made my transition

