

How to Use WordPress to Make a Difference in the World

Speaker: Shambi Broome - Webgyrlz Code



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Hi Everyone!

I'm Shambi Broome

- Web Developer
- STEM Educator
- Executive Director
- The little engine behind Webgyrlz Code & JMB Designs, LLC
- CA → SC
- Stage 3 colon cancer survivor



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LIFE RIGHT NOW

ARE YOU 45?

#colorectalcanerawarenessmonth

**HAVE YOU
BEEN
SCREENED?**





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Today's Talk

How I Started Working with
High School Students

Developing a
Curriculum

Generating
Income





2022

How it Started



CENTRAL CAROLINA
Community
Foundation



RIDGE VIEW
HIGH SCHOOL



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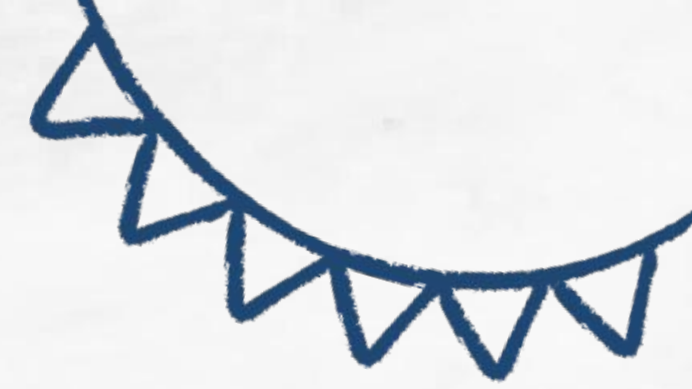
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Cancel Hunger Project

Addressing Food Insecurity



cancelhungersc.com



Cancel Hunger Project

Meet Wells



- Wells has taken ALL of Webgyrlz Code courses and classes that we have offered.
- She always offered to volunteer if needed for our program.
- She setup the database, uploaded the WP software, connected the database, and added basic plugins to the website (the Cancel Hunger website).

My Team



TEACHER ADVISORS:

- Everlast Chigoba
- Naleesha Brown
- Nicole Walker

- RESEARCH TEAM

- 37 students (sophomores & seniors)

- MARKETING TEAM

- 3 students

- WEBSITE TEAM

- 5 students (freshmen, sophomores & seniors)



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Launch Day

Lunch

Team Building

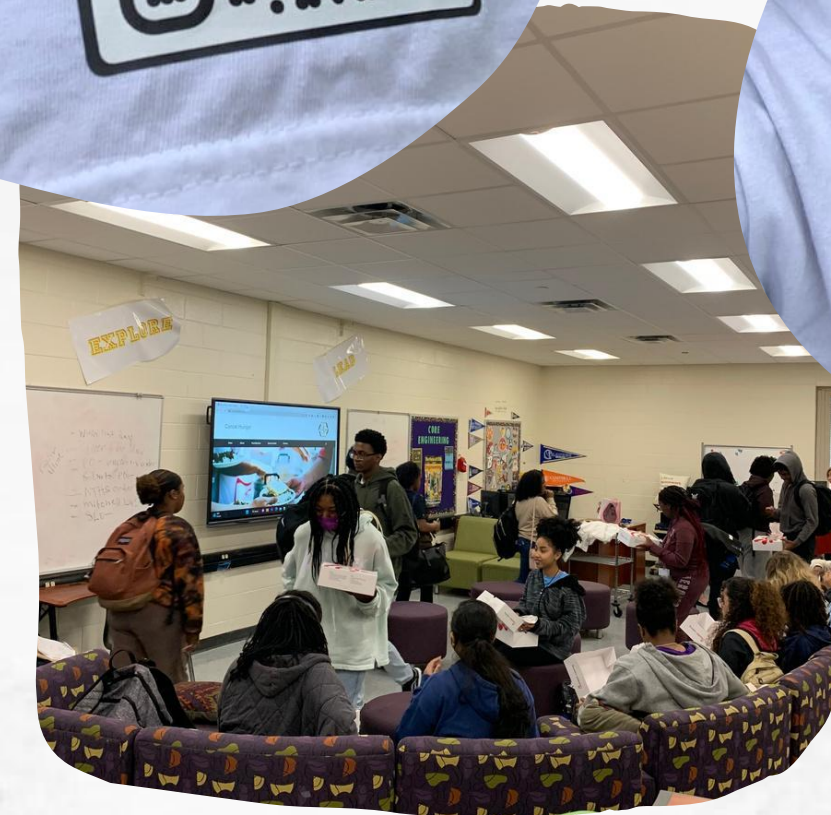
T-shirts



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2023



How Do I Get Started?

- If you have children, start with their teacher
- Get on a school advisory board
- Connect with Schools & School Districts Virtually
- Attend District Community Events



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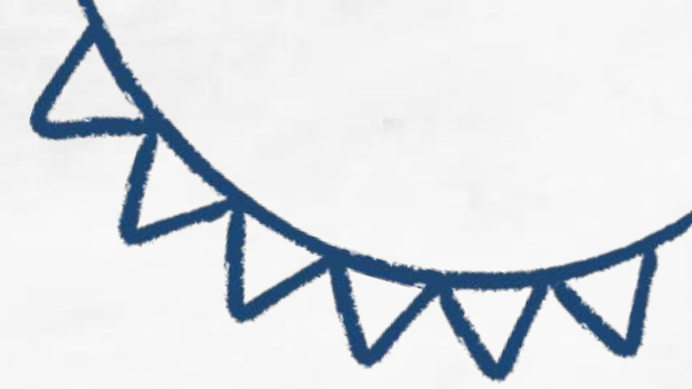




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Creating a Curriculum

- Think about how you learned WordPress. (The good, the bad, the ugly)
- Have you ever trained some one else to build in WordPress?

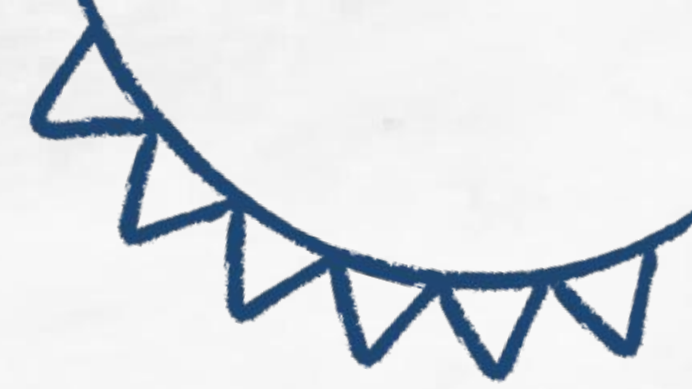
Use these 2 experiences to build a curriculum tailored to the age group you want to teach.



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Creating a Curriculum

1. Learn about WordPress: [WordPress About](#)

2. Additional resources: [WordPress Blog Tool, Publishing Platform, and CMS - WordPress.org](#)

Tutorials to do:

[WordPress Alonso Indacochea: Getting Started with WordPress](#)

[WordPress Tish Briseno : How to Get Started with Building a Website for your Business](#)

[YouTube Getting Started With WordPress Security - Jim Grant, WordCamp Kansas City 2018](#)

[WordPress Nick Adams: Getting Started with Child Themes](#)

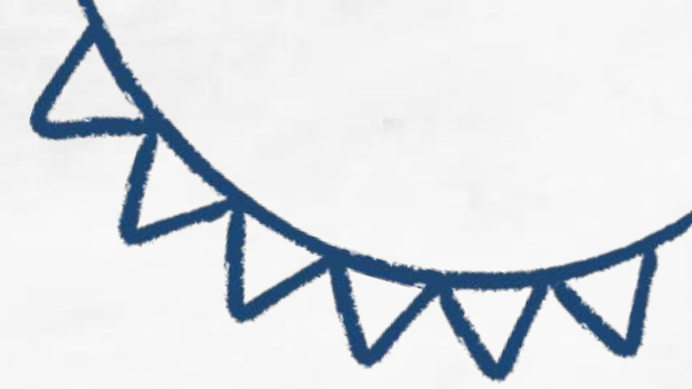
[YouTube Getting Started with WordPress for the Self-Taught Entrepreneur - Angela Pugh, WordCamp KC 2018](#)



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Creating a Curriculum

TIPS TO KEEP IN MIND

- Decide BEFORE you ever start working on a curriculum what age group you want to work with.
 - Teens & adults can work independently better than elementary students (yes you can teach younger kids how to develop in WordPress)
- Don't micromanage (teens & adults) - let them take ownership of their learning
- Make sure you clearly define your MVPs (minimum viable product) and learning goals for students (no matter their age) early.



2023

How Do I Generate Income?



- Grants
- Contracts with schools/school districts
- Classes, Courses, Camps



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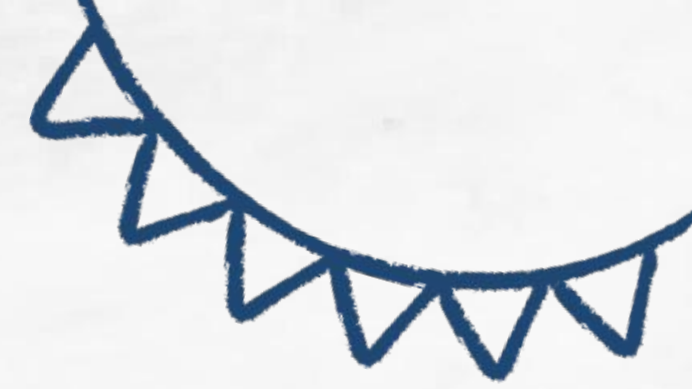
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Generating Income

GRANTS

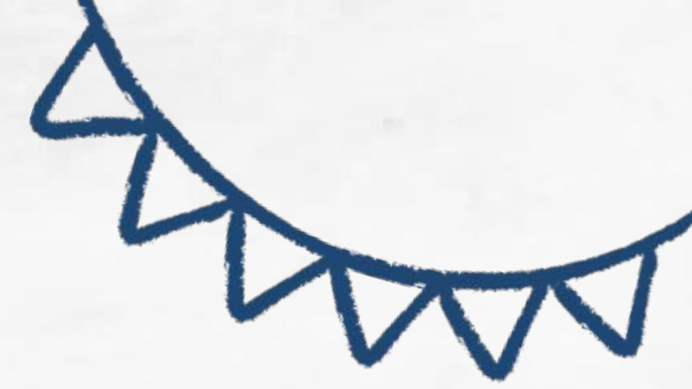
- If you have a community foundation that works with nonprofits (you will need your business to be a registered nonprofit) see what grants they have available.
- Do research for tech grants, grants for your intended demographic (females, underrepresented groups, etc.)
- Be a good steward of any funds received.



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Generating Income

CONTRACTS

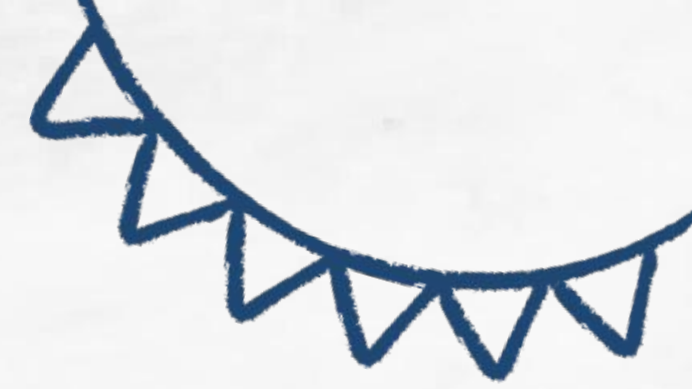
- Establish a relationship in a school/school district
- Individual schools may have a cap as to what they can approve financially, but if you fall under that they can pay you directly.
- Get to know district personnel and tell them what you do.
 - School districts are actively applying for grants and may need outside vendors to fill grant requirements



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Generating Income

Classes, Courses, Camps

- Create a virtual, in-person, or on-demand paid courses
- Host paid summer camps
- Have paid virtual or in-person after school classes/clubs
- Paid 1:1 virtual sessions

any questions?



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Let's Connect

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For Your Attention



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