

Chapter Websites

Templates, Resources, and Best Practices

by Darrell Ross
IEEE PES Seattle Webmaster

Getting Started

- PES Site Resources
- PES WordPress Theme Anatomy
- Editing Basics
- Plugins



Getting Started: Why?

- Why have a website?
 - Expected to have one
 - Communication
 - Automate Tasks

Getting Started: What?

- What do we put on it?
 - Contact Information
 - News
 - Meeting Minutes
 - Officers List
 - Event Information

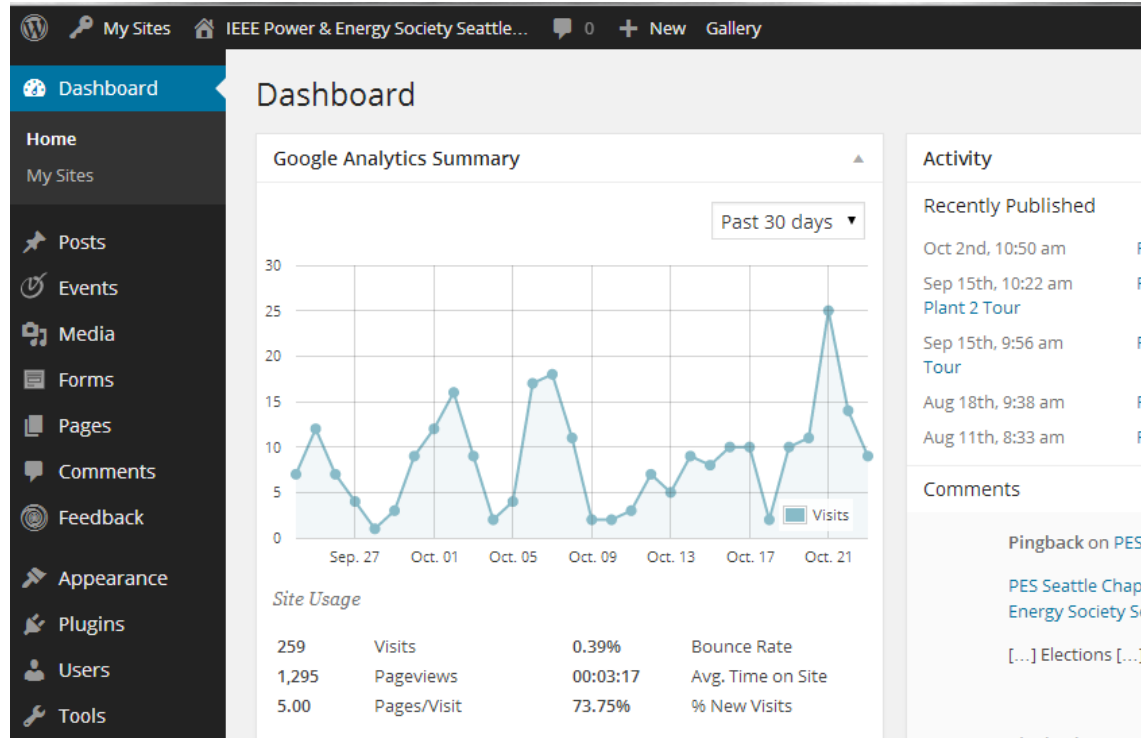
Resources

- IEEE Entity Hosting Options
- PES Chapter Theme
- Plugins
- Leveraging Analytics



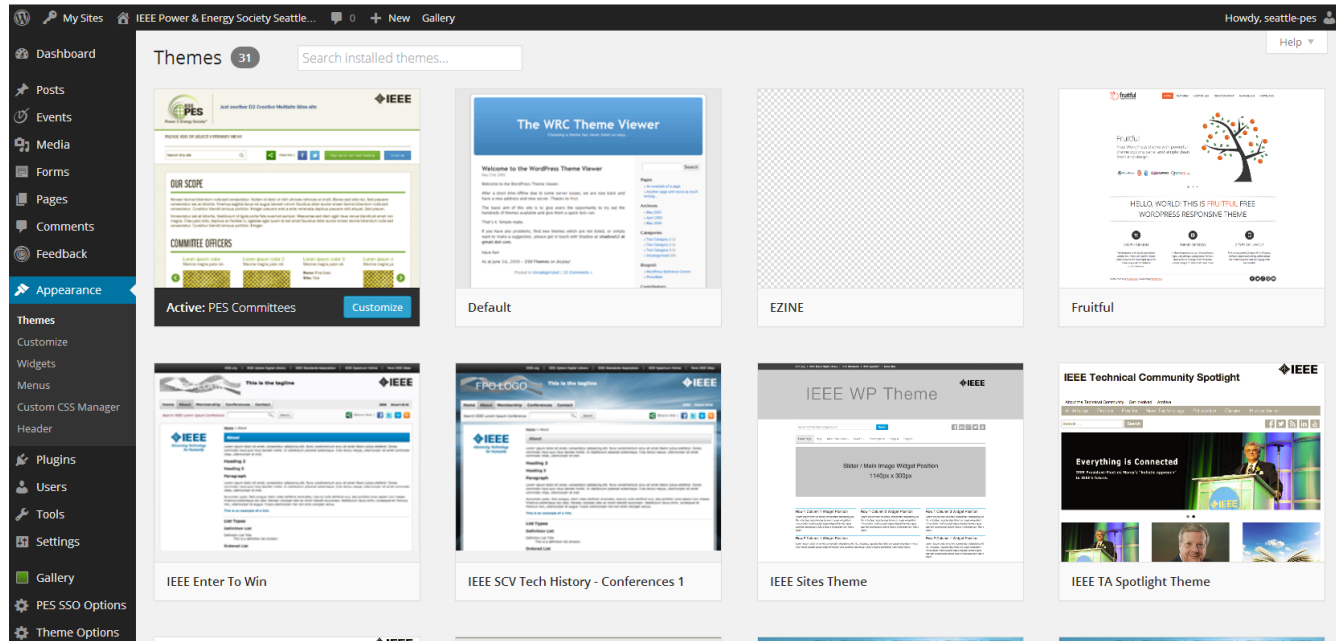
IEEE Entity: Hosting

- WordPress
- vTools
- HTML
- Virtual Hosting



IEEE Entity: WordPress

- PES WordPress Themes



IEEE Entity: Plugins

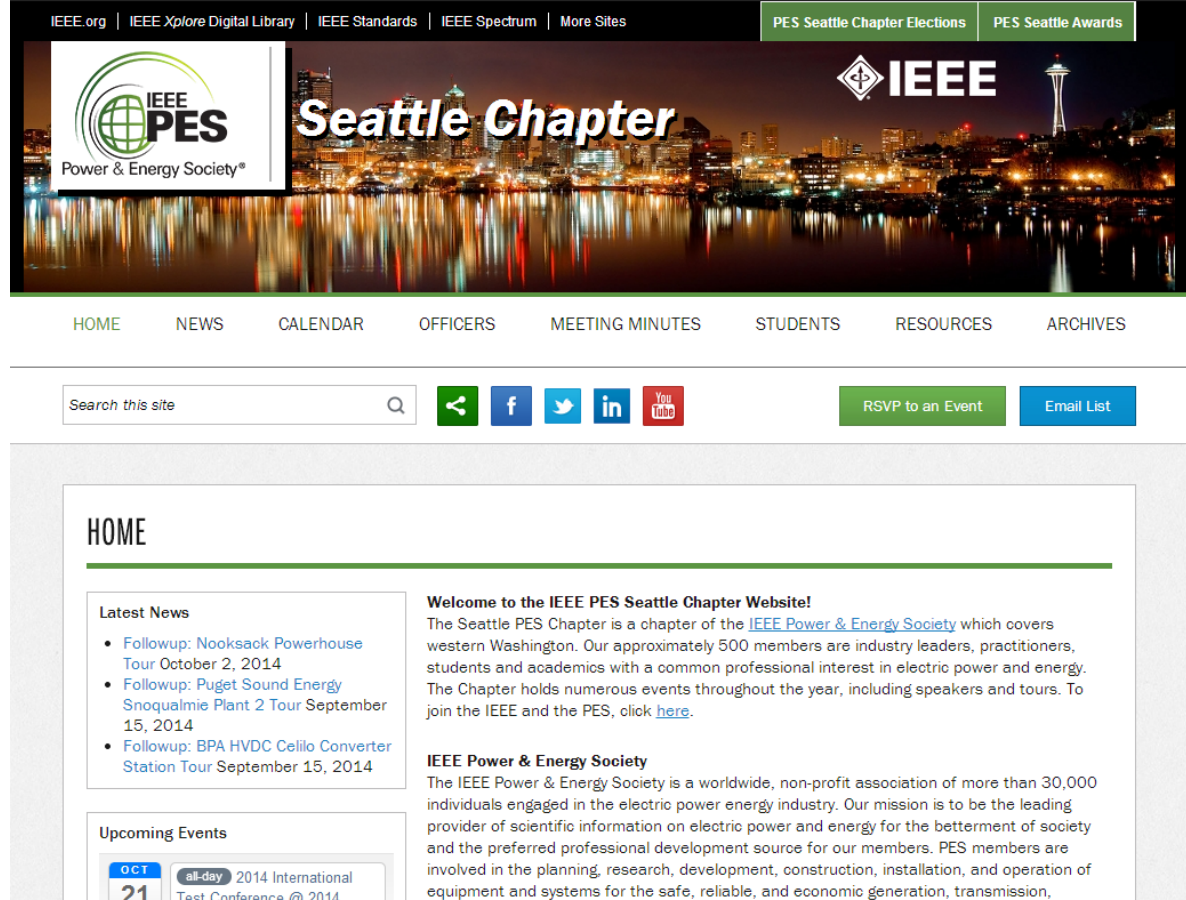
- We Use:
 - Time.ly for Calendar of Events
 - Gravity Forms for all Forms
 - Google Analytics
 - PollDaddy for Polls

IEEE Entity: Pros and Cons

- Pros
 - Hosted and Protected
 - Updates
- Cons
 - Hosted and Protected
 - Updates
 - Theme is not initially mobile device friendly

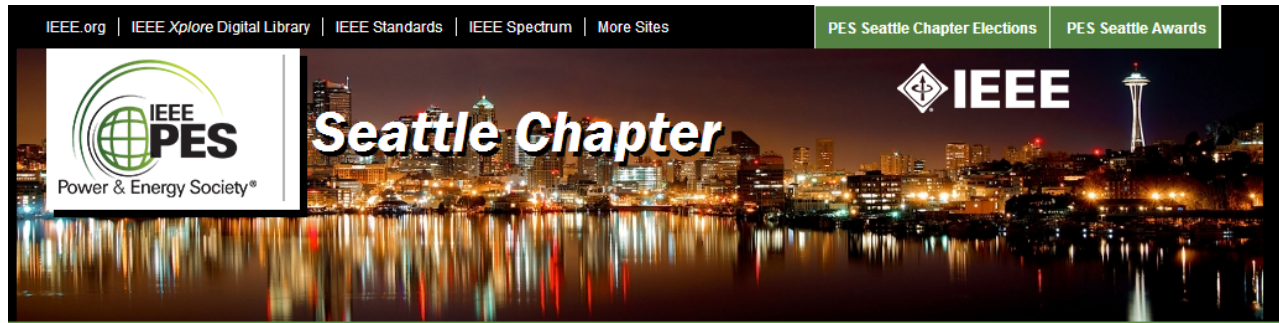


- Header
- Menu
- Sidebar
- Page
- Post
- Event
- Form



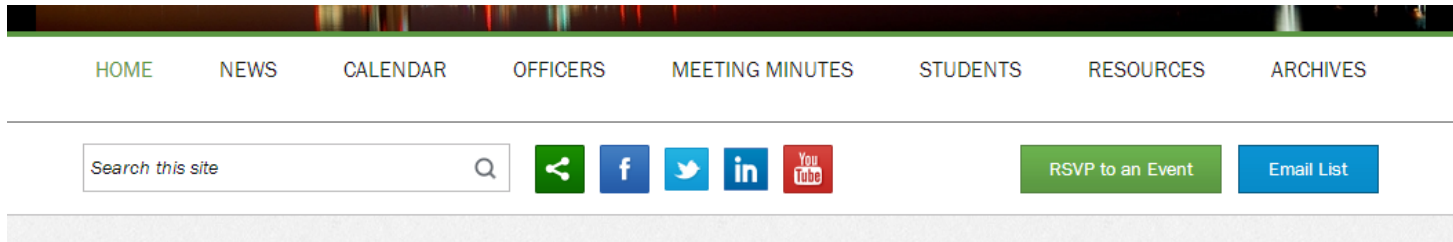
Anatomy: Header

- Logo
- Background
- Name
- Links



Anatomy: Menu

- Links
 - To Pages
 - To Posts
 - To Anything
 - Default Links



Anatomy: Sidebar

- Widgets
- Automated Feeds

Latest News

- [Followup: Nooksack Powerhouse Tour October 2, 2014](#)
- [Followup: Puget Sound Energy Snoqualmie Plant 2 Tour September 15, 2014](#)
- [Followup: BPA HVDC Celilo Converter Station Tour September 15, 2014](#)

Upcoming Events

OCT
21
Tue
2014

all-day 2014 International
Test Conference @ 2014
International Test conference

OCT
23
Thu
2014

all-day 1st Int'l Workshop in
Energy Sys... @ Washington
State Convention Center

4:30 pm EE 500E at the
University of Was... @
University of Washington

OCT
29
Wed
2014

6:00 pm University OF
BOTHELL ENGINEERIN... @
University of Washington
Bothell

OCT
30
Thu
2014

4:30 pm EE 500E at the
University of Was... @
University of Washington

 Add ▾

[View Calendar →](#)

Anatomy: Page

- Static
- Posts

HOME

Latest News

- [Followup: Nooksack Powerhouse Tour](#) October 2, 2014
- [Followup: Puget Sound Energy Snoqualmie Plant 2 Tour](#) September 15, 2014
- [Followup: BPA HVDC Celilo Converter Station Tour](#) September 15, 2014

Upcoming Events

OCT

21

Tue

2014

all-day

2014 International Test Conference @ 2014 International Test conference

OCT

23

Thu

2014

all-day

1st Int'l Workshop in Energy Sys... @ Washington State Convention Center

4:30 pm

EE 500E at the University of Was... @ University of Washington

OCT

20

6:00 pm

University OF

Welcome to the IEEE PES Seattle Chapter Website!

The Seattle PES Chapter is a chapter of the [IEEE Power & Energy Society](#) which covers western Washington. Our approximately 500 members are industry leaders, practitioners, students and academics with a common professional interest in electric power and energy. The Chapter holds numerous events throughout the year, including speakers and tours. To join the IEEE and the PES, click [here](#).

IEEE Power & Energy Society

The IEEE Power & Energy Society is a worldwide, non-profit association of more than 30,000 individuals engaged in the electric power energy industry. Our mission is to be the leading provider of scientific information on electric power and energy for the betterment of society and the preferred professional development source for our members. PES members are involved in the planning, research, development, construction, installation, and operation of equipment and systems for the safe, reliable, and economic generation, transmission, distribution, measurement, and control of electric energy.

PES Mission

To be the leading provider of scientific and engineering information on electric power and energy for the betterment of society, and the preferred professional development source for our members.

Looking for Event Resource Downloads?

Event Fliers are always available on the event pages which can be found by finding the event on the calendar. Event resource links are maintained on the [Archives](#) page.

Anatomy: Post

- Article
- Post History

[Followup: Nooksack Powerhouse Tour](#)

The tour of the Nooksack Powerhouse took place on September 27, 2014. We had 10 people sign up the tour. No photos were allowed at during the tour but we were provided with a couple handouts.

[Followup: Puget Sound Energy Snoqualmie Plant 2 Tour](#)

The tour of the Puget Sound Energy's Snoqualmie Plant 2 Tour took place on September 12, 2014. We had 20 people sign up the tour and 15 were able to make it. Some photos taken during the event follow.

[Followup: BPA HVDC Celilo Converter Station Tour](#)

The tour of the Bonneville Power Administration's HVDC Celilo Converter Station took place on September 11, 2014. We had 15 people sign up for the tour and 13 attend, including 3 from the IEEE PES Richland Chapter. Some photos taken during the event follow.

[Followup: Georgetown Steam Plant Tour](#)

The tour of the Georgetown Steam Plant took place on August 12, 2014. We had 28 people sign up for this one. Some photos taken during the event follow. If you know folks and follow us on Facebook, you can tag them in our photos post on our Facebook page.

Anatomy: Event


- Event Posts

MOCK INTERVIEWS AT THE UNIVERSITY OF WASHINGTON

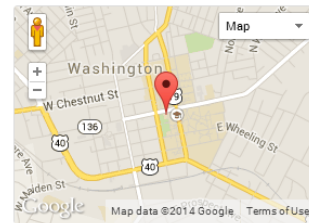
WHEN: November 14, 2014 @ 4:00 pm – 6:00 pm

WHERE: University of Washington, HUB
Room 337
The Hub
126 East Beau Street, Washington,
PA 15301
USA

COST: Free

CONTACT:  Miguel Ortega-Vazquez
[Email](#)

 [UNIVERSITY OF WASHINGTON EVENT](#)



[Back to Calendar](#)

[Add to Calendar](#)

The University of Washington will be hosting their annual [FEIC](#) & IEEE Mock Interviews. This event is being coordinated by Miguel Ortega-Vazquez who is an Assistant Professor and member of the Seattle PES Chapter. The interview process will consist of having an interviewer and a student on a 1:1 meeting for ~20 minutes; followed by a 5 minutes feedback session. We are expecting to have undergrad and grad students attending, which could eventually result in a large group.

This event will provide University of Washington engineering students with a career development opportunity; and will also serve to expose industry representatives to the current pool of students. In the past, the IEEE section, and chapters, have benefited significantly from these events, and we would greatly appreciate if you were able to attend and help us make this year an even greater success.

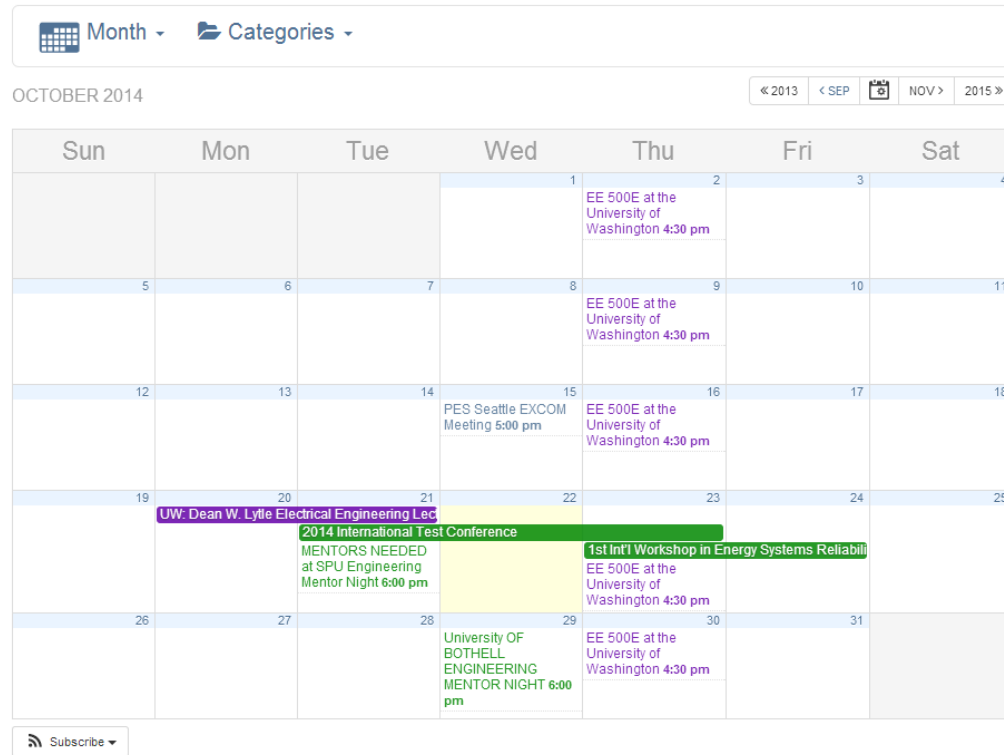
If you are interested in participating as an **interviewer**, please follow this doodle link: <http://doodle.com/2mxdc2gmm5kv2nhq>.

Contact Professor [Miguel Ortega-Vazquez](#) for more information.

[Event Announcement PDF \(135K\)](#)

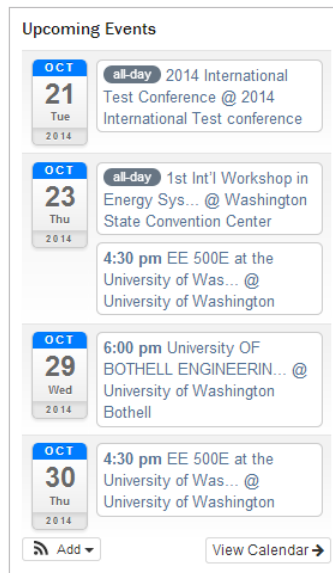
Anatomy: Event

- Calendar
- Responsive



Anatomy: Event

- Sidebar
- Automatic Feed
- Responsive



Anatomy: Form

- Basic Form

Event Suggestions *

Do you have an event suggestion for us? Let us know!

0 of 500 max characters

Submit

Anatomy: Form

- RSVPs
- Mailing Lists
- Nominations

Mock Interviews at the University of Washington

Since we have limited interviewers, this will be handled in a first-signed-up, first-served way.

Name *

First

Last

Email *

Enter your e-mail address so we can confirm your attendance and communicate with you.

Enter Email

Confirm Email

University

Student Level

Undergraduate, Graduate, etc.

Submit



Best Practices

- Keep It Simple
- Automate Everything You Can
- Drive Traffic To Your Site
 - Email, Event RSVPs, Polls
 - News, Social Media
- Delegate



Keep It Simple

- Low Maintenance
- One Sidebar
 - Not Too Busy
 - Easy to Read

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PES Mission

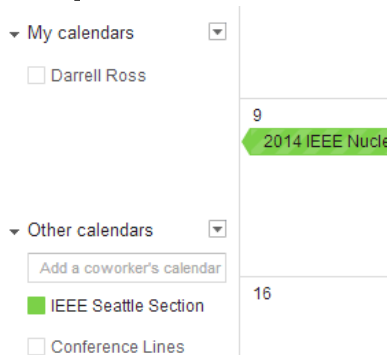
To be the leading provider of scientific and engineering information on electric power and energy for the betterment of society, and the preferred professional development source for our members.

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Automate Everything

- Calendars Can Be Linked
- Green is IEEE Section
 - Linked Via Google
 - Link Multiple Calendars



NOVEMBER 2014

◀ 2013 < OCT 9 DEC > 2015 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	Webinar: Chapter Websites, Templates, Resources and Best Practices 1:00 pm	3	4	5	EE 500E at the University of Washington 4:30 pm	6
7						8
9						2014 IEEE Nuclear Science Symposium and Medical Imaging Conference (2014 NSSMIC)
10		IEEE Seattle Section ExCom meeting 6:00 pm	11	EE 500E at the University of Washington 4:30 pm	Mock Interviews at the University of Washington 4:00 pm	12
13	16	17	18	19	EE 500E at the University of Washington 4:30 pm	20
21	22	23	24	25	26	27
28	29	30				

Automate Everything

- Gravity Forms
 - Email List Signup
 - Suggestions
 - Event RSVPs
 - Award Nominations
- Automatic Responses
- Automatic Notifications
- Complete History

Awards Nominations

Please fill out the following form once for each nomination. You will receive a confirmation email about the nomination. An asterisk next to a field indicates that it is required. We will take care of any unknown information.

Award *

Select the award you are nominating for.

Outstanding Engineer of the Year ▼

Nominee

Enter the nominee's information.

Form Settings

Confirmations

Notifications

📧 Notifications [Add New](#)

Name



Admin Notification



Mailing List Signup Confirmation

Drive Traffic

- Use WordPress Posts Page
- Post Followups to Events with Photos
- Post Award Announcements
- Post Polls



Drive Traffic: Followups

FOLLOWUP: BPA HVDC CELILO CONVERTER STATION TOUR

The tour of the Bonneville Power Administration's HVDC Celilo Converter Station took place on September 11, 2014. We had 15 people sign up for the tour and 13 attend, including 3 from the IEEE PES Richland Chapter. Some photos taken during the event follow. If you know folks and follow us on Facebook, you can tag them in our photos post on our [Facebook page](#).



Drive Traffic: Archives

- Direct links to old events
- Direct links to content from events

September 2014

- [Bonneville Power Administration HVDC Celilo Converter Station Tour](#)
September 11, 2014
[\[Followup with Photos - coming soon\]](#)
- [Puget Sound Energy Snoqualmie Plant 2 Tour](#)
September 12, 2014
[\[Followup with Photos\]](#)
- [Nooksack Power House Tour](#)
September 27, 2014
[\[Followup\]](#)
[\[History PDF \(1611K\)\]](#)
[\[Handout PDF \(424K\)\]](#)

August 2014

- [Tour of Sparks Museum of Electrical Invention](#)
August 8, 2014
[\[Followup with Photos\]](#)
- [Tour of Georgetown Steam Plant](#)
August 12, 2014
[\[Followup with Photos\]](#)

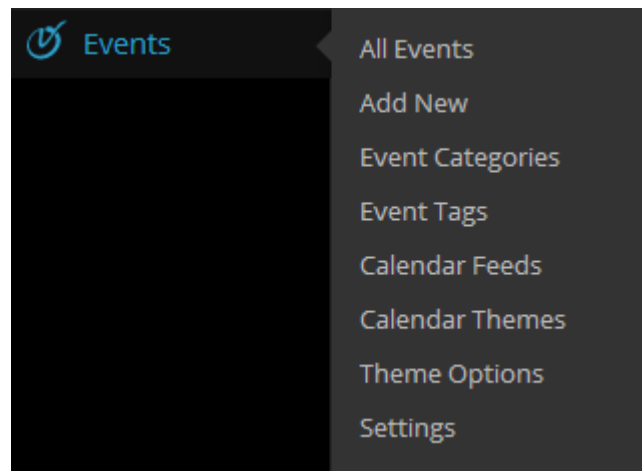
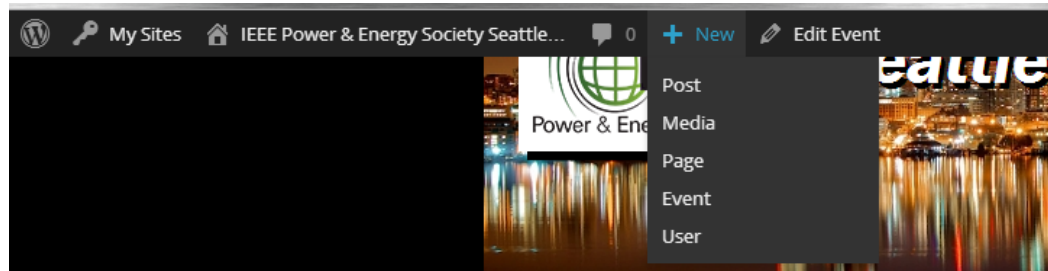
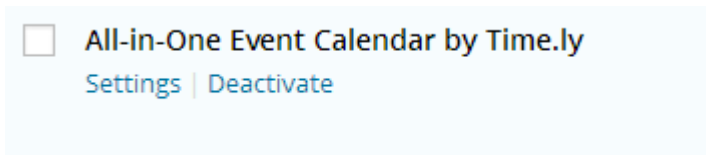
Delegate

- Easy User Administration
 - Our Secretary Posts Minutes
 - Our Chair Facilitates RSVP Forms



- Time.ly (<http://time.ly/>)
- Sidebar Configuration
- Calendar Page
- Event Posts

Calendar: Plugin Activation and Access



Calendar: Sidebar Addition

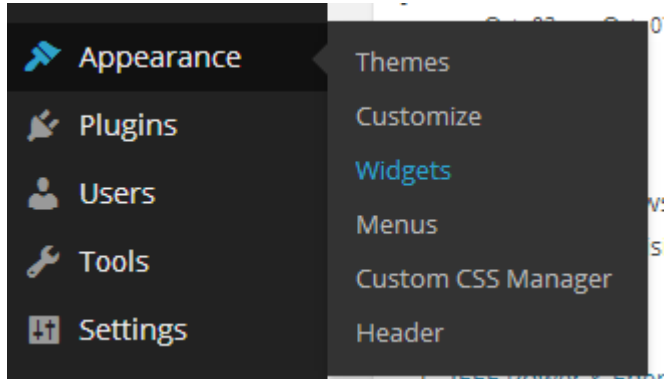
- Per Page

Theme specific options

Hide post?

Number of columns

- Widgets Setup



Calendar: Sidebar Addition

Widgets

Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

Akismet Widget

Display the number of spam comments Akismet has caught

Calendar

A calendar of your site's Posts.

Custom Menu

Add a custom menu to your sidebar.

Google Analytics Stats

Displays Stat Info From Google Analytics

NextGEN Media RSS

Widget that displays Media RSS links for NextGEN Gallery.

NextGEN Widget

Add recent or random images from the galleries

PES Banner

Archives

A monthly archive of your site's Posts.

Categories

A list or dropdown of categories.

Form

Gravity Forms Widget

Meta

Login, RSS, & WordPress.org links.

NextGEN Slideshow

Show a NextGEN Gallery Slideshow

Pages

A list of your site's Pages.

PES image

Top banner area

Between site logo/tagline and IEEE logo

Left Sidebar

Recent Posts: Latest News

Upcoming Events: Upcoming Events

Title:

Upcoming Events

☒ Number of events to show: 5

☐ Number of days to show: 10

Limit to:

☐ Events with these Categories

☐ Or events with these Tags

☒ Show View Calendar button

☒ Show Subscribe buttons

☒ Hide this widget on calendar page

[Delete](#) | [Close](#)

Save

Calendar: Add Event

Add New Event


Enter title here

Event Details

🕒 EVENT DATE AND TIME

☐ All-day event


☐ No end time

Start date / time: 11/3/2014  1:00pm (Time zone: America/Los_Angeles)

End date / time: 11/3/2014  3:00pm

☐ Repeat...

☐ Exclude... (Choose a rule for exclusion)

Exclude dates: 
(Choose specific dates to exclude)

📍 EVENT LOCATION DETAILS

🎫 EVENT COST AND TICKETS

📞 ORGANIZER CONTACT INFO

Calendar: Add Event

📍 EVENT LOCATION DETAILS

Venue name:


Lynhwood

Address:

Lynnwood

☐ Show Google Map

☐ Input Coordinates

Lynnwood, WA, USA

📍 EVENT LOCATION DETAILS

Venue name:


Lynnwood

Address:

Lynnwood, WA, USA

☒ Show Google Map

☐ Input Coordinates



Calendar: Add Event

Event Details

🕒 EVENT DATE AND TIME

📍 EVENT LOCATION DETAILS

🎫 EVENT COST AND TICKETS

Cost: ☒ Free event

Buy Tickets URL:

📞 ORGANIZER CONTACT INFO

Event Details

🕒 EVENT DATE AND TIME

📍 EVENT LOCATION DETAILS

🎫 EVENT COST AND TICKETS

📞 ORGANIZER CONTACT INFO

Contact name:

Phone:

E-mail:

External URL:

Calendar: Add Event

WEBINAR DEMO EVENT

WHEN: October 30, 2014 @ 10:59 am
– 11:59 am


WHERE: Lynnwood
Lynnwood
WA
USA


COST: Free

CONTACT:  Darrell Ross
 [Email](#)



 [Back to Calendar](#)

 [Register](#)

 [Add to Calendar](#) ▼

A sample event.

Calendar: View Event

Upcoming Events

OCT

30

Thu

2014

4:30 pm EE 500E at the University of Was... @ University of Washington

NOV

3

Mon

2014

1:00 pm Webinar: Chapter Websites:Templa... @ Webinar

NOV

6

Thu

2014

4:30 pm EE 500E at the University of Was... @ University of Washington

5:30 pm Professional Engineering Licensu... @ Washington State University - Vancouver Campus, VECS 122

NOV

8

Sat

2014

8:00 am 2014 IEEE Nuclear Science Sympos... @ Washington State Convention Center

Add

View Calendar →

Month

Categories

OCTOBER 2014

« 2013

< SEP

NOV >

2015 »

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
				EE 500E at the University of Washington 4:30 pm		
5	6	7	8	9	10	11
				EE 500E at the University of Washington 4:30 pm		
12	13	14	15	16	17	18
			PES Seattle EXCOM Meeting 5:00 pm	EE 500E at the University of Washington 4:30 pm		
19	20	21	22	23	24	25
	UW: Dean W. Lytle Electrical Engineering Lec	2014 International Test Conference			1st Int'l Workshop in Energy Systems Reliability	
		MENTORS NEEDED at SPU Engineering Mentor Night 6:00 pm		EE 500E at the University of Washington 4:30 pm		
26	27	28	29	30	31	
			University OF BOTHELL ENGINEERING MENTOR NIGHT 6:00 pm	EE 500E at the University of Washington 4:30 pm		

Subscribe



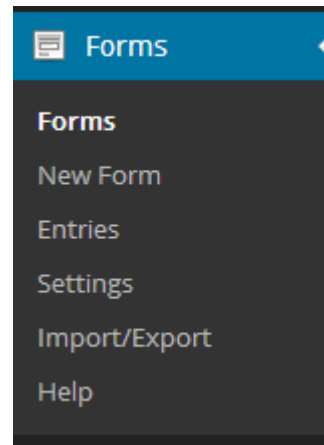
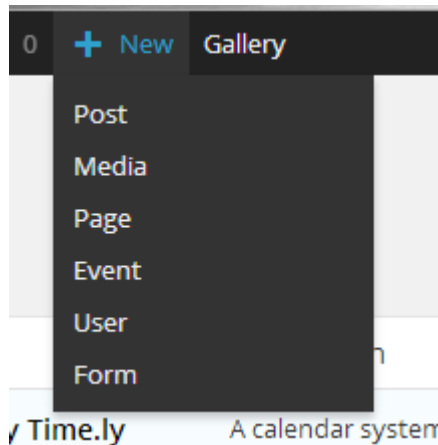
- Gravity Forms (<http://www.gravityforms.com/>)
- Store Data
- Editing
- Settings
- Notifications and Confirmations
- Import and Export

Gravity Forms: Plugin Activation and Access

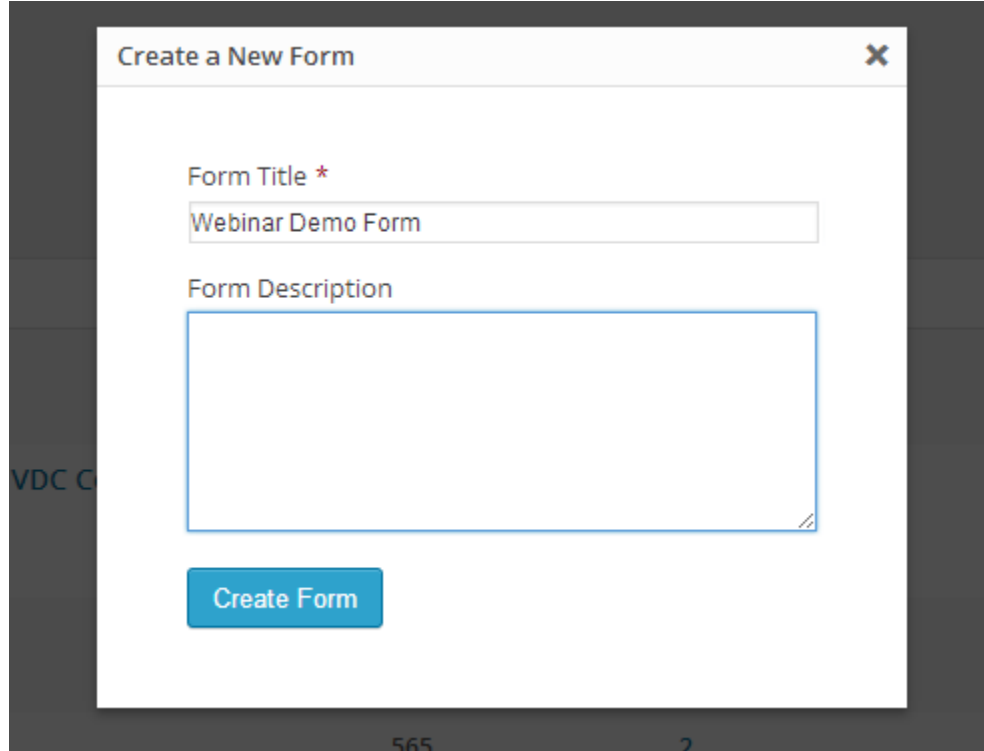
☐ Gravity Forms
[Settings](#) | [Deactivate](#)

Easily create web forms and manage form entries within the WordPress admin.

Version 1.8.9 | By [rocketgenius](#) | [Visit plugin site](#)



Gravity Forms: Add Form



The image shows a screenshot of a web application interface for creating a new form. The dialog box is titled "Create a New Form" and has a close button (X) in the top right corner. It contains two input fields: "Form Title *" and "Form Description". The "Form Title *" field is a text input with the value "Webinar Demo Form". The "Form Description" field is a larger text area, currently empty. Below the input fields is a blue button labeled "Create Form".

Create a New Form

Form Title *

Webinar Demo Form

Form Description

Create Form

Gravity Forms: Form Design

Form Editor

ID: 23 Form Name: Webinar Demo Form

[Form Editor](#) [Form Settings](#) [Entries](#) [Preview](#) Switch Form

This form doesn't have any fields yet. Follow the steps below to get started.

1. Select A Field Type

Start by selecting a field type from the nifty floating panels on the right.

Start Over There
Pick a field... any field.
Don't be shy.

Standard Fields

- Single Line Text
- Paragraph Text
- Drop Down
- Multi Select
- Number
- Checkboxes
- Radio Buttons
- Hidden
- HTML
- Section Break
- Page Break

Standard Fields

- Single Line Text
- Paragraph Text
- Drop Down
- Multi Select
- Number
- Checkboxes
- Radio Buttons
- Hidden
- HTML
- Section Break
- Page Break

Advanced Fields

Post Fields

Pricing Fields

[Move to Trash](#) [Update Form](#)

2. Click to Add A Field

Once you've found the field type you want, click to add it to the form editor here on the left side of your screen.

Gravity Forms: Form Design

Single Line Text : Field ID 1

Untitled

Properties Advanced

Field Label ?

Untitled

Description ?

☐ Input Mask ?

Maximum Characters ?

Rules

☐ Required ?


☐ No Duplicates ?

Gravity Forms: Form Settings


Form Settings

Confirmations


Notifications

 Form Settings


Form Basics

Form title 


Webinar Demo Form

Form description 


Form Layout

Label placement 

Top aligned ▼

Description placement 

Below inputs ▼

CSS Class Name 

Form Button

Gravity Forms: Form Confirmations

Confirmations

ID: 23 Form Name: Webinar Demo Form




[Form Editor](#) [Form Settings](#) [Entries](#) [Preview](#)

Form Settings

Confirmations


Notifications


Confirmation Type

☒ Text  ☐ Page  ☐ Redirect 

Message

Thanks for contacting us! We will get in touch with you shortly.



☐ Disable Auto-formatting 

Save Confirmation

Gravity Forms: Form Notifications

Notifications

ID: 21 Form Name: Awards Nominations

[Form Editor](#) [Form Settings](#) [Entries](#) [Preview](#)

Form Settings

Confirmations

Notifications

Name

Nomination Confirmation - Notify Nominator

Send To * ?

☐ Enter Email ☒ Select a Field ☐ Configure Routing ?

Send to Field

Nominator's Email ▼

From Name ?

IEEE PES Seattle Chapter ▼

From Email ?

{Contact:5} ▼

Reply To ?

{Contact:5} ▼

BCC ?


Gravity Forms: Form Notifications

Subject *

IEEE PES Seattle Chapter Awards

Message *

 Add Media

 Add Poll



Greetings {Your Name (First):16.3}!

Thank you for your nomination. We show that you have entered the following nomination on {date_mdy}:

- Nominee: {Nominee\'s Name (First):7.3} {Nominee\'s Name (Last):7.6}
- Award: {Position:11}

Please reply to this email if you have any questions.

{Contact Name:8}

{Contact:5}

Gravity Forms: Displaying Forms

Edit Page [Add New](#)

RSVP

Permalink: <http://sites.ieee.org/seattle-pes/rsvp/> [Edit](#) [View Page](#) [Get Shortlink](#)

[Add Media](#) [Add Poll](#) [Add Form](#) [Visual](#) [Text](#)

B *I* **A^BC**

Paragraph

Insert A Form

Select a form below to add it to your post or page.

Can't find your form? Make sure it is active.

☒ Display form title ☒ Display form description ☐ Enable AJAX

[Insert Form](#) [Cancel](#)

Mock Interviews at the University of Washington

Since we have limited interviewers, this will be handled in a first-signed-up, first-served way.

Name *

FirstLast

Email *

Enter your e-mail address so we can confirm your attendance and communicate with you.

Enter EmailConfirm Email

University

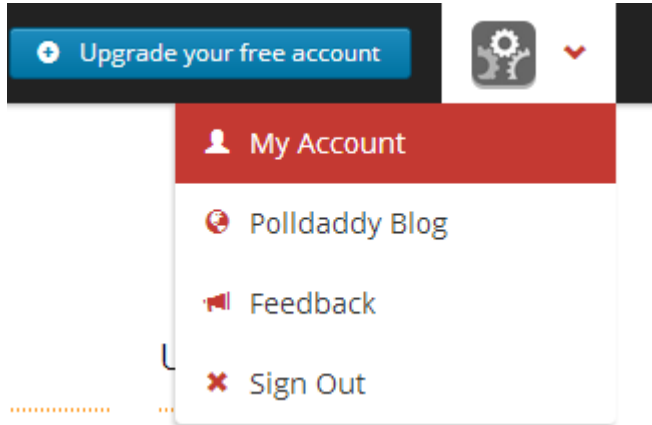
Student Level

Undergraduate, Graduate, etc.

- PollDaddy (<https://polldaddy.com/>)
- Create Account at PollDaddy
- Manage Polls from Website

PollDaddy Polls: Account Setup

- Make an Account
<https://polldaddy.com/>
- Get API Key



Generate API Key

Your API Keys

1 Polldaddy Key (2014-06-06)

 X

Polldaddy Polls: Plugin Activation and Access


- Activate WordPress Plugin
- Access Polls Settings
- Link with API Key


☐ Polldaddy Polls & Ratings
Deactivate


Create and manage Polldaddy polls and ratings in WordPress
Version 2.0.25 | By Automattic, Inc. | [Visit plugin site](#)


Polldaddy.com API Key


[Link Account](#)

 Settings

 Gallery

 PES SSO Options

 Theme Options

 Collapse menu

General

Writing

Reading

Discussion

Media

Permalinks

Akismet

Bad Behavior

Bad Behavior
Whitelist

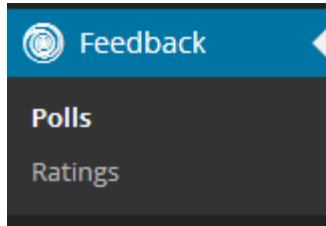
Google Analytics

[Polls](#)

Ratings

PollDaddy Polls: Plugin Access

- Feedback



PollDaddy Polls: Create Poll

Add New Poll [All Polls](#)

You are not allowed to edit this poll.

New Poll

WordPress Shortcode: `[polldaddy poll=0]`

[Embed Poll in New Post](#)

Answers

- Enter an answer here
- Enter an answer here
- Enter an answer here

[Add New Answer](#)

Save

- ☐ Randomize answer order
- ☐ Allow other answers
- ☐ Multiple choice
- ☒ Sharing

[Save Poll](#)

Results Display

- ☒ Show results to voters
- ☐ Only show percentages
- ☐ Hide all results

Repeat Voting

- ☐ Don't block repeat voters
- ☒ Block by cookie (recommended)
- ☐ Block by cookie and by IP address

Expires: 1 week ▼




Note: Blocking by cookie and IP address

PollDaddy Polls: Add Poll

[Add New](#)

Polling

Edit

[View Post](#) Add Media Add Poll Add Form

I

425

- ☐ _____
- ☐ _____
- ☐ _____

1. _____
2. _____
3. _____

“

—



—

Paragraph

U

A

1

9

Testing out a polling plugin.

```
[poll daddy poll=8105015]
```

Polldaddy Polls

[Add New](#)

Linked to WordPress.com Account: eukota@gmail.com ([Settings](#) / [Polldaddy.com](#))

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9

Poll

Are you a member of IEEE PES?

[Embed in Post](#) | [Preview](#) | [Results](#)

This is a test poll.

PollDaddy Polls: View Poll

POLLING

Testing out a polling plugin.

Are you a member of IEEE PES?

☐ Yes

☐ No

[Vote](#)

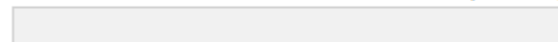
[View Results](#) [Polldaddy.com](#)

Are you a member of IEEE PES? - [Edit Poll](#)

Yes 100% (4 votes)



No 0% (0 votes)



Total Votes: 4

[f Like](#) [Share](#) { 0 }

[t Tweet](#) { 0 }

[Results](#) | [Votes](#) | [IP Analysis](#) | [Voter Location](#)

[Comments \(0\)](#) [Return To Poll](#)

Logged in as Darrell Ross





All Sessions

100.00%



+ Add Segment

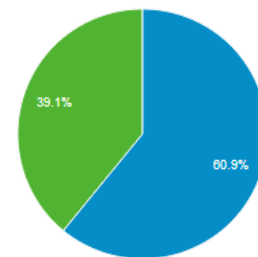
Overview

Sessions vs. [Select a metric](#)

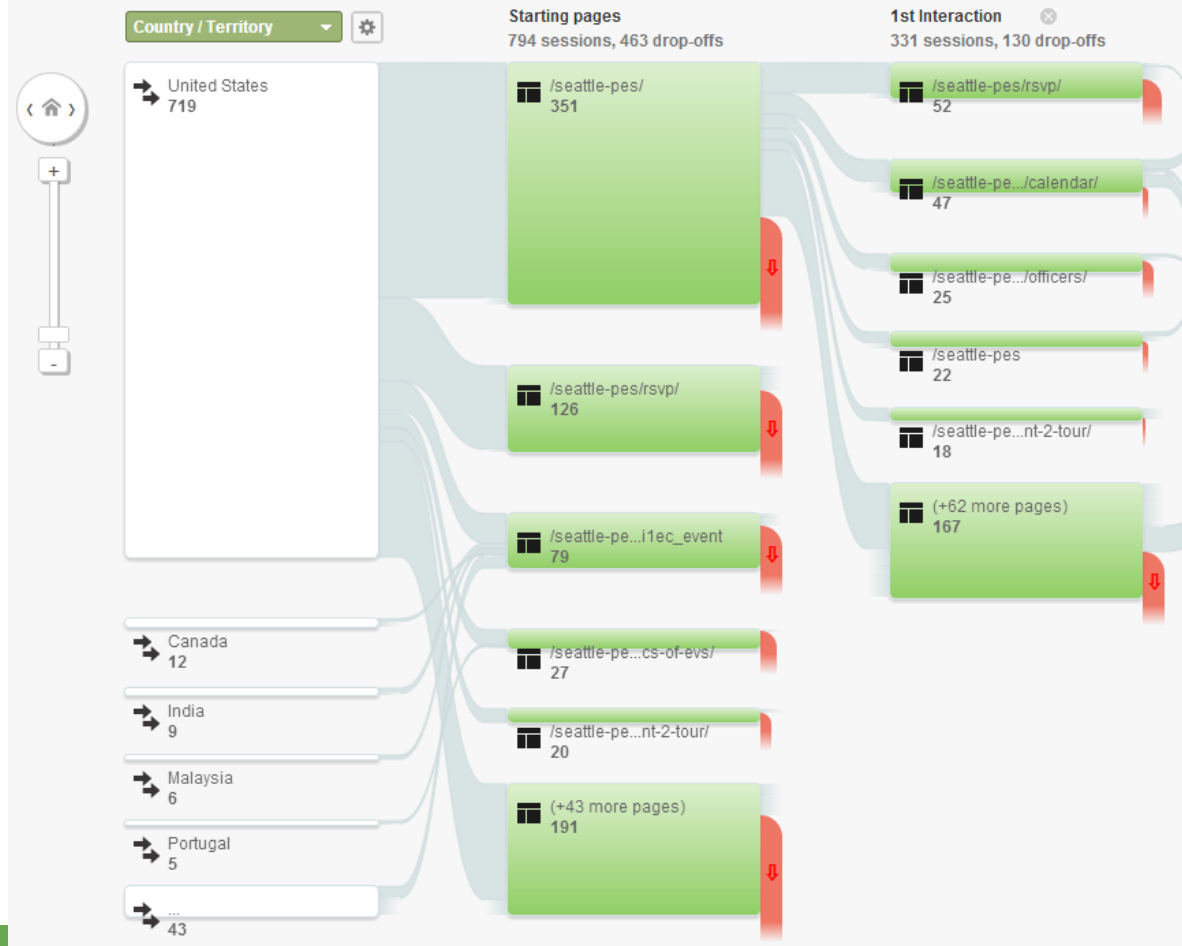
Hourly Day Week Month



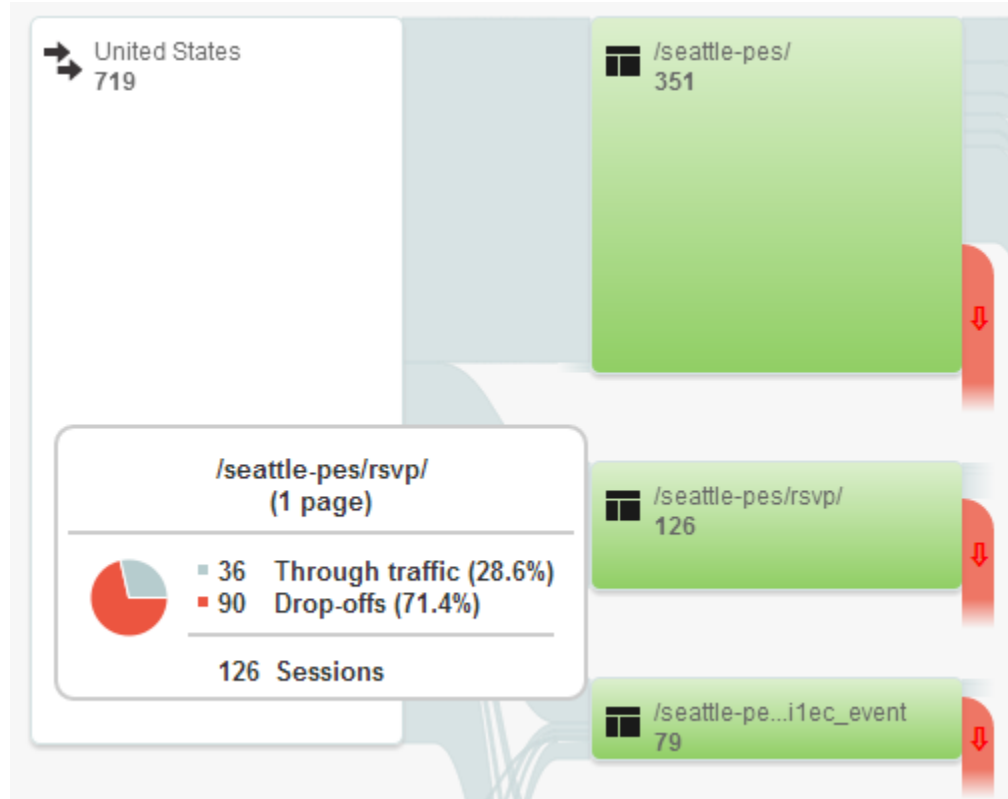
■ New Visitor ■ Returning Visitor



Leveraging Google Analytics



Leveraging Google Analytics: User Flow



Leveraging Google Analytics: User Flow



Concluding Remarks

- Use IEEE Entity's services
- Keep it simple
- Use the calendar plugin
- Delegate tasks
- Track your progress



Thank you!

- Darrell Ross - darrell.ross@milsoft.com
- IEEE PES Seattle Website <http://sites.ieee.org/seattle-pes/>
- IEEE Entity - <http://sites.ieee.org/hosting/>
- Slides Will Be Posted At <http://ieee-pes.org/about-pes/volunteer-resources>
- Webmaster Resources
<http://ieee-pes.org/about-pes/webmaster-resources>



Advanced Plugins: CSS

- Web Designers
- Override existing CSS to improve design

Resources

- IEEE PES Webmaster
 - <http://ieee-pes.org/about-pes/webmaster-resources>
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