Web Standards in the IS Curriculum

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Tutorial and Workshop Proposal for AMCIS 2010

Submission Date: February, 25 2010
Workshop/tutorial Title: Web Standards in the IS Curriculum

Duration: ( ) Full Day ( X ) Half Day
Classification: ( ) Tutorial ( X ) Workshop

Abstract
Web standards The goal of this workshop is to explore how development using Web Standards can be incorporated into the IS/IT curriculum. Attendees will learn about and discuss the importance of developing with Web standards. We will also introduce a set of material developed by educators and Web professionals called WaSP Interact. **WaSP InterAct** is a living, open curriculum based upon web standards and best practices, designed to teach students the skills of the web professional. The WaSP Interact material is a creation of the Web Standards Project, a founding partner of the Open Web Education Alliance of the W3C. Attendees will have the opportunity to investigate this material and discuss how it might be used to complement their IS/IT curriculum. In addition, we will explore how attendees can contribute to the WaSP.

Workshop Leader Information (Please attach a copy of your resume in your email submission)
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Additional Workshop Presenters
Name: WaSP Representative (Jinny Potter, Molly Holzschlag, Aaron Walter...)
Affiliation: Web Standards Project
Postal Address:
Speakers' background, description of workshop, and envisioned activities during the workshop (please provide information for each speaker)

Web standards are a series of guidelines created by the W3C - the governing body of the Web. They guide the way that we create web applications and services and help to ensure that the Web continues to be an open communication platform to which all have equal access. In general, standards exist to make things simpler and easier. Web standards are technologies that are free to use, and work the same, regardless of device or platform. Provided you build web applications using web standards and best practices, it will be usable by anyone, regardless of their location, the device they are using, and any disabilities they may have. Standards for HTML, CSS, JavaScript and the other languages that make up the fabric of the Web are critical for its continued growth and success. These standards are also at the heart of most critical IS systems today from Enterprise 2.0, SCM/CRM, ERP and Cloud Computing to BPM. The networked nature of all of these systems requires a robust, standards-based platform.

The WaSP InterAct curriculum is a project of the Web Standards Project. The curriculum seeks to ease the challenges schools around the world face as they prepare their students for careers on the Web. WaSP InterAct is a living curriculum designed to change and keep pace with the fast moving industry. Its courses are divided into six learning tracks that provide students with a well rounded foundation in the many facets of the web design craft: Foundations; Front-end Development; Design; User Science; Server-side Development; Professional Practices. Each course in WaSP InterAct is centered around a core set of competencies that learners must master in order to receive a passing grade. All assignments, and exam questions tie back to these competencies so educators and trainers can more easily assess each student's progress.

While material from the InterAct curriculum has been used at many levels, the Master of Internet Program at the University of Georgia's Terry College of Business was the first graduate level program to adopt the curriculum. The nature of InterAct is such that one can choose to take a complete course from the curriculum or pick and choose material to mold one's own course. We have found the material to be very complementary to our own curriculum. We have been able to select interesting lessons and activities from various sections of the InterAct curriculum as modules to fit into and enhance our own. An important side benefit has been our partner with the Web Standards Project itself. Through this partnership we have had access to some of the movers and shakers of the Web.

The workshop will be presented in four parts:
1. We will present and discuss an overview of Web standards, the WaSP InterAct curriculum on Web standards and our experiences using it in our Master of Internet Technology program.
2. Attendees will be led through a team-based exercise to explore what the WaSP InterAct has to offer then brainstorm and present how elements of the curriculum may be used in their own courses.
3. Attendees will work together to explore ideas about how they can contribute to the project.
4. We will wrap up and summarize the results of the session.

Presenters:

Dr. Craig Piercy is the director of the Master of Internet Technology Program at the University of Georgia. He has also been an instructor in the Department of MIS at the Terry College of Business since 2000. He has been recognized as an outstanding teacher at UGA and has been the author of several texts used in IS curriculum. The most recent is *Information Systems: Creating Business Value* (Wiley) with co-authors Dr. Mark Huber and Dr. Pat McKeown.

Dr. Mark Huber is an award winning educator at the University of Georgia and a member of the Executive Committee of the UGA Teaching Academy. He has years of experience in facilitating courses and workshops at every level for both university students and working professionals. He has developed courses for our Master of Internet Technology program and serves as a lead facilitator for the program's capstone projects. He is the lead author for the text *Information Systems: Creating Business Value* (Wiley) with co-authors Dr. Craig Piercy and Dr. Pat McKeown.

WaSP Interact Representative: We hope to be able to bring with us a representative of the Web Standards Project. Members are volunteers from the standards development organizations and the Web development industry. Possible representatives include: Molly E. Holzschlag - a lecturer and author of over 35 books related to web design and markup. She has been named one of the Top 25 Most Influential Women on the Web and a current evangelist for Opera Software; Aaron Walters - User Experience Lead for MailChimp and lead of the Web Standards Project InterACT Curriculum; and Jinny Potter - Terry College manager of Web services and an education task force member of the Web Standards Project.

**Special Requirements**
Note: Regular equipment includes a computer, projector and screen.

(x) Computers
(x) Internet Access
( ) Others, Please specify: ______________________

**Audience**
Participants can include educators with an interest for incorporating Web Standards into their IS/IT curriculum. They can also include professionals with an interest in using standards based development.

Maximum number of participants: 50

Specify the requirements for the audience such as computer, special software, and Internet access etc., in the following:

For best results, most participants will need access to a computer and the Internet.