

Department Websites Update

CALS Comm 101 Workshop

Agenda

- Marketing Purpose
- CALS Intranet
- CALS Web Production Process
- Publishing News Posts
- Publishing Events
- Q&A/Next Steps

Primary Purpose of Website

> **Who We Are, What We Do, Why We Are Vital**

Telling our story to

- Increase visibility and value of our work
- Recruit students and faculty
- Advance financial support
- Connect people to food, agriculture and life sciences

> **Functional Resource**

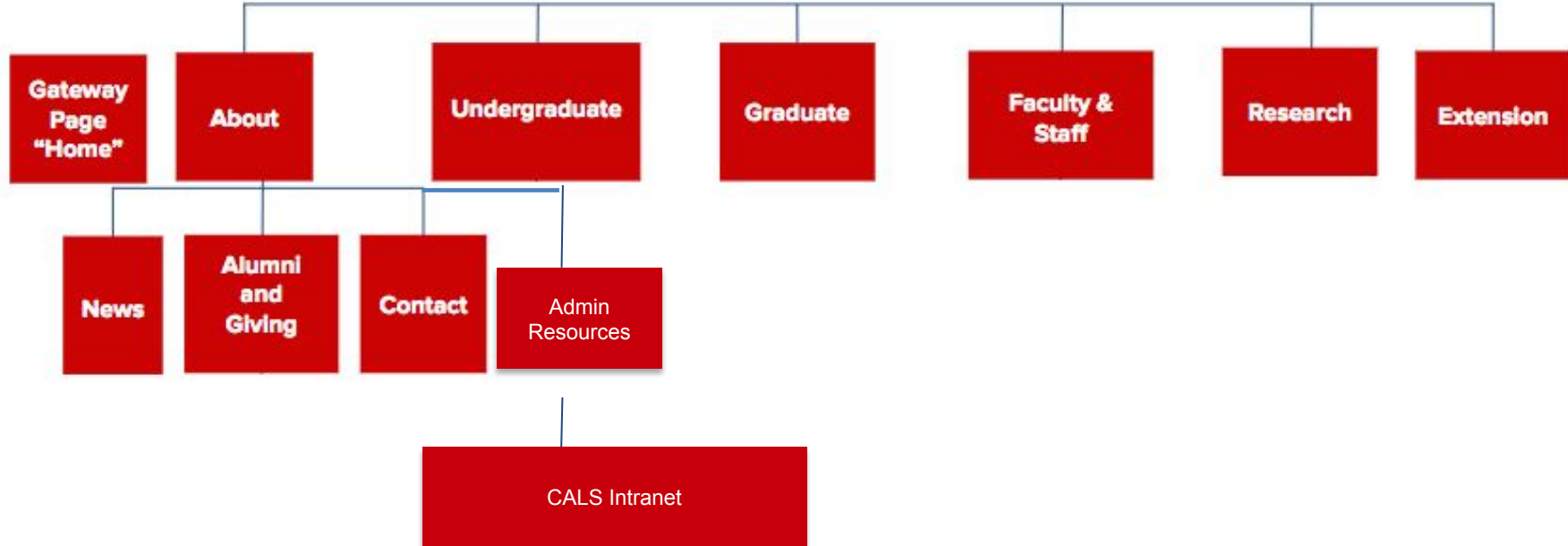
Providing information for audiences that

- Want to learn more
- Are already engaged

> **Bridge to Internal Resources**


What we need to do our work

Department Website Sitemap Template



CALS Intranet

[Faculty and Staff](#) | [Units](#) | [CBO](#) | [Departments](#) | [Communications](#) | [Personnel](#) | [CALS Home](#)



Welcome

CALS intranet is the information and resource website for faculty and staff.

FACULTY AND STAFF NEWS | [More Stories](#)

Feb 17, 2017

Faculty Focus: Julieta Sherk Wins Fulbright Award

For NC State University's Julieta Trevino Sherk, a recent visit to the North Carolina Academy of Physician Assistants Veterans Memorial Garden in Durham was a chance to both look back... →

Feb 16, 2017

Faculty Focus: Standish Brings Diverse Skills to New Role as Eastern 4-H Center Director

The newest of North Carolina's three 4-H centers has a new director, one with substantial leadership experience in recreation management and environmental education, as well as a love for the... →

Feb 6, 2017

Haddad Named Fellow of Ecological Society of America

Dr. Nick Haddad, William Neal Reynolds Distinguished Professor of Applied Ecology, has been named a fellow of the Ecological Society of America (ESA) for his outstanding contributions to the science... →

FACULTY AND STAFF EVENTS | [View Full Calendar](#)

Feb 24

Friday | 12:00 PM
CEnREP Colloquium: Justin Baker, RTI International


Mar 24

Friday | 12:00 PM
CEnREP Colloquium: Sasha Naumenko, Ph.D. Candidate

Apr 28


Friday | 12:00 PM
CEnREP Colloquium: David Solis, Ph. D. Student

AROUND THE CALS INTRANET




Faculty and Staff Resources

Find resources, programs, and frequently used forms. →



Announcements

Share exciting news about your colleagues. You can see the latest announcements every Tuesday in the CALS-ALL Weekly email. →



Employee Events

For events that only faculty and staff can attend, submit them to the CALS intranet calendar. →

Resources for Doing Our Work

- > News and information for students, faculty & staff

Weekly Digest

Reduce frequency of CALS All Emails

Important Events & Deadlines

Faculty/staff interviews, forums, etc.

Faculty Notices

Retirements and other updates

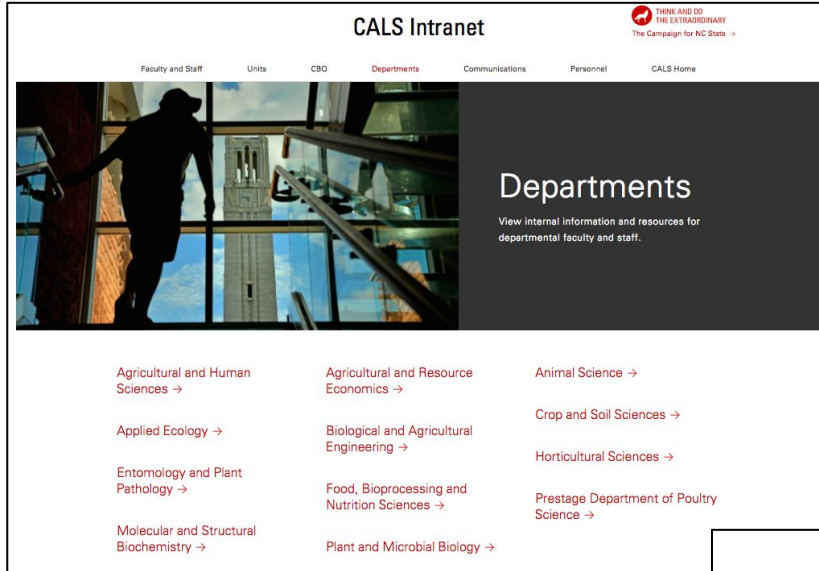
- > Forms, Reports, Collateral

RPT information

CBO resources, links

HR information, links

Other...



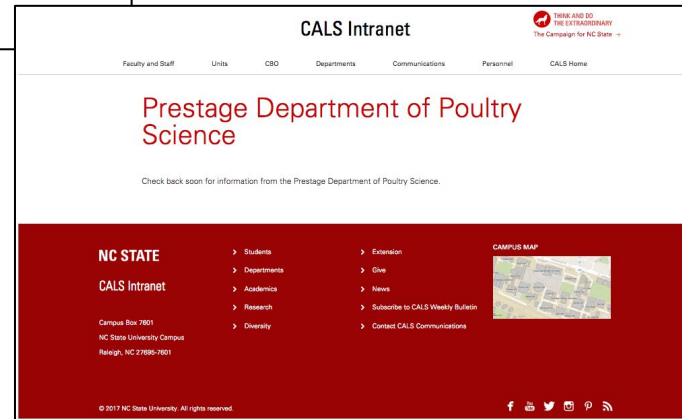
Departmental & Unit Pages

- > Every department and Unit will have their own space and place on the intranet
- > Access to build out pages & links for resources/materials need for your work

Live... Work in Progress

cals.ncsu.edu/intranet

- > Need your help to make this what it needs to be
- > We are here to help you put it to work



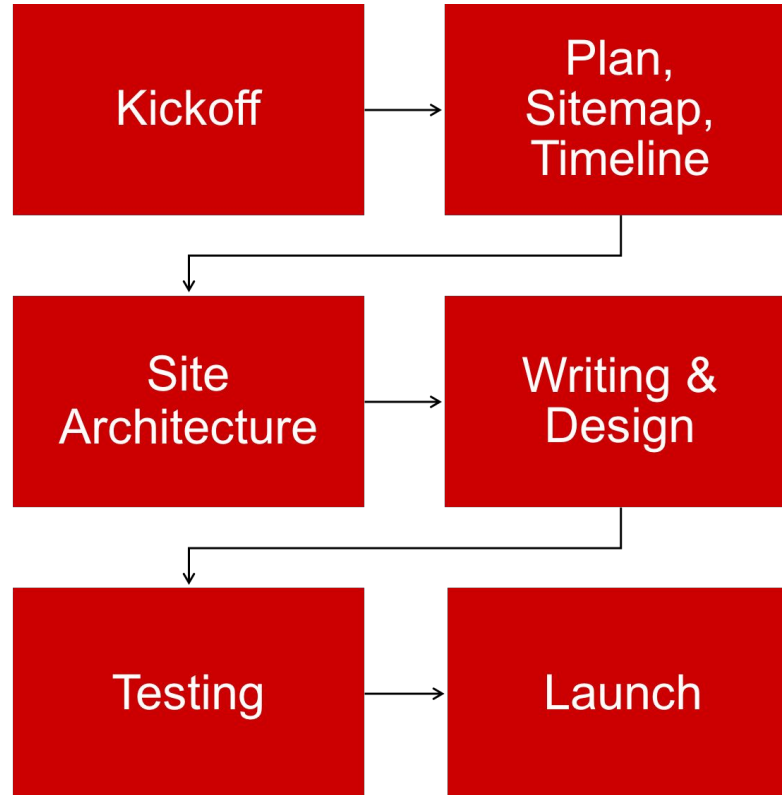
Getting Started - Investment

- > Digital “Network” platform ~\$10k
- > 4 videos with total production costs of \$5,200
- > Producer and other possible costs TBD

Question:

Could we find stakeholders who would want to support this initiative?

Web Production Process



Successful Production Requires...

- Regular check-ins
- Fast turnaround on feedback, questions and content requests
- Support in creating and migrating content

CALS Multi-Site Environment

- All department sites are in **one** WP environment
- Your site's URL: **cals.ncsu.edu/your-department-name**
- Open dashboard by adding **/wp-admin** at end of URL:
cals.ncsu.edu/your-department-name/wp-admin
- Sign in with Unity ID
- Only **Gateway Page** is published... for now

Website Access

- Ability to publish/edit/delete news **posts** and **events** to your department **Gateway Page**
- The **News and Events modules** are already set up on your Gateway Page. All you need to do is publish! They will automatically populate with recent posts and events
- You have access to only your website's dashboard

Publishing News Posts

- News Posts Page:
cals.ncsu.edu/your-department-name/news
- Gateway Page will have 2 news sections:
 - “Featured” stories (Pulled from NC State Newswire)
 - “Department News” stories (News published to your site)

Publishing Events

- Gateway Page displays **3** most recent events
- View full calendar: cals.ncsu.edu/your-department-name/events
- We can help you add an event submission form to your site for entries across department

Events - CALS Website and Intranet

Where to submit events/announcements for CALS website and intranet:

- **CALS Website:** <https://cals.ncsu.edu/cals-calendar-events/>
- **CALS Intranet (Events):**
<https://cals.ncsu.edu/intranet/faculty-and-staff-events/>
- **CALS Intranet (Announcements):**
<https://cals.ncsu.edu/intranet/announcements/>

Questions? Contact Casey King: clking3@ncsu.edu or Kionna Coleman: kmcolem3@ncsu.edu

Next Steps

- Grant access to Dept Site & Intranet on Friday, Feb 24
- Share News & Events Reference Guide
- Contact each department re: project kickoffs
- Meet with units (AP, Research, etc.) in March
- Set up 1:1 WordPress trainings

What You Can Do

- Complete the Web Goals Document
- Connect with your systems liaison!

Have Questions? Need Help?

Contact Me!

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