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
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

Kickoff → Plan, Sitemap, Timeline

Site Architecture → Writing & Design

Testing → Launch
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: cal.s.nccnu.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/](https://cals.ncsu.edu/cals-calendar-events/)

- **CALS Intranet (Events):**
  [https://cals.ncsu.edu/intranet/faculty-and-staff-events/](https://cals.ncsu.edu/intranet/faculty-and-staff-events/)

- **CALS Intranet (Announcements):**
  [https://cals.ncsu.edu/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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