

Writing for the Web

Academic Departments

Who Am I?

- Not an existential question
- Amy Michelin – Naomi Michelin
- Communications Electronic Media Manager
 - So what do I do?
 - Ultimately my job is to help you.

What is this training about?

- Training is intended to teach or refresh:
 - the process of creating successful, engaging web content
 - the power of rapid planning and specific planning techniques
 - practical guidelines with examples for writing great web content in our multi-screen, responsive-design world

Everything you need to know FIRST

- Your role: Defined
 - Your responsibilities
 - Content structure template
 - Announcements
 - Department Directory*
 - Degree & Certificate Programs **
 - » Courses
 - Academic Advising**
 - Tutoring & Support Services
 - Faculty Resources
 - Clubs & Societies

*Exists – needs updating

**PDF needs to be converted

Glossary of web terminology

- **Accessibility – ADA Compliance** – Americans with Disabilities Act (**ADA**) Standards for Accessible Design
- **Content Management System (CMS)** - Software application used to create and update web pages and web content. BCC's CMS is WordPress. All College departments/divisions are required to use WordPress to maintain the content of their respective sections.
- **Domain** – The internet address and name of a website and all its subpages, owned by a person or institution. The BCC web domain is www.bcc.cuny.edu.

Glossary – continued...

- **Microcontent** – Short content, like headlines, which need to be immediately clear and inviting to a reader, and which still make sense when removed from their original context.
- **Published** – Content that is “live” (visible to public) on the Web.
- **Responsive Design** – A single website designed to detect a visitor’s device, screen size and orientation and change the layout accordingly.

Glossary – more still...

- **SEO/SEM** – SEO is increasing the amount of website visitors by getting the site to appear high on results returned by a search engine. SEM is considered internet marketing that increases a site's visibility through organic search engines results and advertising. SEM includes SEO as well as other search marketing tactics.
- **Usability** – Usability addresses a site's organization, navigation and logic. It is about tasks, interactions and goals. It measures how easily and intuitively a task can be completed or a goal accomplished.
- **UX** – User Experience: how the visitor feels after leaving a website.

Glossary – last few – I promise...

- **Web Content Accessibility Guidelines (WCAG)**
part of a series of web accessibility guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C).
- **World Wide Web Consortium (W3C)** – the main international standards organization for the Internet.
- **Web Content** – Any content or data created by BCC's faculty and staff and published on the College's website to represent the work of the college, department or unit.

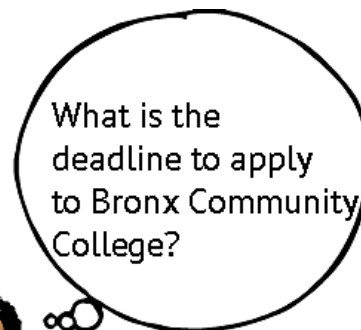
Forget Everything You Learned About Writing Well



Setting the Context

- Content – What site visitors want
 - Conversation
 - Smartphones and tablets
 - Responsive design

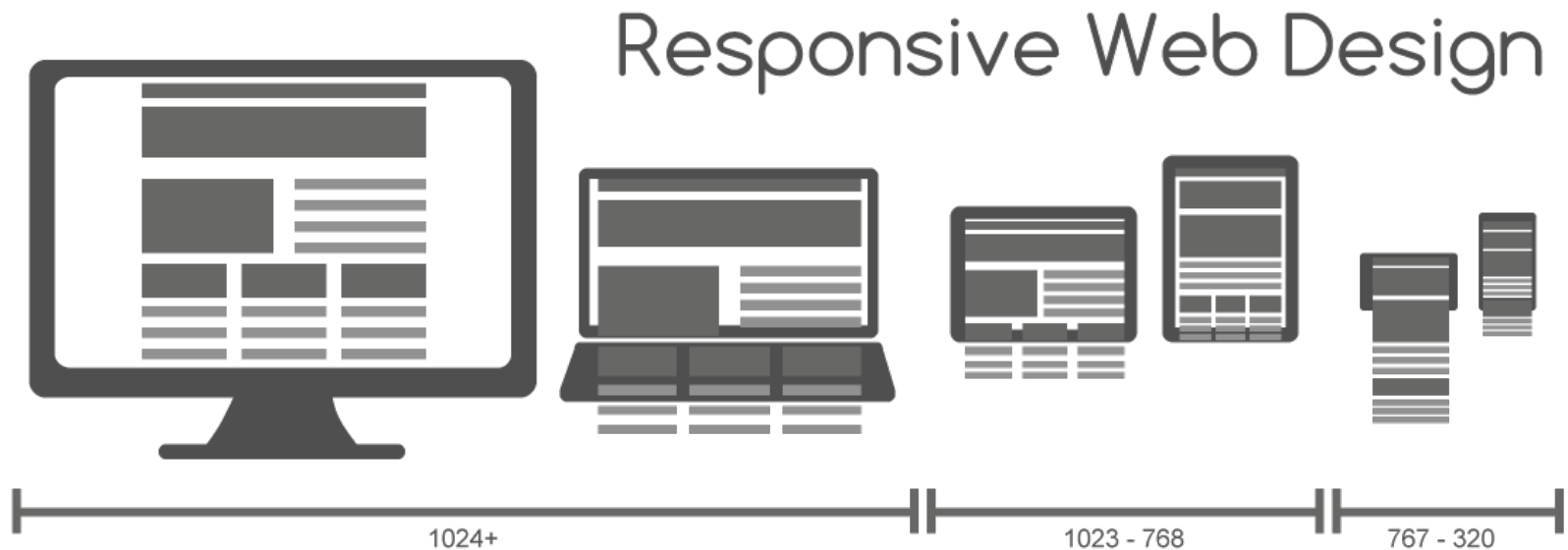
Conversation



Smartphones and tablets



Responsive design



Planning GREAT content



Everything We Write is Functional

What do you want people to do?



Who Are They & What Do They Want?

- Audience(s)?
- Creating simple personas
- What questions are they asking?
= conversations

Examples:

- Using the power of this planning to evaluate a successful website and an unsuccessful one.

Usability

- Subheads are Great!

My Sample Page



The code for this web page is much easier to write, read, and edit because it is not cluttered with tags that designate the color and size of the words and pictures. If you make 100 web pages, you can change the look of all of them simply by changing the

stylesheet.

This Is a Sample Subheading

While you may not know how to create CSS code from scratch until you have had a lot of practice, learning how to recognize CSS elements and understanding how to manipulate them will make it much easier for you to customize CSS templates, like those used for WordPress and other blogging software.

This Is a Second Sample Subheading

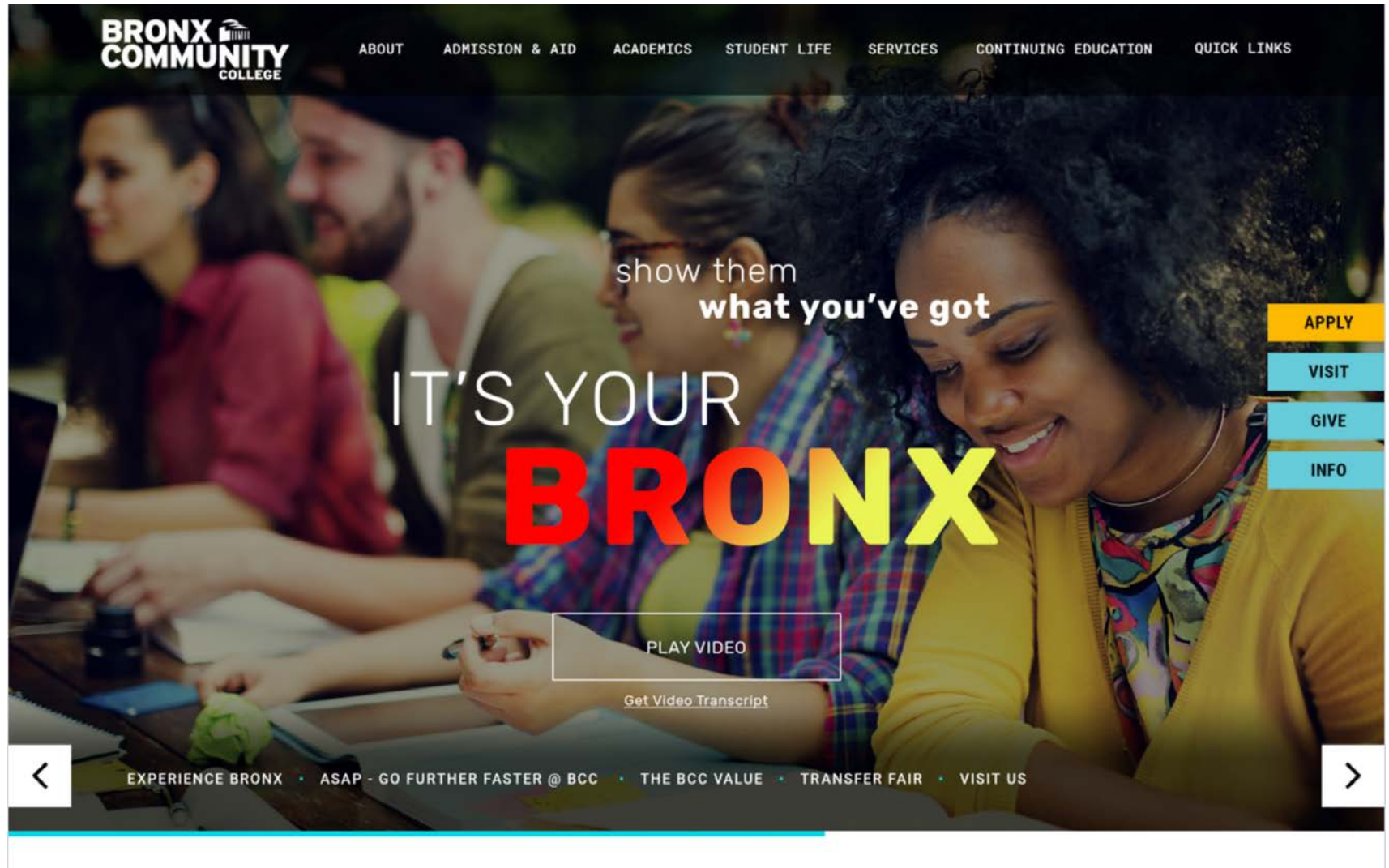
Yadda yadda yadda, ratta tat tat. Chitty chitty bang bang. Supercalifragilisticexpialidocious! Yadda yadda yadda, ratta tat tat. Chitty chitty bang bang. Supercalifragilisticexpialidocious! Yadda yadda yadda, ratta tat tat. Chitty chitty bang bang. Supercalifragilisticexpialidocious!

Usability

The collage displays seven different websites, each with specific usability concerns highlighted:

- Bank of America:** A 'Student Center' page with a complex, multi-level navigation menu on the left side, making it difficult to find specific information.
- Microsoft Office Online:** A page with multiple sections like 'Help by Product', 'How-to Resources', and '2007 Release Learning Resources', each containing numerous links, leading to information overload.
- Facebook:** A page with a search bar, a list of applications (Photos, Groups, Events, Marketplace, Neighborhoods), and a 'Customize your blog' section, illustrating a cluttered interface.
- Amazon.com:** A 'Shop All Departments' page with a long, vertical list of product categories, each with a right-pointing arrow, which is inefficient for navigation.
- PayPal:** A 'Security Center' page with a list of links for buying and selling safely, including 'Expanded Seller Protection' and 'Expanded Buyer Protection', which are not clearly organized.
- Wikipedia:** A page with a 'navigation' section containing links like 'Main Page', 'Contents', and 'Featured content', and a 'search' section with a search bar and a 'Go' button, illustrating a lack of clear navigation.
- eBay:** A 'Shop your Favorite Categories' page with a long, vertical list of product categories, each with a right-pointing arrow, which is inefficient for navigation.

Usability



Actionability (new word – I didn't make it up.)



Read this post

this is a call
to action dude!

Writing Great Content - Guidelines

- Think
"mobile first"

The screenshot shows the website for the Chemistry & Chemical Technology Department at Bronx Community College. The header includes the college logo, a Google Custom Search bar, a 'Request Information' button, and a 'Skip to Content' link. A navigation menu lists various college departments. The left sidebar contains links for the department, including the Chemical Sciences Club, Placement Test, Degree Programs, Faculty and Staff, Geospatial Technology, Internships and Scholarships, LSAMP Program, and Center for Sustainable Energy. The main content area features a large banner with the text 'CHEMISTRY & CHEMICAL TECHNOLOGY' and a photo of students in a lab. Below the banner, the 'Mission, Philosophy and Goals' section is displayed, detailing the department's commitment to education and research. It includes a quote from the founding institution, a description of the department's role, and a list of specific goals. Logos for the National Science Foundation and the American Chemical Society are also present.

Chemistry and Chemical Technology Department

- Chemical Sciences Club
- Chemistry Placement Test
- Degree Programs
- Faculty and Staff
- Geospatial Technology
- Internships and Scholarships
- LSAMP Program
- Center for Sustainable Energy

CHEMISTRY & CHEMICAL TECHNOLOGY

Welcome » Academics » Academic Departments » Chemistry and Chemical Technology Department

Mission, Philosophy and Goals

The Department of Chemistry and Chemical Technology supports and endorses the mission, philosophy and goals of the founding institution:

"To Educate the People, the Whole People."


The Department of Chemistry and Chemical Technology is an integral part of Bronx Community College and the City University of New York. Therefore, the Department has the responsibility to provide courses in chemistry for students in the various programs and curricula. These courses meet the requirements for the first two years of a four-year college program. They include first and second year courses for chemistry and other science majors, for health science majors, and courses for non-science majors.


Students in Science, Technology and Health care fields who need to take a course in Chemistry, must take either General Chemistry (CHM 11) or General, Organic & Biological Chemistry (CHM 17). A prerequisite for these courses is a Chemistry Placement Test, consisting of 40 multiple choice questions, based on a broad range of topics from High School or other basic Chemistry courses. The test helps the BCC Chemistry Department faculty place students into the right Chemistry classes.

The specific goals of the Department of Chemistry and Chemical Technology are:

- Develop transfer and career programs to respond to education and employment needs of the community that we serve.
- Develop and maintain modern and competitive chemistry courses to serve the science and non-science students of the college.
- Maintain a high level of instructional excellence through an experienced and dedicated technical staff.

In addition to the traditional basic and advanced college chemistry courses, the Department of Chemistry offers career-oriented programs in Environmental Technology, Earth Science, Pharmaceutical Manufacturing Technology and, most recently, Forensic Science. Our forensics program was featured in the news and covered by local ABC stations.


National Science Foundation


American Chemical Society

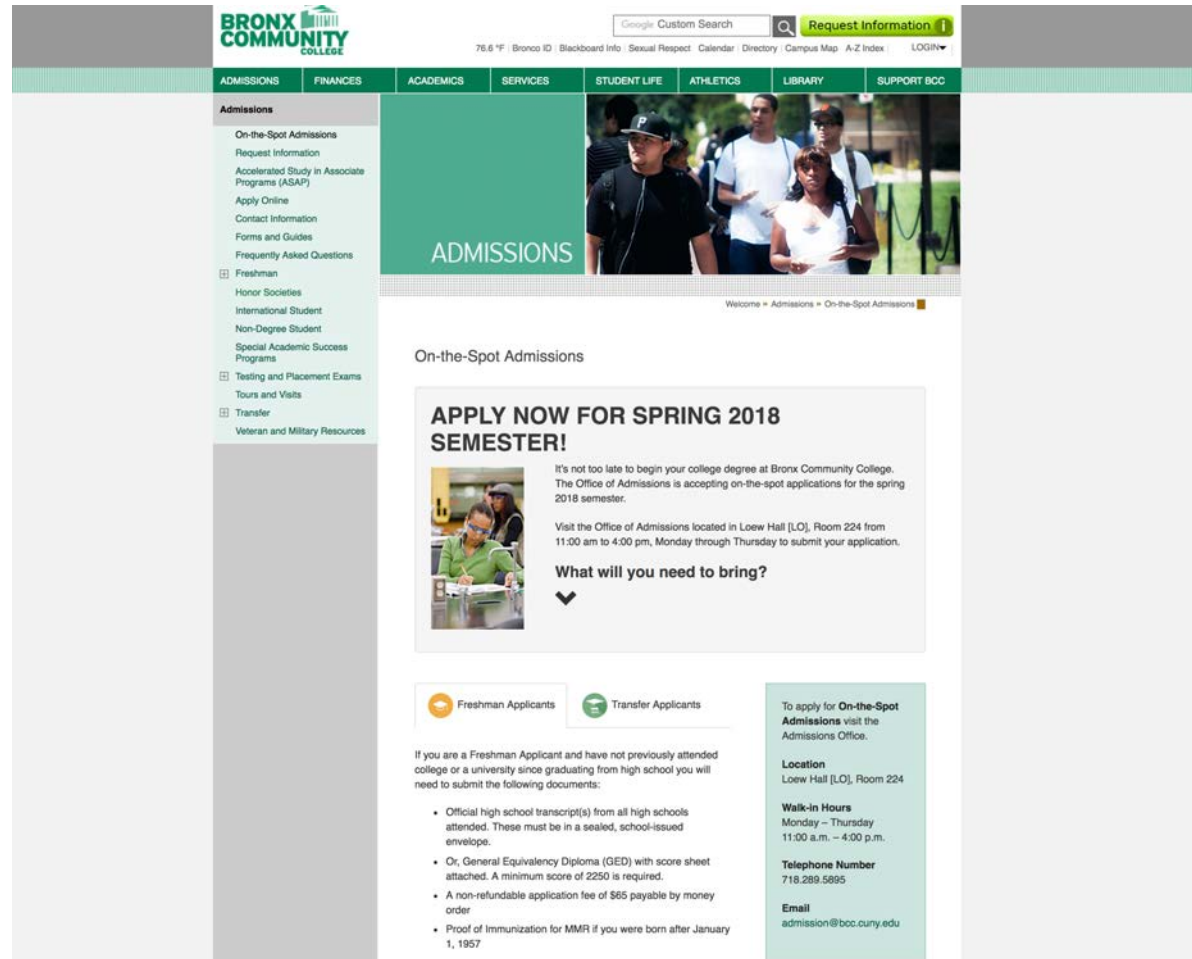
Guidelines

- Engage people immediately

The screenshot shows the Bronx Community College website. At the top, there is a navigation bar with the college logo, a Google Custom Search box, a 'Request Information' button, and links for '76.6 °F', 'Bronco ID', 'Blackboard Info', 'Sexual Respect', 'Calendar', 'Directory', 'Campus Map', 'A-Z Index', and 'LOGIN'. Below this is a green menu bar with links for 'ADMISSIONS', 'FINANCES', 'ACADEMICS', 'SERVICES', 'STUDENT LIFE', 'ATHLETICS', 'LIBRARY', and 'SUPPORT BCC'. The 'FINANCES' section is expanded, showing a 'Financial Aid' sidebar with links like 'Contact Information', 'Financial Aid Refunds Options', 'Federal Work Study', 'Financial Aid Instructional Videos', '2017 – 2018 Early FAFSA Information', 'Gainful Employment Disclosure Certificate Programs', 'Learn about Financial Aid', 'Need Money for College' (which is expanded to show 'How to Apply', 'Apply Online', 'Financial Aid Estimator', and 'Scholarship'), 'Submit Financial Aid Documents', 'After you Apply', 'Satisfactory Academic Progress', 'Forms and Resources', 'Veterans Benefits', and 'Student Consumer Information'. The main content area has a large orange banner with the text 'FINANCIAL AID' and a photo of hands holding a wallet. Below the banner is a breadcrumb trail: 'Welcome » Finances » Financial Aid » Need Money for College'. The 'Need Money for College' section contains a list of bullet points: 'Plan ahead and file your FAFSA early. **The FAFSA must be received by April 15** to receive an early appointment to enroll in classes.', 'Remember, certain campus-based financial aid awards have limited funding and are awarded only to eligible students who complete the FAFSA by the early date.', 'Students and parents can complete the FAFSA online at <http://www.fafsa.ed.gov>.', 'How to Apply.', 'Apply Online.', and 'Financial Aid Estimator.'

Guidelines

- Make every word count



The screenshot shows the Bronx Community College website's Admissions page. The header includes the college logo, a search bar, and navigation links like 'Request Information' and 'LOGIN'. A green navigation bar contains links for ADMISSIONS, FINANCES, ACADEMICS, SERVICES, STUDENT LIFE, ATHLETICS, LIBRARY, and SUPPORT BCC. The left sidebar lists various admission options such as On-the-Spot Admissions, Request Information, Accelerated Study, and Transfer. The main content area features a large 'ADMISSIONS' banner with a photo of students. Below this, the 'On-the-Spot Admissions' section is highlighted, with a heading 'APPLY NOW FOR SPRING 2018 SEMESTER!'. It provides details about the application process, including the location (Loew Hall, Room 224) and hours (11:00 am to 4:00 pm, Monday through Thursday). A section titled 'What will you need to bring?' is followed by a list of requirements for Freshman and Transfer Applicants. A sidebar on the right provides contact information for the Admissions Office, including location, walk-in hours, telephone number, and email address.

BRONX COMMUNITY COLLEGE

78.6 °F | Bronx ID | Blackboard Info | Sexual Respect | Calendar | Directory | Campus Map | A-Z Index | LOGIN

Google Custom Search Request Information

ADMISSIONS FINANCES ACADEMICS SERVICES STUDENT LIFE ATHLETICS LIBRARY SUPPORT BCC

Admissions

- On-the-Spot Admissions
- Request Information
- Accelerated Study in Associate Programs (ASAP)
- Apply Online
- Contact Information
- Forms and Guides
- Frequently Asked Questions
- Freshman
 - Honor Societies
 - International Student
 - Non-Degree Student
 - Special Academic Success Programs
- Testing and Placement Exams
- Tours and Visits
- Transfer
- Veteran and Military Resources

ADMISSIONS

Welcome » Admissions » On-the-Spot Admissions

On-the-Spot Admissions

APPLY NOW FOR SPRING 2018 SEMESTER!

It's not too late to begin your college degree at Bronx Community College. The Office of Admissions is accepting on-the-spot applications for the spring 2018 semester.

Visit the Office of Admissions located in Loew Hall [LO], Room 224 from 11:00 am to 4:00 pm, Monday through Thursday to submit your application.

What will you need to bring?

▼

Freshman Applicants

If you are a Freshman Applicant and have not previously attended college or a university since graduating from high school you will need to submit the following documents:

- Official high school transcript(s) from all high schools attended. These must be in a sealed, school-issued envelope.
- Or, General Equivalency Diploma (GED) with score sheet attached. A minimum score of 2250 is required.
- A non-refundable application fee of \$65 payable by money order
- Proof of Immunization for MMR if you were born after January 1, 1957

Transfer Applicants

To apply for **On-the-Spot Admissions** visit the Admissions Office.

Location
Loew Hall [LO], Room 224

Walk-in Hours
Monday – Thursday
11:00 a.m. – 4:00 p.m.

Telephone Number
718.289.5895

Email
admission@bcc.cuny.edu

Guidelines

- Finish the process (a few more tips very quickly as we end)
 - Review & Edit
 - Walk your personas through their conversations
 - Everyone: No room for Ego... Ego is not my Amigo! 😊

Questions?



Contact

- Naomi.Michelin@bcc.cuny.edu
- 718-289-5150