Creating Channels in myCuesta

Class Notes

Agenda

- Discuss key topics
- Review myCuesta channel rules
- Analyze various channels
- Create targeted content channels
- Begin developing own channel
- Complete "Create a Plan" Form

Goals

When you complete this class, you should be able to:

- Describe the difference between Published channels and Targeted Content channels
- Describe the differences between the various Targeted Content channels
- Create a Targeted Content channel
- Decide which channel is best in conveying information and meeting audiences' needs/wants

Discussion

- What is the purpose of a channel?
- Is a channel the best delivery medium for you or your group?
- Should you create your own channel or provide content for an existing channel?

- What constitutes "channel worthy"?
    - Current, timely, “fresh”
    - Relevant (to user)
    - Related content in same channel
    - Unique content
    - Consistent look-and-feel

Which communication tool is best for you?

Channel	Group	Announcement	E-mail
• Can be targeted to role • Easily accessible • Must be maintained, kept current and interesting • Draws user to content, rather than content “pushed” to user • May be relocated or removed by user	• Targeted to more specific audience (potentially) than roles • Information must go through group leader • Numerous communication tools • Files and photos shared without clogging e-mailboxes	• Targeted to role • Viewed when first entering myCuesta • Time sensitive; Expires after a couple of weeks • Difficult to accidentally delete • Not viewed as intrusive (like unsolicited e-mail) • One-way communication	• Targeted to specific individuals • Most familiar medium • Must compete with other e-mail • Easily “lost” or deleted • Best for individual or small group communication • One of best for documented ongoing (2-way) conversation • Unsolicited announcements often viewed as junk mail • Attachments can bloat mailbox

Rules

- If using HTML, follow rules in Style Guide
- **Image size 125 pixels wide**

Resizing an Image File with Image Resizer

1. Right-mouse click on the image file.
   A shortcut menu will appear.
2. Select **Resize Pictures** from the menu.
   A Resize Pictures dialog will appear.
3. Click the **Advanced** button.
   The Resize Pictures dialog will expand.
4. Select **Custom**.
5. Change the first value to "**125**".
   Don't worry about changing the second value. It will be adjusted automatically.
6. Click the **OK** button.
   The resized file will be saved with the same name as the original file plus the word "Custom" appended. It will be saved in the same directory as the original file.

Resizing an Image File with Picture Manager

1. Double-click on the image file.
   (Or manually launch Picture Manager [Start > Programs> Microsoft Office > Microsoft Office Tools > Picture Manager] and open the image file).
   Picture Manager will open displaying the image.
2. Select **Picture** > **Resize** from the menu bar.
   The Resize task pane will appear on the right.
3. Select **Custom width x height**.
4. Replace the number in the first field with "**125**", and then click **OK**.
5. Select **File** > **Save As** from the menu bar.
   The Save As dialog will appear.
6. Rename to image file, select where you want to save it and click the **Save** button.
7. Close Picture Manager.
   *If prompted, do **not** save your work! Click **Don't Save**. If you do save, you will replace the original image file with the smaller version.*

- Content:
  - Content directed at **internal audiences only** (the roles in the myCuesta portal) should reside within the portal. Content directed at external audiences or at both internal and external audiences should be stored on the main Cuesta web site.
  - **Content** in tabs and channels should be **oriented around end user** tasks rather than offices or organizational charts.
- General Guidelines:
  - Material must be professionally presented, verified for accuracy and thoroughly **proofread**.
  - Each channel should include **contact information at the bottom** of the channel.

  - If you link to a **URL**, be as **specific** as possible. Example: If you are linking to an online article, do not go to the web site's main page that links to that article, but link to the article itself.
  - Abide by the United States Code **Section 508** standards for accessibility to ensure all users, including those with disabilities, have equal access to your content.
  - **DON'T USE ALL CAPS** as this is difficult to read and is often construed as 'yelling' in an electronic format.
  - Content Managers should **not modify others' content**.
- Channels must present a **cohesive look and feel**. In the myCuesta portal, channels usually share space on a page with other channels. This structure creates interdependence beyond the traditional department Web site. (See style guidelines.)
- **Channels *must* be developed in PPRD** (pprdmy.cuesta.edu) and verified ready for delivery before being replicated in myCuesta.

Analyzing Channels

There are two types of channels; those that store data *in* the channel and those that reference data *external* to the channel.

- External - The advantage of having data referenced externally is that people other than the channel creator can contribute to the channel content.

- Internal - The advantage of storing data in the channel is that knowledge of HTML is not necessarily required.

There are two categories of channels; Published and Targeted Content.

- Published channels always reference external data. There are a variety of published channels, (including inline frames, RSS feeds, applets, image and more) nearly all of which require experience with HTML and/or scripts.

- Targeted Content channels may reference external data, may contain data internally or may be a combination of both. Targeted content channels allow a single channel to contain varied content, based on the audience's role (Faculty, Employee or Student), meaning that a single channel might contain different information for students than it would for employees. Targeted content can also change based on date, with information appearing and disappearing within start and end dates.

Published Channels

Here are some examples of the most popular Published channels:

- Image: Used for presenting an image with an optional caption and sub-caption
- Inline Frame: Used for presenting a “channelized” version of a webpage
- RSS: Used for rendering a channel written in RSS format, typically a feed for news of feature articles

For more detail on Published Channels, refer to the “myCuesta Channel Creation Training Workbook”.

Targeted Content Channels

- Link with Teaser and Photo: Used for displaying a HTML link with short text (teaser) and optional photo
- Link with Photo: Used for displaying an HTML link and optional photo
- File/Image Upload: Used to upload either (a) existing HTML web content or (b) an existing image (JPEG or GIF), stored permanently on the myCuesta server.
- Free Form Text/HTML: Allows simple text or HTML content to be permanently saved to the myCuesta server.
- Remote HTML Reference: Allows existing web page content to be displayed in the channel without permanently saving it to the myCuesta server.
- Remote Image Reference: Allows existing web page content (an image) to be displayed in the channel without permanently saving it to the myCuesta server.

For more detail on Targeted Content Channels, refer to the “myCuesta Channel Creation Training Workbook”.

How to create channels

Creating an Inline Frame

Before beginning, the web (HTML) content must already have been created and uploaded to a web server.

1. Click the **Channel Admin** link.
   The Channel Admin screen will open.
2. Click the **Publish a new channel** link.
   The channel publishing workflow will be displayed.
3. Click the radio button next to **Inline Frame**, and then click the **Next** button.
   The General Settings windows will open.
4. Enter the appropriate information in the fields (Channel Title, Name, Functional Name, Description, timeout and Secure)

5. Click the **Next** button.
   The Inline Frame parameters screen will appear.
6. Enter a URL in the **URL** field.
7. In the **Frame Height** textbox, enter the appropriate frame height (in pixels). The recommended value is 600 pixels.
8. Uncheck the box in the **User can modify?**
9. Click the **Next** button.
   The Channel Controls screen will appear.
10. Click the **Next** button.
    The Categories screen will appear.
11. Click the appropriate category for the channel, and then click the **Select Marked** button.
    The name of the category you selected will now appear under "Selected Items".
12. Click the **Next** button.
    The Groups screen will appear.
13. Using the checkboxes, select which groups will be permitted to subscribe to this channel, and then click the **Select Marked** button.
    The name(s) of the group(s) you selected will now appear under "Selected Items".
14. Click the **Next** button.
    The Review screen will appear.
15. Verify all the settings.
    NOTE: If necessary click on a setting name to be taken back to the appropriate window to make changes. Then click the Review button to return to the final review window.
16. Click the **Finished** button.

Creating a Targeted Channel

There are three steps to creating a targeted content channel; (1) create the channel, (2) define the target audience (sections) and (3) create the content (subsections).

1. **Create the Channel**
   a. Login and select the **Channel Admin** link in the upper left corner.
      The Channel Admin screen will open.
   b. Click the **Manage Targeted Content Channels** link.
      The Targeted Content Manager screen will open.
   c. Select the **New Channel** button.
   d. Select the **New Channel** link that now appears at the top left of the list of Channels.
      The Channel Attributes screen will appear.
   e. Enter a **Channel Name** and **Channel Title**, and select a **Channel Category**.

   f. Click the **Save Attributes** button.
      In the list of Channels, the New Channel name should be replaced by the channel name you entered.
2. **Define the Target Audience** (sections)
   a. Select your new channel name link.
      The Channel Attributes screen will appear.
   b. Select the **Add New Section** button.
      NOTE: You may setup one or as many sections as you desire within a Targeted Content channel.
   c. Select the **New Section** link that appears in the list of Sections.
      The Section Attributes screen will appear.
   d. Select a **Section Status** and enter a **Section Title**.
   e. Click the **Build Attributes** button under the Targeting Attributes heading.
   f. Select the desired attribute(s) from the list of Available Attributes and click the **Save Changes** button.
3. **Identify or Create the Content** (sub-sections)
   a. Select the section link created in the previous step.
      The sub-section screen will appear.
   b. Enter the number of sub-sections you wish to create in the **Insert** field, then select the **Type** of sub-section, and click the **Go** button.
   c. Select the **New Sub-Section** link.
   d. Based on the type of sub-section, follow the appropriate instructions in the “myCuesta Channel Creation Training Workbook”.

Exercise: Create different channels

(See Exercises handout)

Hands-On: Develop own channel

Complete “Create a Plan” form

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Plan for Channel Creation

What is the Content?

☐ Photos ☐ Hyperlinks ☐ Text ☐ Remote HTML

☐ Website ☐ RSS ☐ Applet Other ______________

Description: ____

____

____

Who is the Audience?

☐ Faculty ☐ Employees ☐ Students

Other ______________________

How often will it Change?

____

Who is the Coordinator?

____

Who is (are) the Content Provider(s)?

____

____

Who is the Contact *(to resolve problems or answer questions)*?

What is the Channel Title?
