

# CMS 2007

## Cascade Server Implementation

### What problem are we addressing?

Identify scope for outside implementation team to perform.

### The solution

Our News engine is currently the main driver of our web site. It happens to be the most dynamic piece, and the only aspect that is truly shared across the web site. We start with this element of our site and move to identify portions News touch that will benefit from the outside implementation team.

We'd like the external team to focus on porting our current news "engine" to Cascade Server factoring in everything it does. Also, consulting on how best to structure our department sites with global templates and assets in mind.

### Version history

.5, [03.26.07]:

# The major content structures

## Departments

[~48 acad, ~50 admin, ~20 others]

Template types:

- 3 col : left=site navigation; center=local content; right=news headlines from News, local "activity"
- 2 col w/ title/body/images
- 2 col w/ topic navigation (basically a sub-topic page to a department site that has tertiary navigation)
- 1 col free-form

## News

[Categories of: Campus, Acad Spot, Summer Rsrch, BITN, Construction, Athletics, Alumni, Campaign, Stories of Support, Podcasts, Classifieds]

- 1 aggregate landing page for most types
  - each news section has landing page
- Archives
  - by department
  - by date
- Headlines shared across site w/ metadata: home, landing, gateways, dept. pages
- RSS feeds for each

## Profiles

[Alumni, Career, Support, Comm. Svc, WIMS, Students, Faculty, Staff?, Athletics]

- each one has a page, structured content
- data def. template - share relationships on dept. pages

## Events

[Featured, <data pull from EMS>]

- two column w/in News section, needs archives

## Athletics

[<News, Profiles, Events?> Scores, Stats, Teams, Team Mngr., Facilities page]

## Other notes:

Data definitions ..... Page Types

3 core templates

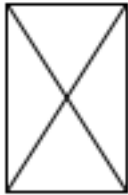
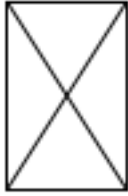
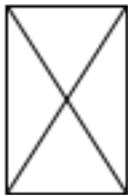
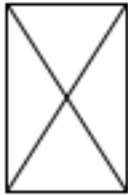
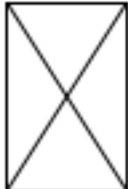
3 column (data def) 2 (data def) 1 (free form)

## Other Content Needs:

- \* Photo galleries (standalone or integrate with simpleviewer or slideshow pro!)
- \* Department News/Activity area (local to department) - blog like
- \* Topic (within a site, so it's a sub-topic of art-history) pages with local (tertiary) navigation
- \* Handbook style template (HR Employee, Student)
- \* Forms/Policies "depot" - directory of forms sliced and diced by audience, task, etc... <http://www.bowdoin.edu/about/admin/>
- \* movies

Other systems related to existing data from internal tools:

- \* Course pages
- \* eReserves
- \* Blackboard
- \* iTunesU
- \* EMS
- \* FacultyXML

| Who are we designing for?                                                                                                                                                              | What are their goals?                                                                                                                                                                                                                                                                                                               | What are their tasks?                                                                                                                                                                                                                                                                                                                                                              | Use cases and scenarios                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Ms. Communications</b><br/>Associate Director &amp;<br/>Assistant VP of<br/>Communications</p> | <p>Their goal is to publish information showing an academically and intellectually alive campus.</p> <ol style="list-style-type: none"> <li>1. Publish News stories</li> <li>2. Publish college announcements</li> <li>3. Publish Featured Events</li> <li>4. Publish Faculty/Student/Alumni Profile</li> </ol>                     | <ul style="list-style-type: none"> <li>• Create new content asset (story, event)</li> <li>• Upload image assets and (currently) insert inline               <ul style="list-style-type: none"> <li>• manually add html code inline to story(!)</li> </ul> </li> <li>• Add meta-data: keywords, categories</li> <li>• Publish</li> <li>• Edit</li> </ul>                            | <ul style="list-style-type: none"> <li>• Story is promoted to www/ teaser box</li> <li>• Story is a www banner story (updating flashxml file and using different image size)</li> <li>• Announcement is published to multiple pages</li> <li>• Timed publishing (feature of CMS)</li> <li>• Needs to share editing role</li> </ul>                                               |
|  <p><b>Joe College Department</b><br/>Various staff</p>                                               | <p>Their goal is to publish information typically but not always focused toward the internal audience.</p>                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>• Publish announcement</li> <li>• Upload image</li> <li>• Edit mostly static content</li> <li>• Edit/Update forms/policies</li> <li>• Update sub-topic section of site</li> </ul>                                                                                                                                                           | <ul style="list-style-type: none"> <li>• Story is promoted to www/ teaser box</li> <li>• Story is a www banner story (updating flashxml file and using different image size)</li> <li>• Announcement is published to multiple pages</li> <li>• Timed publishing (feature of CMS)</li> <li>• Needs to share editing role</li> </ul>                                               |
|  <p><b>Susie Dorn</b><br/>Director - Community<br/>Service Resource Center</p>                       | <p>The site exists to highlight the enriching experience and value of community service and to showcase how Bowdoin excels in this endeavor.</p> <p>Maintain site full of information resources, announcements, and student community service profiles.</p>                                                                         | <ul style="list-style-type: none"> <li>• Create content asset for student profile for comm. service</li> <li>• Upload image</li> <li>• Publish announcement</li> <li>• Update sub-topic section of site (<a href="http://www.bowdoin.edu/communityservice/service-learning/projects.shtml">http://www.bowdoin.edu/communityservice/service-learning/projects.shtml</a>)</li> </ul> | <ul style="list-style-type: none"> <li>• Announcements need to be on CSRC web site but also pushed to other destinations or channels</li> <li>• Regular updates to project example area</li> <li>• Editing role shared by staff and student employees</li> </ul>                                                                                                                 |
|  <p><b>Cindy Bessemer</b><br/>Manager of Human<br/>Resources Services</p>                           | <p>HR's goal is to communicate college policies, benefits information, and form requirements related to working at Bowdoin.</p> <p>They publish the employee handbook electronically and it is the document of record. Also of primary importance is updating college benefits, forms, announcements, and the holiday schedule.</p> | <ul style="list-style-type: none"> <li>• Update form area - upload new PDF/XLS file</li> <li>• Manage, edit, and create/delete new sections of Employee handbook</li> <li>• Publish announcements</li> <li>• Update annual holiday schedule</li> <li>• Maintain Health &amp; Wellness program area</li> </ul>                                                                      | <ul style="list-style-type: none"> <li>• Announcements need to be positioned across various pages</li> <li>• College Holiday Calendar should be portable format (iCal, etc)</li> <li>• Forms require meta-data to aggregate in an area with other forms/policies across campus: <a href="http://www.bowdoin.edu/about/admin/">http://www.bowdoin.edu/about/admin/</a></li> </ul> |
|  <p><b>Jane Academic</b><br/>Academic Dept.<br/>Coordinator</p>                                     | <p>The primary goal is to keep details on the web site up to date, easily add some announcement/activity type of information</p>                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>• Edit static content areas</li> <li>• Publish announcements on dept. activity (and have archives, like a blog or news area)</li> </ul>                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>• Lecture is canceled need to post announcement</li> <li>• Something about a class has changed</li> <li>• Need to add new material</li> </ul>                                                                                                                                                                                             |

### The News Story

The screenshot shows a news article on the Bowdoin website. The article title is "Students Make Wild Friends in Ecology Class" and is dated March 19, 2007. The text describes a winter field ecology class where students, led by Professor Nat Wheelwright, went into a forest in Bradford, Maine, to find a hidden den of a black bear. The students used walkie-talkies and snowshoes to navigate the snowy terrain. A photo shows a group of students in winter gear. Another photo shows a black bear cub being weighed by a biologist. The article concludes with a quote from Michael Taylor '07, one of the students, who describes the experience as a "miraculous world."

<http://www.bowdoin.edu/news/archives/1academicnews/003863.shtml>

### Bowdoin Home

The screenshot shows the Bowdoin Home page. At the top, there is a banner for "Students Make Wild Friends in Ecology Class" featuring a photo of a student in winter gear. Below the banner, there are several news teasers, including "The Offer of the College" and "Academic Spotlight". The page layout is clean and professional, with a navigation menu on the left.

[www.bowdoin.edu](http://www.bowdoin.edu)

### Biology Dept. home page

The screenshot shows the Biology Department home page. It features a large photo of a building and a headline "Students Make Wild Friends in Ecology Class". The page includes information about the department's courses, faculty, and research. A sidebar on the right contains links to "Department News" and "Symposium".

<http://academic.bowdoin.edu/biology/>

### News Section landing "Academic Spotlight"

The screenshot shows the News Section landing page. It features a prominent "Academic Spotlight" section with a photo of a student and a headline "Students Make Wild Friends in Ecology Class". The page includes a navigation menu and a list of news items.

[www.bowdoin.edu/news/academicnews](http://www.bowdoin.edu/news/academicnews)

The screenshot shows the Faculty & Academic Staff page. It features a grid of links for various departments and staff members. The "Academic Spotlight" section is highlighted, showing the same headline as the other pages.

Announcements and Featured Events are similar but have fewer destinations.

is in banner

could be in headline teasers

automatically the headline is placed on dept. home

Is placed on this landing page, and archives as well...

Finally, this is featured on Faculty Gateway

# Profiles

**Student Profiles**

**Emily Remillard '07**

Majors: Philosophy and French  
Hometown: Eagle River, Alaska

**Why did you choose to come to Bowdoin?**  
I come from Alaska and am used to a smaller-town environment, so I ruled out big schools and cities and looked for a smaller community. People often ask me what I'm doing so far from home, but I have family in Massachusetts, so New England already felt like a second home to me. I also get asked if I was looking for another place with cold winters since I'm from Alaska, but that never really occurred to me. I actually don't like cold weather at all, but I guess I'm used to it!

**Why did you choose your major?**  
I've always loved to write, argue, explain and wonder about the "whys" of life,

<http://www.bowdoin.edu/profiles/students/>

**Profiles** are actually content assets that happen to share an archive home, but, are distributed around the site via badges. (home page, student, parent, and alumni gateway, career planning, community service...).

Many more people contribute these. Office of Communications does student profiles; Career Planning does Career Planning, Alumni Magazine editor does Alumni, etc...

Student profiles are promoted in many places. Community Service and Career profiles tend to be off of their home page only. Alumni profiles are targeted to Alumni gateway and Support Bowdoin.

**Student Gateway**

Welcome, Robert B. Denton [Sign Out]

NEWSLETTER BACKROAD FILE BROWSER BEAKINGS ITUNES U

Announcements: Attention Seniors: Grad Fair, Bowdoin Women in Business Convention, Leadership Development Series, Advisory Committee on Darfur, Leave Microsoft, Dossier on Journalist, Neo Scale Artworks, The Coming Uranium Crisis, Space Debris Narrowly Misses Airliner.

Event Calendars: Student, College

Wednesday, March 28, 2007

8:00 PM - 9:30 PM

Go to full student event calendar

Webcasts: The New York Times, Iran to Release Female Sailor, Britain Slaps US Protesters, Doctors Killed in Repeated Attacks in Iraq City, Bush Vows Not to Negotiate on Iraq Timetable, Children Held in Manila Bus Siege Are Released, Fed Chairman Says 'Uncertain' Have Grown, McCain Renounces Another World Without.

Student Profile: Chris Blakely '07, Major: Economics and Government, Hometown: Falmouth, Maine

Go to complete student profile.

Student Digest

**Bowdoin**

Gateways: Alumni, Faculty & Academic Staff, Parents & Families, Students, Prospective Students, Visitors & Friends

Top Sites: Library, Museums, Student Records, Employment, Athletics, Annual Giving at Bowdoin

The Bowdoin Campaign seeks to raise \$250 million. Learn more.

**BOWDOIN CAMPAIGN**

**Bowdoin Buoy Provides Data for Red Tide Research**

LEARN MORE

**News**

Academic Spotlight - Summer Research - News - Podcasts - Sports

- Students Use Mini-Grant for Maximum Good
- Bowdoin Alumnae So New Zealand Will Peak
- Kingpin's Family Bowdoin No. 7 on List of Best Values

**Academic Spotlight**

- Students Make Wild Friends in Ecology Class
- Zorina Khan Wins Three-Year NSF Grant
- Economic Charts New Waters With Spatial-Fishing Model

**Events**

- World Learning CEO to Speak at Friday's Common Hour
- 'The Danish Girl' Mar. 30-31
- German Writer/Filmmaker Esther Dischereit Visits Bowdoin Mar. 31-Apr. 2

Daily Calendar - Academic Calendar - Athletic Schedules

Weekly Feature: Chris Blakely '07, Major: Economics and Government, Hometown: Falmouth, Maine

**Career Planning Center**

CPC Staff & Services  
Job Search Resources  
Internship Opportunities  
Fellowships, Scholarships, & Grants  
Graduate & Professional School Advising  
Resources for Alumni  
Services for Employers  
Parent's Guide

**Upcoming Activities**

- 3/29 Resume Workshop
- 3/29 Cover Letter Workshop
- 4/9 Theater & Art Careers
- 4/6 Watson Alumni Career Talk
- 4/3 Law School Workshop
- 4/3 Alumni Career talk
- 3/29 FASHION SHOW
- 3/29 Physics Careers Alumni Panel
- 3/28 F-1 Student Job Search Strategy

**Quick Links**

- The Community Matters in Maine Summer Fellowship Program
- eBEAR
- LSAT Preparation Course
- Optimal Resume
- Vault (Liberal Arts Career Network)
- Spotlight on Careers
- CareerSearch
- Career Planning Publications
- What can I do with this major?

**Alumni Career Profiles**

**Courtney Woo '03**  
Major(s): Asian Studies, English minor  
Employer: Citicorp

The Career Planning Center provides services to help Bowdoin students make informed decisions about undergraduate and post-graduate plans. We can help you find and apply for internships, fellowships, graduate school, or your first postgraduate job. On-campus jobs can be found at the Student Employment website. We highly encourage you to use our resources for career exploration and self-assessment. The CPC is located on the first floor of Moulton Union. Come see us early and often.

**Peer Career Advisors 2006-2007:** The Peer Career Advisor for the CPC are Haley Bridger '07 and Cassandra Joseney '07. They are trained to help students with their resumes, cover letters, internship searches, and helping with all of the resources we have. Haley's hours for the spring semester are Tuesday and Thursday from 1-4pm. Cassandra's hours are Monday 10:30-12:45 and Wednesday 10-12:45 pm. Call x3717 to make an appointment with Haley or Cassandra. You can also e-mail questions to [cpc\\_student@bowdoin.edu](mailto:cpc_student@bowdoin.edu).

**CPC Hours:** Monday - Friday 8:30 am - 5:00 pm  
**Walk-In Hours (Quick questions for counselors):** Monday-Friday 2:00-4:00 PM  
**Location:** Moulton Union, 1st Floor

**Alumni Gateway & PolarNet Community**

Administrative: A Celebration of Life - Hanley Denning '92, Memorialized, Bowdoin Women in Business Convention - Saturday, March 31, 2007, New Law Provides Window for Gifts to Bowdoin From IRA Assets

Connect with Staff: Volunteering for Bowdoin, Alumni Council, Alumni Education, Alumni Services, Bowdoin Campaign, Alumni Events, Reunion, Homecoming, Bowdoin Club Events

**Make a Gift Today**

**Bowdoin Magazine**

- An Artist in Demand
- Making It Look Easy
- The Crossroads of Education & Gaming
- The Adventure Begins
- Adventure on the High Seas: Let the Voyage Begin!
- Audio Interview with Author Kelly Kerney '02

Download full magazine in PDF format.

**Whispering Pines**

- August 2006 Issue [pdf]
- Get Past Issues

**Kevin Hancock '88**  
Continues Family Commitment to Maine People, Resources  
"We are very proud to be working with wood and producing products that are grown and manufactured in Maine, and are also good for the environment."  
Read More

**Community Service Resource Center**

Community Service Resource Center  
Mission  
Programs: Community Service, Leadership Development, Service Learning  
Resources: Agency Database, Faculty Guide to Service Learning, Public Service Links, Contact Us

"...literary institutions are founded and endowed for the Common Good, and not for the private advantage of those who resort to them for education."  
-President Joseph McKean, Inaugural Address 1802

**kNOw Poverty 2007**  
April 16 - April 18

**Community Service**  
Alternative Breaks, America Reads/Courts, Annual Service Events, Bowdoin Mentoring, MiCoast Volunteers, Pre-Orientation Service Trips, Student-Led Service Organizations

**Leadership Development**  
ASB Leader Program, Community Action Fellowship, Community Matters in Maine Summer Fellowship, AmeriCorps/Volunteers, Common Good Grant, Community Service Council, Pre-Orientation Leaders

**Department News**

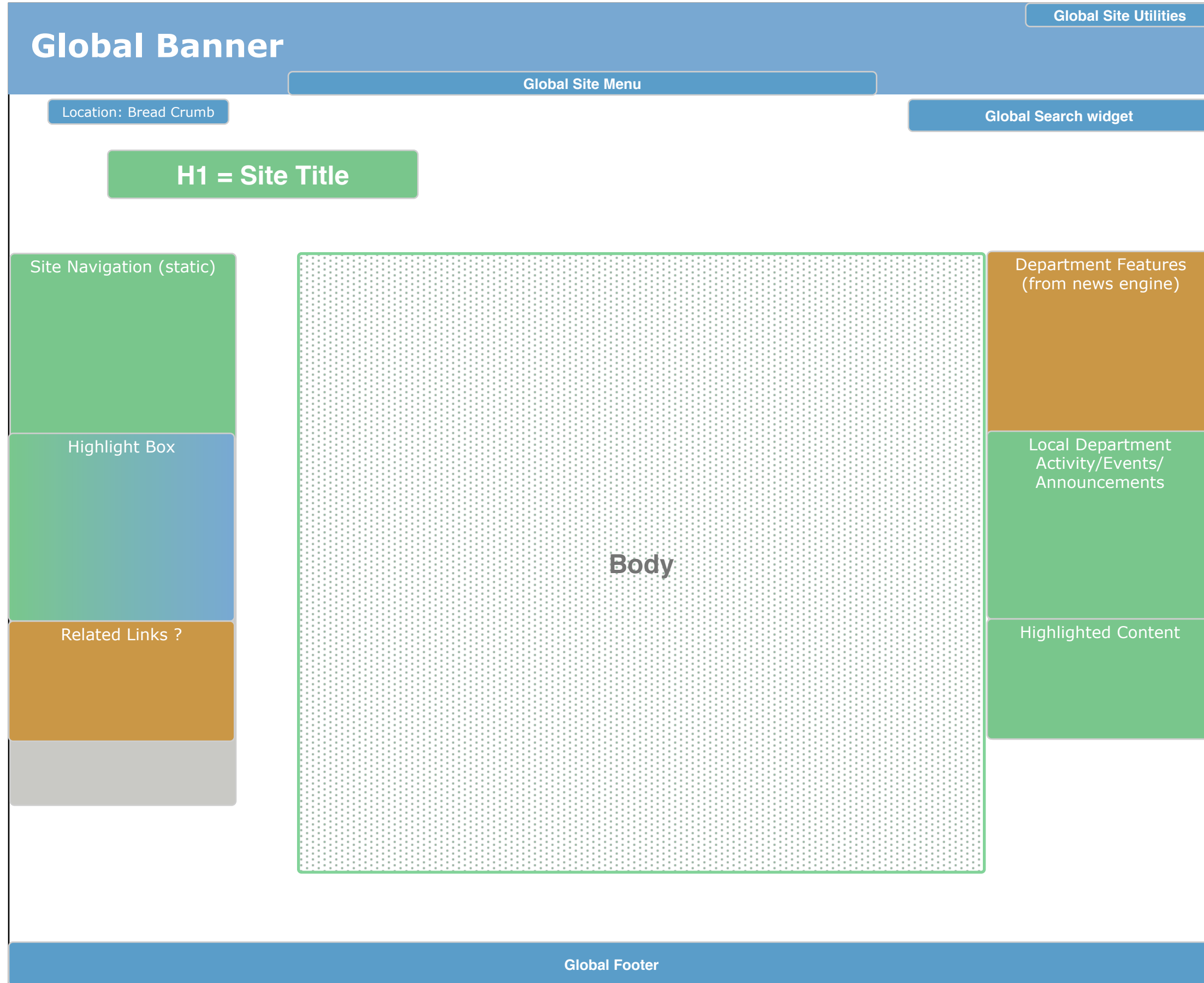
- Students Use Mini-Grant for Maximum Good
- A Learning Experience: Alternative Spring Breaks
- Share Memories of Hanley Denning '92
- Remarks about Hanley Denning Delivered on House Floor
- Oscar Nomination for Documentary about Denning

**What's Happening**

The Community Matters in Maine Summer Fellowship Program

**Student Profile**  
Advancing the Common Good

**Penella Samuel '07**  
Major: Biochemistry  
Minor: English  
Hometown: Biddeford, Maine  
Read more profiles >



**NOTES**




This is a basic three column template. Used for all department home pages, the layout is the same on all pages.

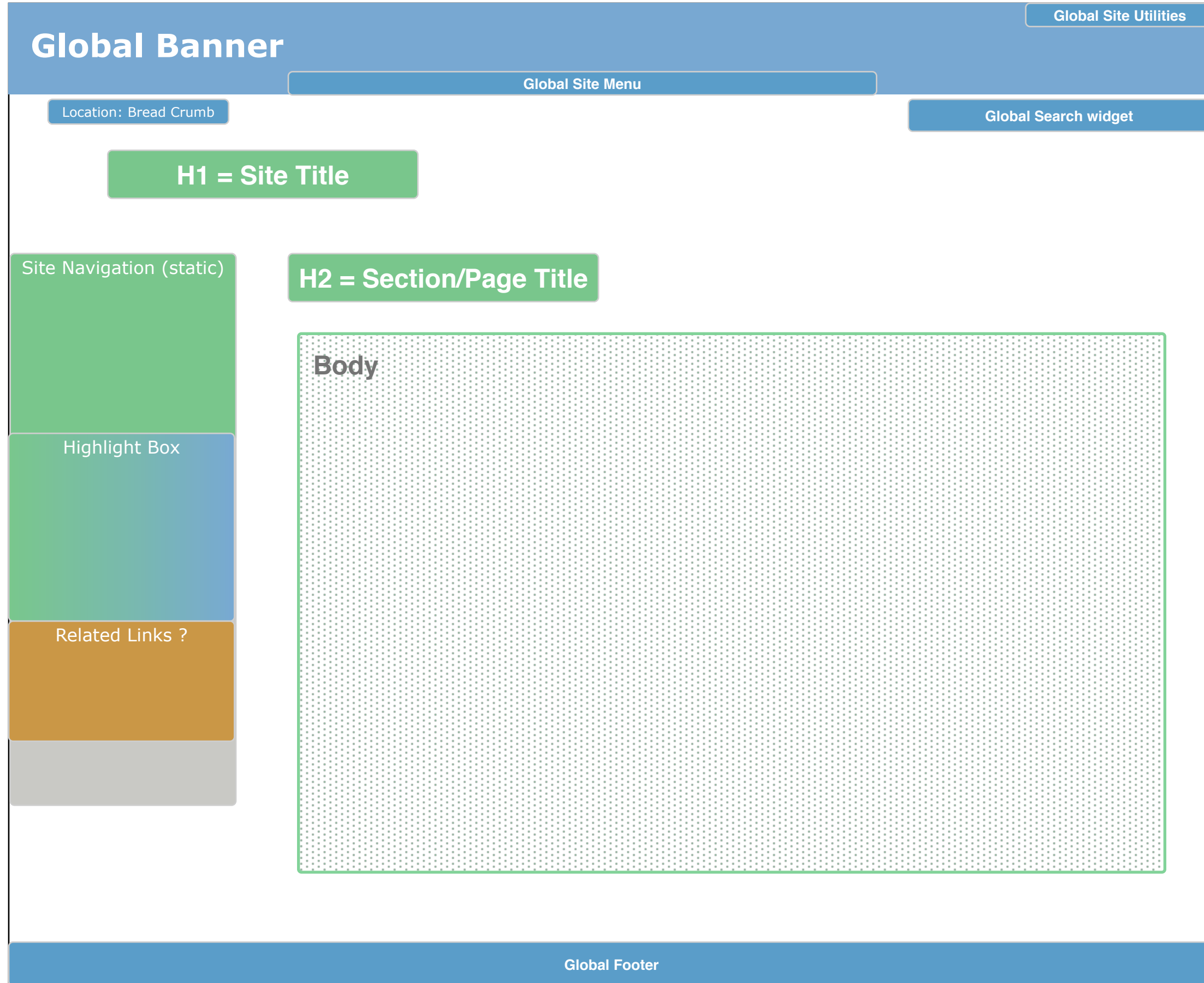
The center, body column, is only standard in that they all contain one of two or three image formats at the top, and generally should be an open editing region.

The right column is 90% standardized with department news from the "news engine" (managed by communications), local activity and announcements, and then highlighted content from the department.

**\*\*\* Every page should have a way to do a local insert for the XHTML head for site specific .js or .css \*\*\***

**Legend**

-  Global entities
-  Local Site entities
-  Consumed/shared/fed entities



**NOTES**




This is a basic two column template. Used for all basic pages and sub-sections to sites.

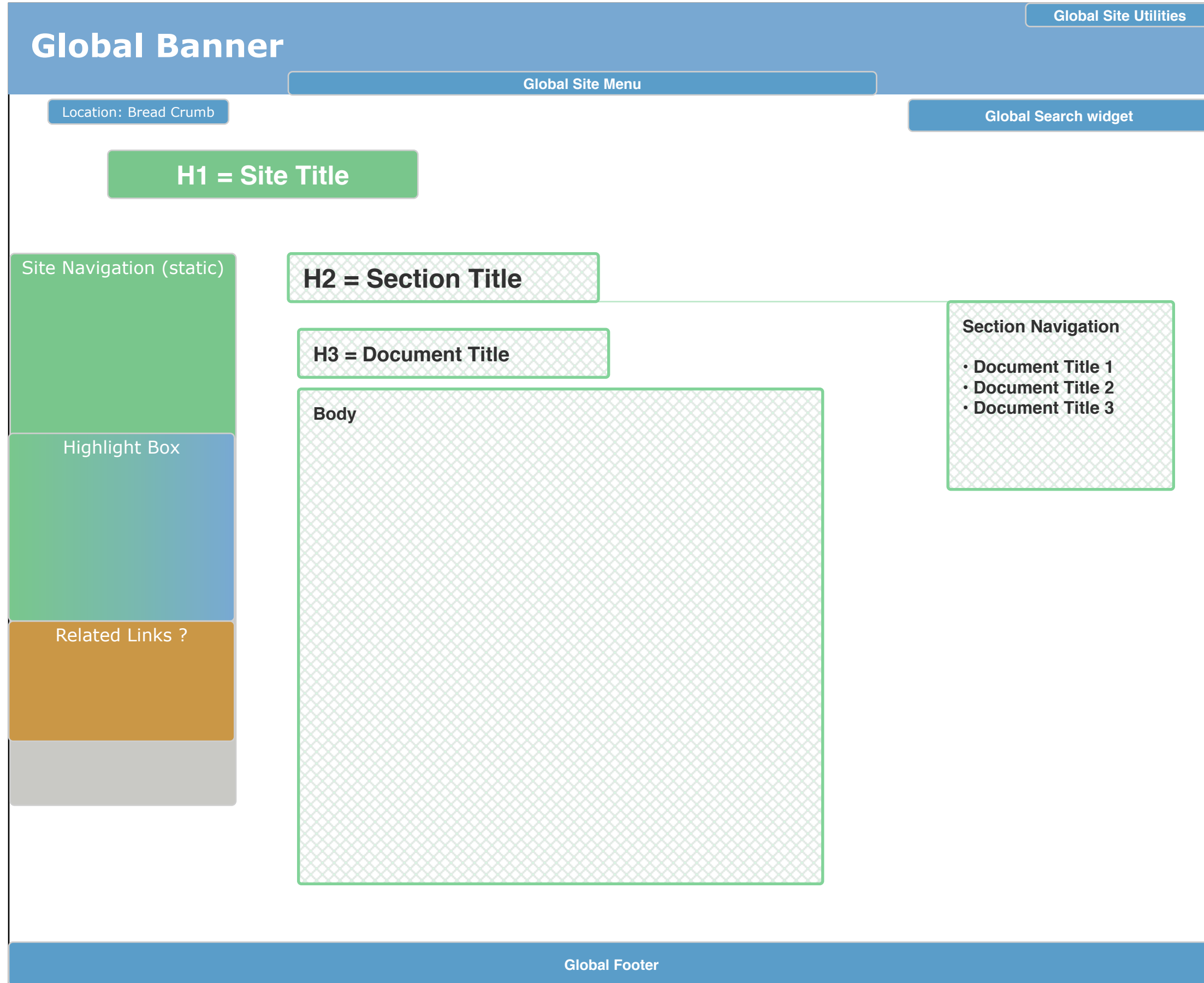
Everything in the left column is the same across the site.

The body column is generally going to have one open editing region.

**\*\*\* Every page should have a way to do a local insert for the XHTML head for site specific .js or .css \*\*\***

**Legend**

-  Global entities
-  Local Site entities
-  Consumed/shared/fed entities






**NOTES**

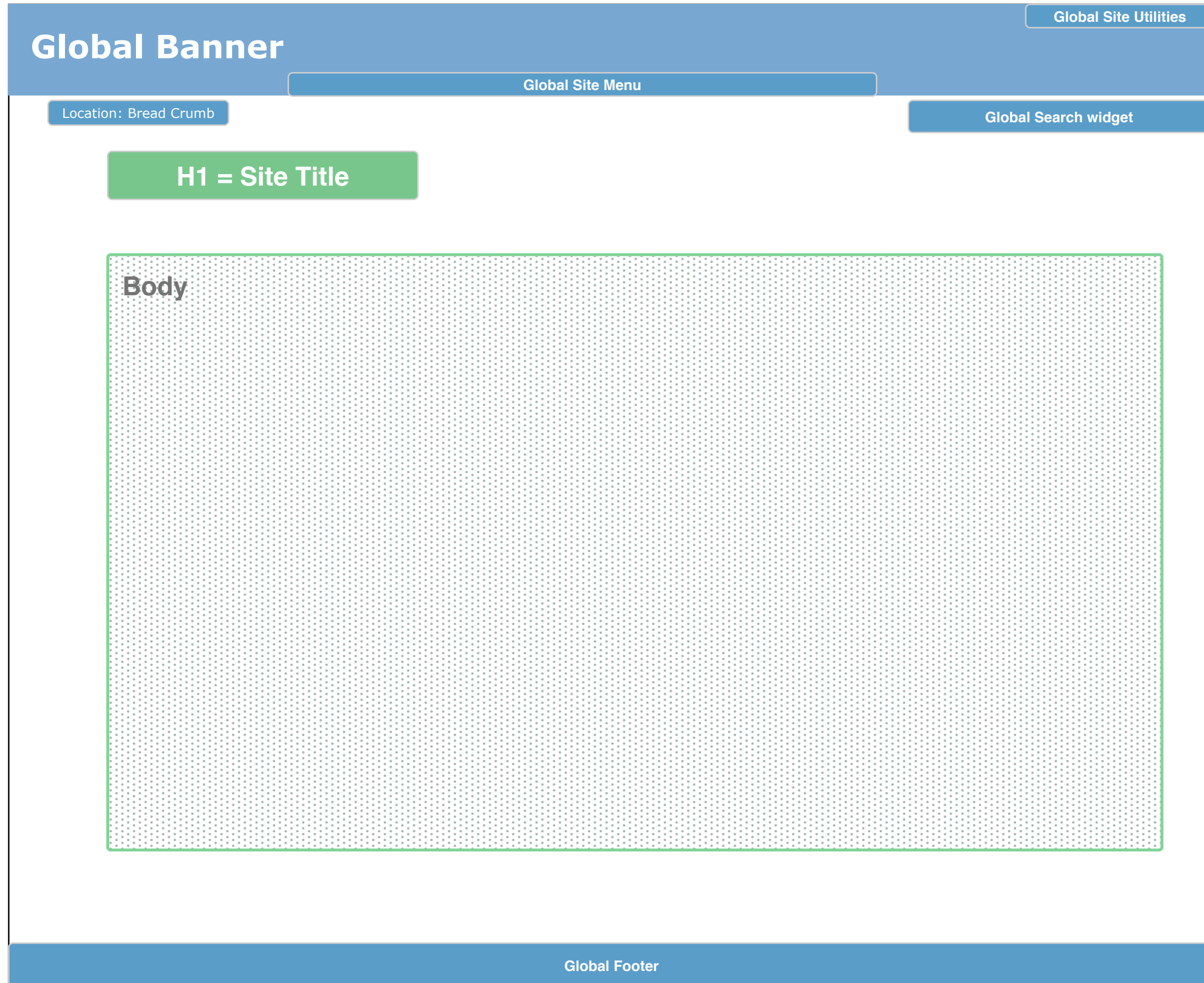
This represents an identified data definition need. Similar to a "handbook" this is a full document section within a site which itself has sub-documents. We build the navigation automatically with an index block.

Everything in the left column is the same across the site.

**\*\*\* Every page should have a way to do a local insert for the XHTML head for site specific .js or .css \*\*\***

**Legend**

-  Global entities
-  Local Site entities
-  Consumed/shared/fed entities






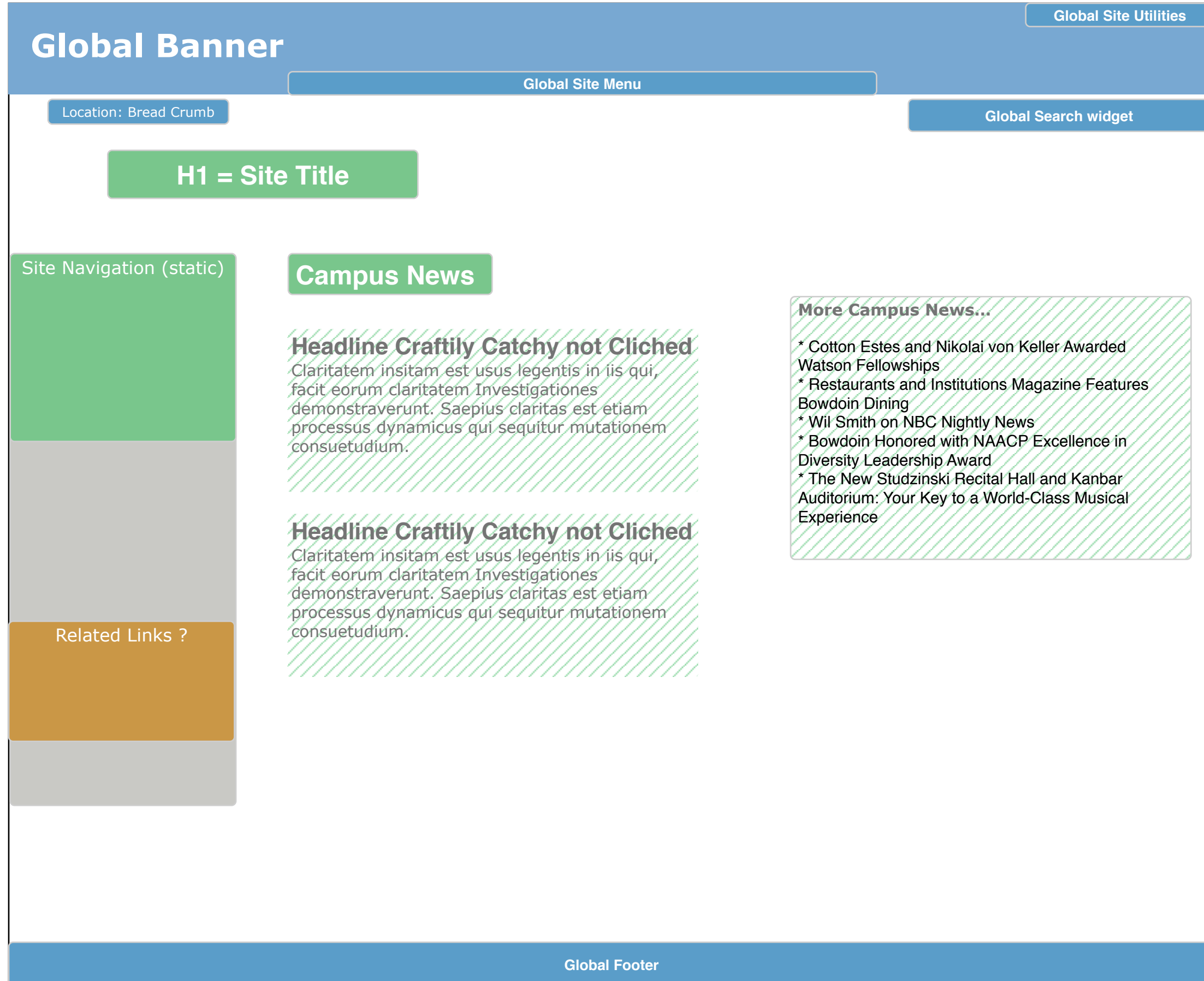
**NOTES**

Bare bones 1 column. Only inherits site name. One open editing region.

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**NOTES**




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Everything in the left column is the same across the site.

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**Legend**

-  Global entities
-  Local Site entities
-  Consumed/shared/fed entities

|                                       |   |
|---------------------------------------|---|
| <b>News</b>                           |   |
| Campus News                           | ✓ |
| Summer Research at Bowdoin            | ✓ |
| Academic Spotlight                    | ✓ |
| Sports Information                    |   |
| Bowdoin in the News                   | ✓ |
| Campus Construction                   | ✓ |
| Classifieds                           | ✓ |
| <b>Events</b>                         |   |
| Featured Events                       | ✓ |
| Events Calendar                       |   |
| Search Events Calendar                |   |
| Exhibitions                           | ✓ |
| Academic Calendar                     |   |
| Class Schedule                        |   |
| <b>Publications &amp; Other Media</b> |   |
| Bowdoin Magazine                      | ✓ |
| Bowdoin Orient                        |   |
| Bowdoin Cable Network                 |   |
| WBOR                                  |   |
| <b>Profiles</b>                       | ✓ |
| Alumni                                |   |
| Careers                               |   |
| Community Service                     |   |
| Students                              |   |
| Women in Math & Science               |   |

### News scope and brief

(details follow for each section)

- All sections checked are within scope.
- Each section under News and the Bowdoin Magazine contain similar data types.
- Everything checked needs to share a common meta-data set.

- **All News, except Classifieds**, is consumed by various places; has a landing page; each one is unique.
  - each has archive areas where stories are sorted in various manner

**Classifieds** has a single page to view all current ads.

**Featured Events** is consumed by a few places; has a landing page; should have an archive

**Exhibitions** has a landing page. Notices of exhibitions should be manually removable.

\* Need to discuss with HH the potential of new Museum area to be referenced or published here.

**Bowdoin Magazine** should be consumed by a few places; has a landing page; has an archive.

**Profiles are** consumed by many places; have landing pages; has an archive...

### Bonus Material:

**One more News section that is stealthy, Stories of Support** is consumed by the Alumni Gateway and Support Bowdoin; does not have a landing page; **archive needs to be determined by Bowdoin.**

**Announcements** are a "temporal" section to build...

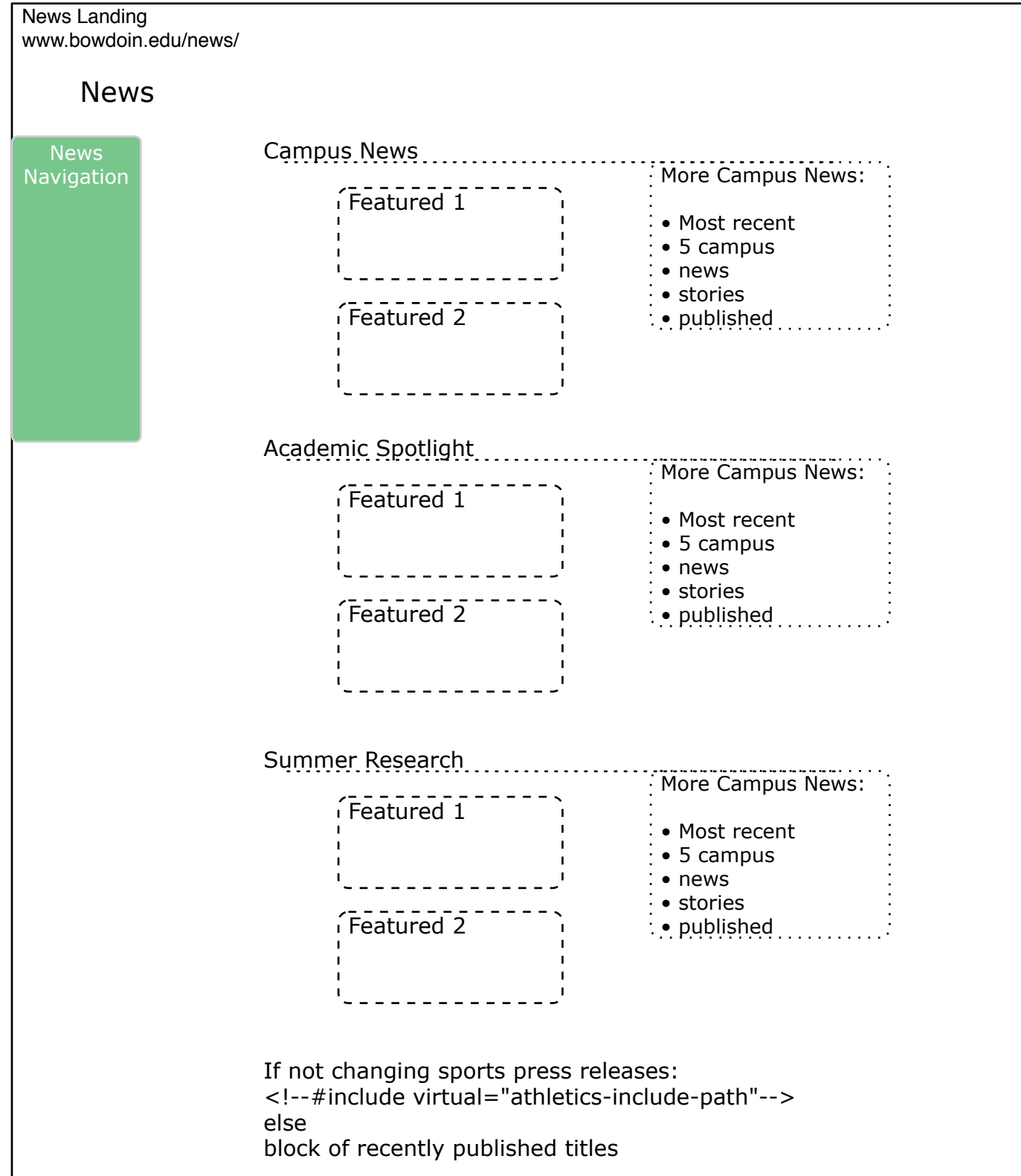
**Home page banner** is a consideration as well...

### NOTES

- **URL convention** no underscores in URLs, use hyphens
- currently we use an entry ID number for page names, we'd like to use a more semantic name and have it be a title version of the URL but truncated ...
- Details Still Due from Bowdoin
- \* Can HH discuss how CS handles this idea?

### Data types:

- Campus, Academic, Summer Research, Bowdoin In The News, and Magazine all share a common data type.
- Classified is another.
- Exhibitions TBD
- Profiles all share a common data type.



**News (landing)**  
**url structure:**  
 www.bowdoin.edu/news/

based on 2col template

- left/news navigation
- section call outs
- last 6 stories published as teaser blocks

**NOTES**

- **URL convention** no underscores in URLs, use hyphens

- currently we use an entry ID number for page names, we'd like to use a more semantic name and have it be a title version of the URL but truncated ...

**Details Still Due from Bowdoin**

- Each section call out code breakdown is below -- how we do this page is up for discussion. XHTML blocks creating includes is very flexible.

-- Consider this: for a period of the year we re-order this landing page.

**Academic Year:**  
 Campus News  
 Academic Spotlight  
 Athletics

**Summer:**  
 Campus News  
 Summer Research  
 Academic Spotlight  
 Athletics (?)

```

<h2 class="localNav">News Section Title</h2>
<!-- right most recent -->
<div class="localNav">
<h5>More Campus News&hellip;</h5>
<ul>
<!-- last 5 entries (if not featured) -->
<li><a href="/news/campus/year/month/page-title.shtml">Story Title</a></li>
</ul>
</div>
<p class="localNav">
<a href="#">Archives</a> &middot; <a href="/news/campusnews.xml" title="Subscribe to
Campus News (RSS)">Subscribe to RSS</a>
</p>

<div class="subfeature">
<!-- here is the current template code:
<MTEEntries category="2-NewsHomeFeature AND 1-BowdoinCampus" lastn="2">
so... pull the last 2 stories with a category of Campus News && NewsHomeFeature
-->
<h4><a href="#">Title</a></h4>
<!-- if there is a thumbnail display it, if not do nothing -->
" width="" height="" class="topright" /></
a>
<p>Excerpt of <= 25 words goes here ... <br /><span class="more"><a href="link-to-
article">Read More &raquo;</a></span></p>
</div><div class="spacerone">&nbsp;</div>

Repeat above div for second sub-feature..
  
```

News Landing  
www.bowdoin.edu/news/

## Academic Spotlight

(Faculty Research, Performance and Exhibitions)

News  
Navigation

Featured 1

Featured 2

Featured 1

Featured 2

**News** (landing)  
**url structure:**  
www.bowdoin.edu/news/academic/

- based on 2col template
- left/news navigation
  - last 6 stories published as teaser blocks

**NOTES**

See "Story Thumbnail Appendix"

```
<div class="topstory">  
<h5><a href="#">Former Governor Brings Life Lessons into Leadership Class</a></h5>  
  
<!-- if story thumbnail display it -->  
<a href="#"></a>  
<p>Teaser displayed here ... </p><p class="more"><a href="/news/archives/  
1academicnews/003872.shtml">Read More &raquo;</a></p>  
</div>
```

News Landing  
www.bowdoin.edu/news/

Academic Spotlight Archives  
(Faculty Research, Performance and Exhibitions)

News Navigation

h4 Primary Category alphabetized

- List of
- academic, last year, or n number
- of stories
- <a href="#">Title</a>

News (landing)  
url structure:  
www.bowdoin.edu/news/

based on 2col template  
• left/news navigation

NOTES

- **URL convention** no underscores in URLs, use hyphens  
• currently we use an entry ID number for page names, we'd like to use a more semantic name and have it be a title version of the URL but truncated ...  
**Details Still Due from Bowdoin**

• Each section call out code breakdown is below -- how we do this page is up for discussion. XHTML blocks creating includes is very flexible.

-- Consider this: for a period of the year we re-order this landing page.

**Academic Year:**  
Campus News  
Academic Spotlight  
Athletics

**Summer:**  
Campus News  
Summer Research  
Academic Spotlight  
Athletics (?)

```
<h2 class="localNav">News Section Title</h2>
<!-- right most recent -->
<div class="localNav">
<h5>More Campus News&hellip;</h5>
<ul>
<!-- last 5 entries (if not featured) -->
<li><a href="/news/campus/year/month/page-title.shtml">Story Title</a></li>
</ul>
</div>
<p class="localNav">
<a href="#">Archives</a> &middot; <a href="/news/campusnews.xml" title="Subscribe to Campus News (RSS)">Suscribe to RSS</a>
</p>

<div class="subfeature">
<!-- here is the current template code:
<MTEntries category="2-NewsHomeFeature AND 1-BowdoinCampus" lastn="2">
so... pull the last 2 stories with a category of Campus News && NewsHomeFeature
-->
<h4><a href="#">Title</a></h4>
<!-- if there is a thumbnail display it, if not do nothing -->
" width="" height="" class="topright" /></a>
<p>Excerpt of <= 25 words goes here ... <br /><span class="more"><a href="link-to-article">Read More &raquo;</a></span></p>
</div><div class="spacerone">&nbsp;</div>

Repeat above div for second sub-feature..
```

News Landing  
www.bowdoin.edu/news/

**News**

News Navigation

**Campus News**

Featured 1

Featured 2

More Campus News:

- Most recent
- 5 campus news stories published

**Academic Spotlight**

Featured 1

Featured 2

More Campus News:

- Most recent
- 5 campus news stories published

**Summer Research**

Featured 1

Featured 2

More Campus News:

- Most recent
- 5 campus news stories published

If not changing sports press releases:  
`<!--#include virtual="athletics-include-path"-->`  
 else  
 block of recently published titles

**Academic Spotlight (landing)**

**url structure:**  
/news/academic/

Last 6 stories published as teaser blocks.

**Campus News (landing)**

**url structure:**  
/news/campus/

/news/academic-spotlight/year/month/title-into-url.html

**A News Story (2 Col template)**

**url structure:**  
/news/campus/year/month/title-into-url.html

/news/academic-spotlight/year/month/title-into-url.html

**Campus News Archives**  
/news/campus/2007/

By Year: Current Year

Page Title = Section: Year, e.g., Campus News 2007  
 - unordered list of Story Titles linked to published page.  
 -

Campus News Archives  
/news/campus/

By Year: Previous Year

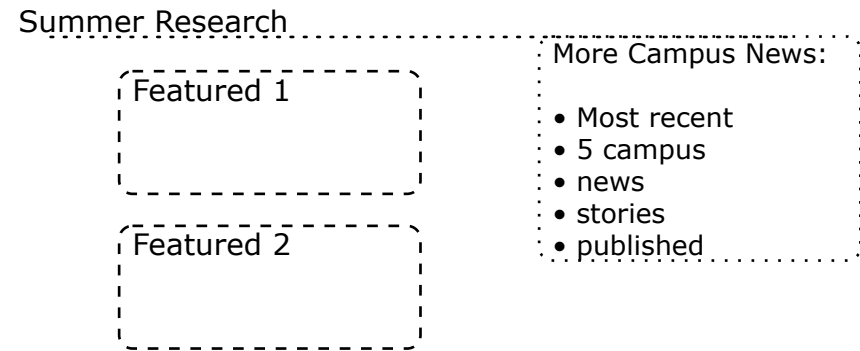
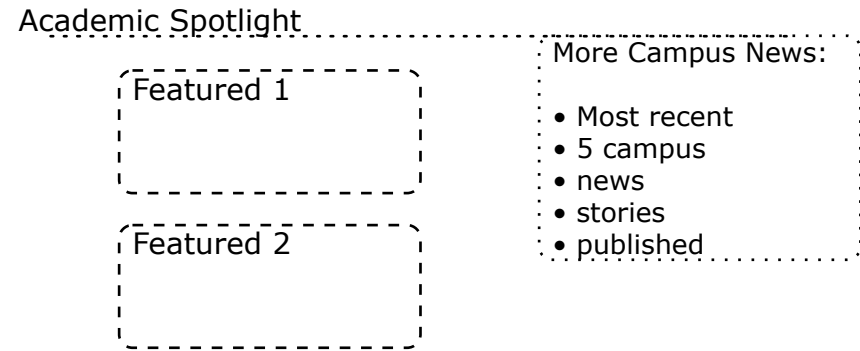
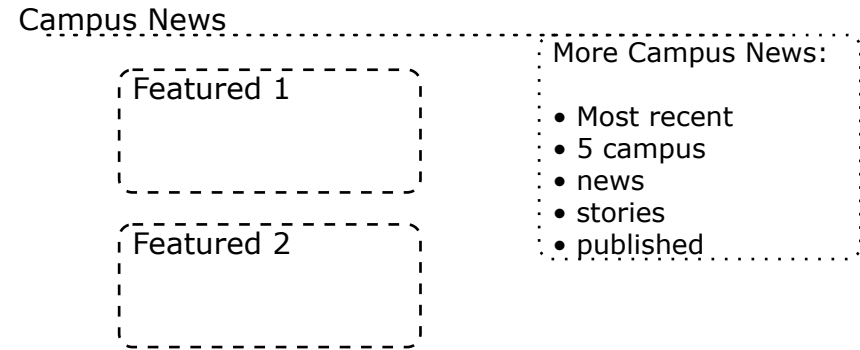
Campus News Archives  
/news/campus/

By Year: and so on...

News Landing  
www.bowdoin.edu/news/

News

News Navigation



If not changing sports press releases:  
`<!--#include virtual="athletics-include-path"-->`  
 else  
 block of recently published titles

Academic Spotlight (landing)

url structure:  
/news/academic/

- left/news navigation
- navigation call out
- last 6 stories published as teaser blocks

Summer Research (landing)

url structure:  
/news/summer-research/

- left/news navigation
- navigation call out
- last 6 stories published as teaser blocks

Campus News (landing)

url structure:  
/news/campus/

- left/news navigation
- navigation call out
- last 6 stories published as teaser blocks

Bowdoin In The News (landing)

url structure:  
/news/bowdoin-in-news/

- left/news navigation
- Categories with count, e.g., NYTimes(8) | Boston Globe (3) | USA Today (5), etc...

Needs clarification on info design! Likely a data def scenario

NOTES

- URL convention no underscores in URLs, use hyphens

### News Entry fields:

- Thumbnail (for teaser and/or head of story)
  - alt text
  - caption
  - credit
- Excerpt
- Title
- Body
- Authored date
- Extra Story Credits
  - Author
  - Illustration
  - Photo

### Meta-data associated with each entry:

1. Main Category of:
    - Academic News
    - Campus News
    - Bowdoin in the News
    - Campaign
    - Campus Construction
    - Support
    - Summer Research
    - Student Learning-Research
  2. Secondary category reflecting department(s) associated with entry.
  3. Where will this be published:
    - Primary consideration:
      - home flash feature
      - news home section-ette feature
      - section feature
    - Secondary consideration:
      - home feature
      - alumni feature
      - faculty/staff/student/parent/visitor/arts gateway feature? choose any, all, or none
      - feature?
- Keywords

### Publishing Destinations:

- individual page
- corresponding main category landing page
- headline list on department(s) home page
- depending on secondary destination choices:
  - home page headline list
  - gateway headline list
  - feature box on gateway

### Output and layout types:

- XHTML:
  - Individual entry page
  - headline list(s)
  - div block with photo for feature block tease
- RSS
- PDF (am interested in layout possibilities for this)
- Print (print.css takes care of this, do not require special output per se)

### NOTES

A news entry also has these features which we currently treat as inline (to the body) XHTML elements:

- pull quotes floated left/right
- images
  - float left/right w/ caption
  - full column w/ caption
  - 2/3 column w/ long caption
- breakout boxes

I stopped short of building macros to look at fields and expand them into these elements. In other words, an author could type `<photoright=1>` and it would be expanded to include the wrapping code and caption. Has HH done anything like this in CS?

It would be great to have images at least treated as stricter data elements. I let the cat out of the bag though and inline they are...

**This page pertains to all news sections including the Bowdoin Magazine. Profiles could use same template, maybe, but they are simpler.**

**Bowdoin** A-Z Index Directory Help

About Academics Admissions Campus Life Gateways

Location: [Bowdoin](#) Enter search words... Search

### Academic Spotlight

Faculty Research, Performance and Exhibitions

**News**

- Campus News
- Summer Research at Bowdoin
- Academic Spotlight
- Sports Information
- Bowdoin in the News
- Campus Construction
- Classifieds

**Events**

- Featured Events
- Events Calendar
- Search Events Calendar
- Exhibitions
- Academic Calendar
- Class Schedule

**Publications & Other Media**

- Bowdoin Magazine
- Bowdoin Orient
- Bowdoin Cable Network
- WBOR

**Profiles**

- Alumni
- Careers
- Community Service
- Students
- Women in Math & Science

## Former Governor Brings Life Lessons into Leadership Class

Story posted April 06, 2007

publish date

It's not unusual for a Bowdoin student to take a class with a professor of renown. The College's faculty includes a mix of nationally and internationally recognized scientists, scholars, artists and writers.



King

call out 1

But students get an improbably practical take on the subject of leadership when they enroll in Angus King's interdisciplinary Leaders and Leadership course. King is a former two-term Maine governor who throws his own life lessons into the mix while studying leaders great and small.

"The first year I taught the class," he recalls, "every time I would mention one of my experiences as governor I would apologize and say, 'This class is not about me, but when we had the ice storm ...' Finally this student spoke up and said, 'Stop apologizing for being Governor. That's why we are in the class!'"

**Default Region**  
(all content inline except as noted)

King soon realized they were drawn to — "The celebrity stuff wears off fast," he says — but to his own strengths, failures, and learning extracted from 30-plus years as an entrepreneur, attorney, public television host, and very public, public servant.

Whether talking about Bill Parcell's leadership on the field, Lincoln's leadership of state, or Arlene Blum's ascent of Annapurna, King has developed a course richly textured in personal experience.

He integrates his own public-speaking tips alongside those of Winston Churchill and Martin Luther King Jr. Conversely, he uses himself as an example of what not to do:

On Leadership



Viewpoints on leadership from King's students and others in the Bowdoin community. (View using Quicktime)

call out 2

### NOTES

- **Title** is asset Title.
- **Date** is asset publish or "authored on" date.
- **Default Region** is all content inline.
  
- **Call out 1** is dependent on news section... not necessarily dynamic.  
Basic form will take:  
----  
Back  
Link to Section Top  
Link to Section Archives  
----  
Link to RSS output for Section  
Link to PDF output for Section  
Link to Print style (possibly invoked with styleswitcher rather than another output)
  
- **Call out 2** is a horizontal representation of the Navigation area of Call out 1

There is a feature built-in to the current News management that allows the editor to define a thumbnail in a Thumbnail field for the teaser which automatically places the thumbnail in the teaser block and at the top right of the story.

However one editor wanted to have a unique thumb for the teaser and this one inserted into the story. So, the editor started putting an inline image tag into the Excerpt field.

## Anatomy of a News Entry - content breakdown 1b

1. Using the "Story Thumbnail" to automatically place the thumbnail in the teaser block and at the top right of the story.

2. Using the "Excerpt" field to place the thumbnail in the teaser block, but, using different inline image for top of story image insertion.

Title: Former Governor Brings Life Lessons into L Primary Category: 1-AcademicNews

Entry Body

It's not unusual for a Bowdoin student to take a class with a professor of renown. The College's faculty includes a mix of nationally and internationally recognized scientists, scholars, artists and writers.

But students get an improbably practical take on the subject of leadership when they enroll in [Angus King's](http://academic.bowdoin.edu/faculty/A/aking3/) interdisciplinary Leaders and Leadership course. King is a former two-term Maine governor who throws his own life lessons into the mix while studying leaders great and small.

"The first year I taught the class," he recalls, "every time I would mention one of my experiences as governor I would apologize and say, 'This class is not about me, but when we had the ice storm ...' Finally this student spoke up and said, 'Stop apologizing for being Governor. That's why we are in the class!'"

`<div class="ofparticularnote">  
<h5>On Leadership</h5>  
<div class="notebody"><div class="photocenter"><center><a href="/podcasts/video/communications/leadership.mov" target="blank"></a><br /><span class="caption">Viewpoints on leadership from King's students and others in the Bowdoin community. (View using <a href="http://www.apple.com/quicktime">Quicktime</a></span></center></div>  
</div>  
</div>`

King soon realized that it wasn't just his cachet they were drawn to &mdash; "The celebrity stuff wears off fast," he says &mdash; but to

Excerpt (?)

Students get an unusual take on leadership when they enroll in Angus King's course. King is a former two-term Maine governor who throws his own life lessons into the mix while studying leaders great and small.

Keywords (?)

Angus King, leadership, interdisciplinary studies, [Cristle Collins Judd](#), [Allen DeLong](#), Leadership Development Series, Mary Beth Matthews

Story Thumbnail

Photo Thumbnail

AngusThumb.jpg

Photo Thumbnail Alternate Text

Title: Dorn Awarded 2007 Karofsky Prize Primary Category: 1-AcademicNews

Entry Body

Assistant Professor of Education [Charles Dorn](http://academic.bowdoin.edu/faculty/C/cdorn/) has been named the recipient of the 2007 Sydney B. Karofsky Prize for Junior Faculty. The award was announced at the College's [Honors Day](http://www.bowdoin.edu/news/archives/1bowdoincampus/004087.shtml) ceremony on May 9, 2007.

`<div class="photoleft" style="width:175px;"><br /><span class="caption">Assistant Professor of Education Chuck Dorn.</span></div>`

Dorn is an educational historian who investigates the civic functions adopted by and ascribed to centers of early childhood education, public elementary and secondary schools and colleges and universities in the U.S.

Most recently, he has studied U.S. efforts to [reconstruct and reform education systems](http://www.bowdoin.edu/news/archives/1academicnews/002474.shtml) in post-WWII Europe. He is a leading expert on the founding of the United Nations Educational, Scientific and Cultural Organization (UNESCO), and recently published a paper on the 1946 U.S. Education Mission to Germany in *American Journal of Evaluation*.

His forthcoming book, *American Education, Democracy, and the Second World War*, (Palgrave-Macmillan, Nov. 2007) examines the ways in which U.S. schools served as civic institutions both by preserving their historic function of educating for democracy and by supporting the war effort.

`<div class="photoright" style="width:123px;"></div>`

Excerpt (?)

`Assistant Professor of Education Charles Dorn has been named the recipient of the 2007 Sydney B. Karofsky Prize for Junior Faculty. It is among the College's most prestigious honors.`

Keywords (?)

Charles Dorn, Karofsky Prize for Junior Faculty, Sydney B. Karofsky Prize for Junior Faculty, education

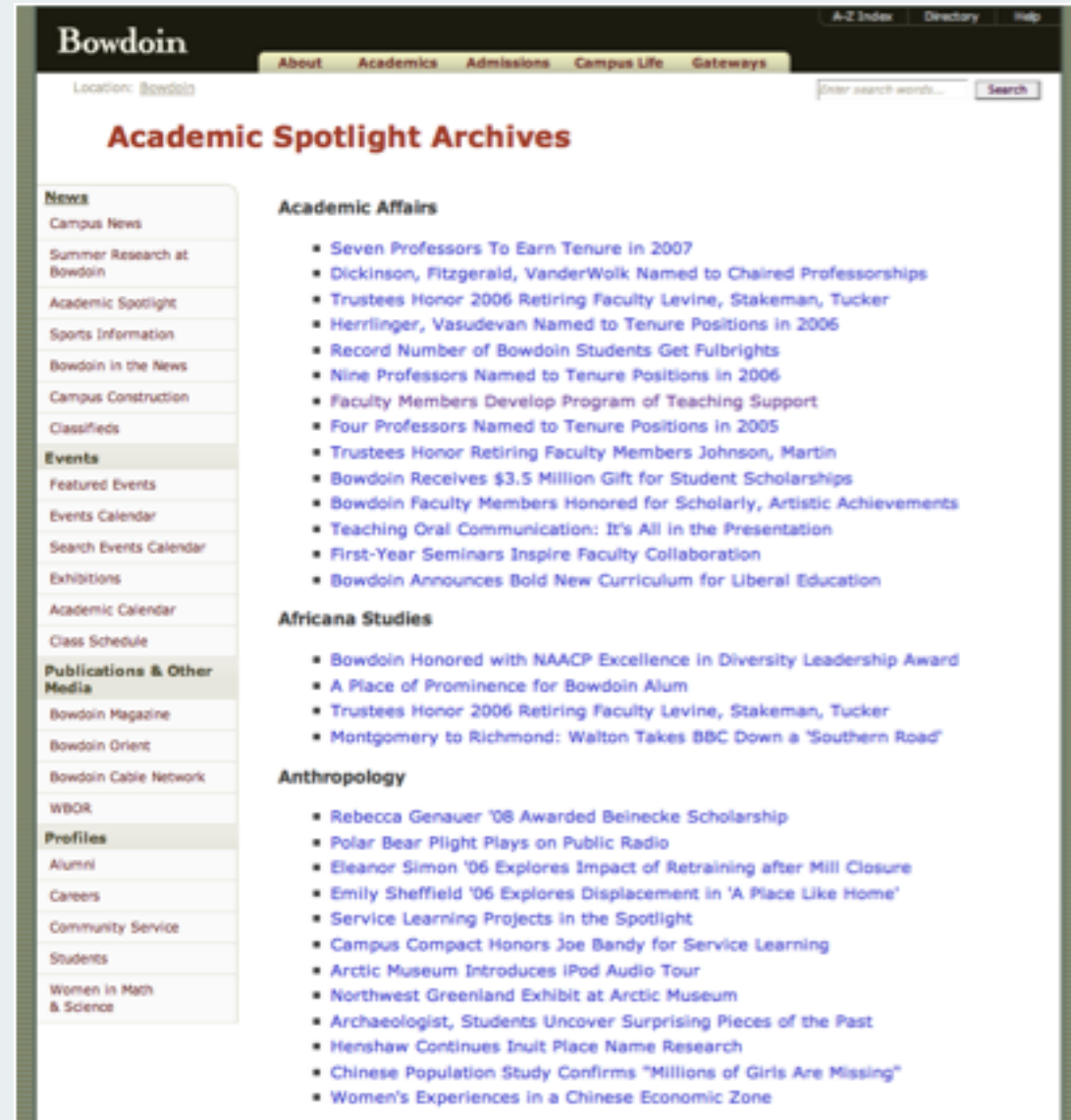
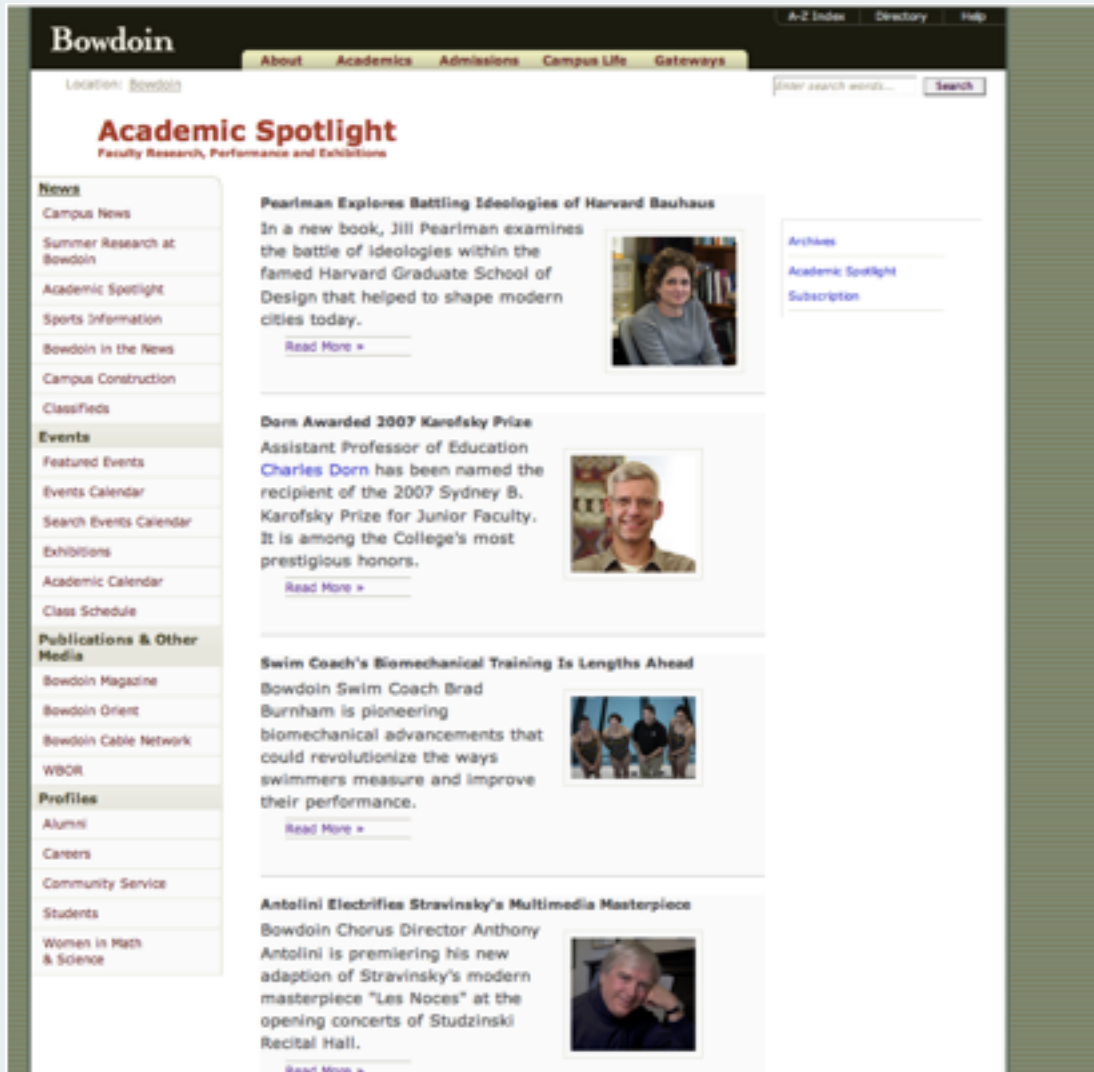
Story Thumbnail

Photo Thumbnail

Photo Thumbnail Alternate Text

**Academic news landing page:** Breakout of last 6 stories ... right call out to more ... page could use a few features.

**Academic news archives:** Sorted by sub-category (department), currently showing All entries. We need to discuss how to handle roll over for each department to an "older archives" area



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|                                                                                                                                                                      |                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Announcement Entry fields:</b> <ul style="list-style-type: none"><li>- Title</li><li>- Body</li><li>- Authored date</li></ul>                                     | <b>Meta-data associated with each entry:</b> <p>Where will this be published:</p> <ul style="list-style-type: none"><li>• home page</li><li>• faculty/staff/student/parent/visitor/arts gateway feature? choose any, all, or none</li></ul> |
| <b>Publishing Destinations:</b> <ul style="list-style-type: none"><li>- individual page</li><li>- announcement title list on home page and gateways chosen</li></ul> | <b>Output and layout types:</b> <ul style="list-style-type: none"><li>- XHTML:<ul style="list-style-type: none"><li>• Individual entry page</li><li>• div block with link to announcement(s)</li></ul></li><li>- RSS</li></ul>              |

### NOTES

#### Two scenarios for an announcement:

1. The announcement is a unique announcement:  
-- If a full announcement this builds an individual page. Our current tool builds the announcement box on the home page with the Title field linked to the individual page which obviously would contain the title as an h3 and the body.

2. The announcement is simply highlighting another page on the site:

-- If this is a link to another page on the site then the title field is empty and the body contains the "title" as an html link.

|                                                                                                                                     |                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Classified Entry fields:</b> <ul style="list-style-type: none"><li>- Title</li><li>- Body</li><li>- Authored date</li></ul>      | <b>Meta-data associated with each entry:</b> <p>Sections:</p> <ul style="list-style-type: none"><li>• For Sale</li><li>• For Rent</li><li>• Wanted</li><li>• Miscellaneous</li></ul>              |
| <b>Publishing Destinations:</b> <ul style="list-style-type: none"><li>- scrolling aggregate page with Title and full body</li></ul> | <b>Output and layout types:</b> <ul style="list-style-type: none"><li>- XHTML:<ul style="list-style-type: none"><li>• index page listing all entries by section</li></ul></li><li>- RSS</li></ul> |

### NOTES

Currently these are managed by hand. These could use an automatic expiry feature.

The workflow for submitting a classified is manual and should stay that way for now unless we want to consider a data input workflow where one could submit a classified and Sara Smith uses CS to approve and publish them.

|                                                                                                                                              |                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Classified Entry fields:</b></p> <ul style="list-style-type: none"> <li>- Title</li> <li>- Body</li> <li>- Authored date</li> </ul>    | <p><b>Meta-data associated with each entry:</b></p> <p>Sections:</p> <ul style="list-style-type: none"> <li>• For Sale</li> <li>• For Rent</li> <li>• Wanted</li> <li>• Miscellaneous</li> </ul>                            |
| <p><b>Publishing Destinations:</b></p> <ul style="list-style-type: none"> <li>- scrolling aggregate page with Title and full body</li> </ul> | <p><b>Output and layout types:</b></p> <ul style="list-style-type: none"> <li>- XHTML:             <ul style="list-style-type: none"> <li>• index page listing all entries by section</li> </ul> </li> <li>- RSS</li> </ul> |

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|                                                                                                                                                       |                                                                                                                                                                                                                                                          |                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p><b>recent activity</b></p> <p>cpc-staff<br/>mgaillard<br/>ngrant<br/>outing<br/>reunion<br/>cbessmer<br/>events-staff<br/>ssteinbe<br/>scole ?</p> | <p><b>associated content</b></p> <p>cpc - activities<br/>dining announcements<br/>it-training<br/>outing calendar<br/>reunion class pages<br/>hr handbook<br/>events: summer programs<br/>admissions calendar/announcements<br/>dining announcements</p> | <p><b>other content to be ported:</b></p> <p>outing announcements</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|