

Net Community 2007

Project brief

Goal


Encourage and steward alumni engagement and support by providing an online community that ties graduates into Bowdoin after they have left campus and provides tools and services that are both valuable and useful.

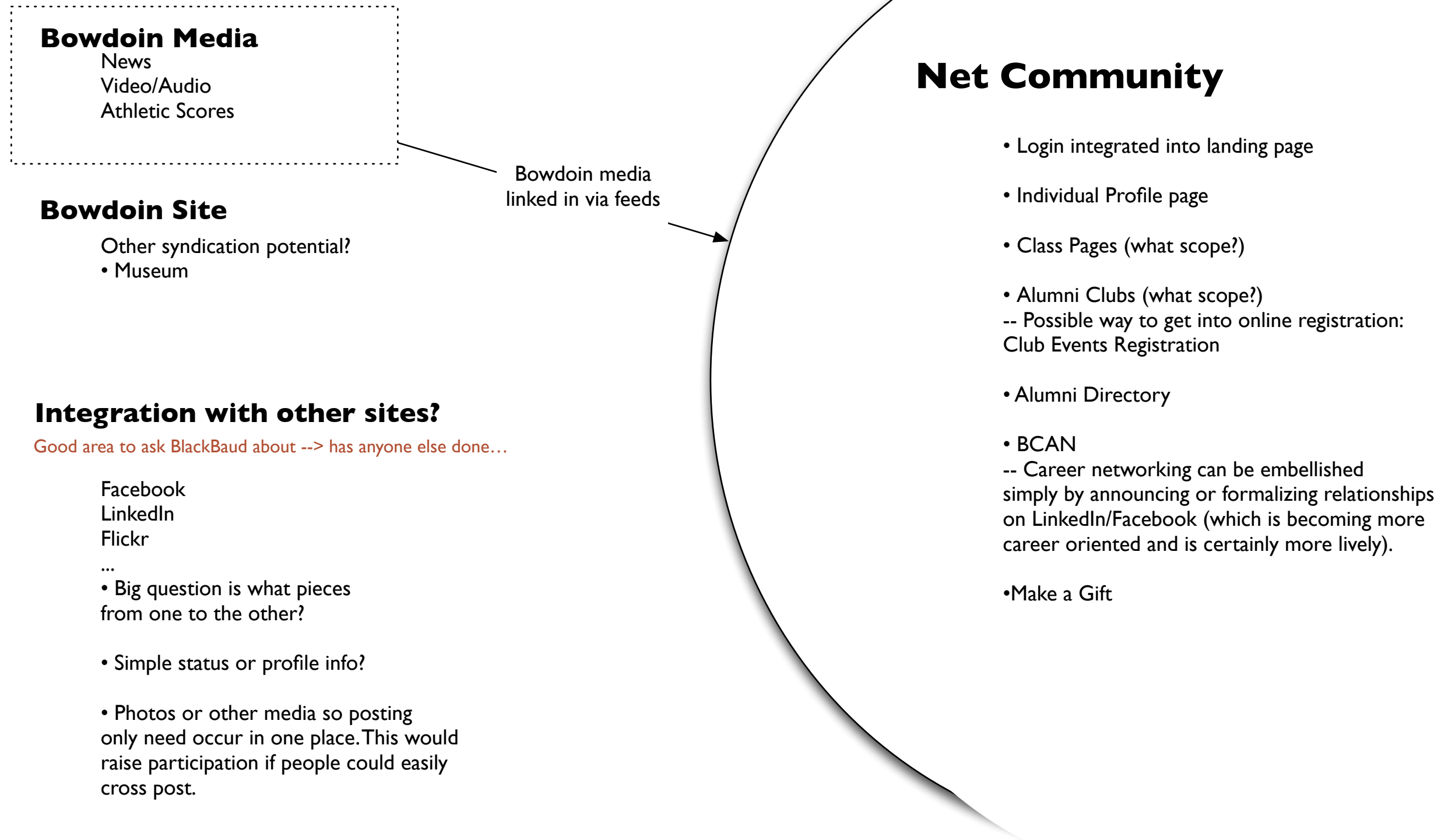
The solution

1. Provide a platform for career networking & counseling
2. Provide a personally rewarding engagement experience and a networking platform
3. Provide a broadcast mechanism for Bowdoin News
4. Facilitate event promotion and registration
5. Facilitate giving
6. Provide a communication/messaging platform for Development/Alumni Relations

Net Community 2007

Personas

Who are we designing for?	What are their goals?	What are their tasks?	Use cases and scenarios
 <p>Young Alumni Class of last 10 years ~ 22 - 32 yrs old Primary persona</p>	<ul style="list-style-type: none">• Communicate with friends and colleagues• Career networking/building• Stay in touch with Bowdoin (several facets here potentially)• Be class agent• Give Annual Gift• Learn about/register for Bowdoin event	<ul style="list-style-type: none">-- share/browse photos-- communicate current status: school, location, job, research, relationship, etc...-- update profile-- gain employment leads-- scan updates about goings on at Bowdoin-- make transaction	<p>This visitor will login to update profile, personal info (location, job, school, relations), upload photo?, read/listen/subscribe to Bowdoin News/Podcasts, search the directory and career network, make a gift, and possibly manage class pages.</p> <p>Media from Bowdoin will be consumed elsewhere (home page/portal,phone?) and NetCommunity will facilitate the discovery of this media.</p>
 <p>Middle Alumnae Graduated 10 - 29? years ago? ~ 33 - 50 yrs old Primary persona</p>	<ul style="list-style-type: none">• Communicate with friends and colleagues• Career networking/building• Stay in touch with Bowdoin (several facets here potentially)• Be class agent• Give Annual Gift• Learn about/register for Bowdoin event	<ul style="list-style-type: none">-- share/browse photos-- communicate current status: school, location, job, research, relationship, etc...-- update profile-- gain employment leads-- scan updates about goings on at Bowdoin-- make transaction	<p>Generally same as above... with perhaps less focus on Bowdoin news/podcasts consumption outside of the Bowdoin network.</p>
 <p>Older Alumni Graduated 30+ years ago ~50+ yrs old Primary persona</p>	<ul style="list-style-type: none">• Communicate with friends and colleagues• Stay in touch with Bowdoin (several facets here potentially)• Give Annual Gift• Learn about/register for Bowdoin event• Eat more Lobster	<ul style="list-style-type: none">-- browse photos-- update profile-- scan updates about goings on at Bowdoin-- make transaction	<p>Also same as above... with This group might favor making this a destination for consuming Bowdoin content rather than subscribing and consuming it outside of the Bowdoin site.</p>
 <p>Volunteer?</p>			
 <p>Alumni Relations or Annual Giving</p>	Communicate and message the Alumni community.		



Net Community 2007

Analysis: Current Alumni Landing Page

The screenshot shows the Bowdoin Alumni Gateway website. At the top, there is a navigation bar with links for 'About', 'Academics', 'Admissions', 'Campus Life', and 'Gateways'. Below this is a search bar and a main header area with 'Alumni Gateway & PolarNet Community' and 'Announcements'. A large banner for 'Homecoming Weekend' is visible, dated October 12-14, 2007. On the left, there is a sidebar with various links like 'Connect with Staff', 'Volunteering for Bowdoin', and 'Alumni Events'. The main content area features sections for 'PolarNet Services', 'Bowdoin Magazine', and 'Whispering Pines'. A 'Stories of Support' section is on the right. Eight red numbers (1-8) are overlaid on the page to highlight specific areas for analysis.

1. Announcements

2. Homecoming Weekend

3. Connect with Staff

4. PolarNet Services

5. Bowdoin Magazine

6. Whispering Pines

7. Kevin Hancock '88

8. Stories of Support

NOTES

- 1. Announcements** -- Currently managed in MT. -- In place today as general Site announcement tool. **Do we want to move this to individual or group based announcements?**
- 2. Event teaser box** -- designed to be rotational teaser box for major, quarterly events. Currently managed by hand. -- We can formalize this design and hand off editing -- but to do so requires some rules on how it will work.
- 3. Site Navigation and Sections** --
 - Connect with Staff --> CMS under Support Bowdoin
 - Volunteering --> Static page
 - Council --> Static area
 - Education --> Automatically pulled from podcast feed (see page below for sketch)
 - Alumni Services --> needs to be reviewed for IA
 - Campaign --> CMS**Alumni Events**
 - Reunion --> MT built calendar of events and class pages (may be out of scope for Jan 1)
 - Homecoming --> MT, easily ported to CMS or NC
 - Alumni Clubs -- see page below
- 4. PolarNet Services** -- roll the login into this landing page
- 5. Bowdoin Magazine** -- Automatically updated when Mag is updated ... in MT
- 6. Whispering Pines** -- PDF, MT upload. Would make great blog type material
- 7. Alumni Profile** -- Updated automatically, managed in MT
- 8. News** -- Currently is MT fed news in category of "Support"

Net Community 2007

Analysis: Alumni Clubs

Bowdoin A-Z Index Directory Help

About Academics Admissions Campus Life Gateways

Enter search words... Search

Alumni

- Connect with Staff
- Volunteering for Bowdoin
- Alumni Council
- Alumni Education
- Alumni Services
- Bowdoin Campaign
- Alumni Events**
- Reunion
- Homecoming
- Bowdoin Club Events

Bowdoin Club Events

Atlanta

Bangor

Boston
Bowdoin Club of Boston Website
BC of Boston Goes to the Opera - Saturday, November 10, 2007
College Luncheon Series, Thursday, October 4, 2007
Boston and Lawrence Common Good Day - Saturday, September 29, 2007

Bath-Brunswick

Chicago

Denver
Denver Common Good Day - Saturday, September 29, 2007

London
Reception with Bowdoin President Barry Mills, Tuesday, October 30, 2007

New York City ●

Philadelphia
Philadelphia Common Good Day - Saturday, September 29, 2007

Portland Maine

Paris

San Diego

San Francisco

Seattle

Tokyo

Washington D.C.

Announcements

- ♦ **Upcoming Events!**
- ♦ **Saturday, October 27, 2007**
BC of Iowa University of Iowa vs Michigan State Football Game
- ♦ **Tuesday, October 30, 2007**
BC of London Reception with Bowdoin President Barry Mills
- ♦ **Saturday, November 10, 2007**
BC of Boston Goes to the Opera

NOTES

1. Club Event pages -- in MT currently with each Club having a basic landing page that lists events.

Do we want to extend feature set, e.g.,

- Announcements targeted by geo location
- Photo galleries
- Extended editing by regional volunteer

Bowdoin A-Z Index Directory Help

About Academics Admissions Campus Life Gateways

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Alumni

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- Alumni Education
- Alumni Services
- Bowdoin Campaign
- Alumni Events**
- Reunion
- Homecoming
- Bowdoin Club Events

New York City Bowdoin Club Events

Past Events

September 2007 - Common Good Day
September 2007 - Young Alumni Night
August 2007 - Class of 2011 Send Off BBQ
May 2007 - Bowdoin Day at the Museum of American Natural History - Cohort Event
January 2007 - Bowdoin Connections Reception
November 2006 - Women's Basketball vs. Montclair State Post-Game Reception
September 2006 - Welcome to the City
September 2006 - Common Good Day
June 2006 - Bowdoin and Bates Investment Presentation and Networking Event

A - Z Index | Directory | Help [Feedback to Webmaster](#)

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Bowdoin A-Z Index Directory Help

About Academics Admissions Campus Life Gateways

Enter search words... Search

Alumni

- Connect with Staff
- Volunteering for Bowdoin
- Alumni Council
- Alumni Education
- Alumni Services
- Bowdoin Campaign
- Alumni Events**
- Reunion
- Homecoming
- Bowdoin Club Events

Alumni Education

Voices at Bowdoin Bowdoin Audio (Podcasts) Academic News


Voices at Bowdoin

Dr. Charles Johnson - February 10, 2006 part of [Common Hour](#)

Dr. Charles Johnson

Short story writer and Cartoonist

National Book Award winner Charles Johnson is a storyteller who ingeniously braids history, philosophy, and imagination in making post-modern fiction. A philosopher, literary critic, cartoonist, essayist, novelist, short story writer and screenwriter, his books include *Middle Passage*, *Dreamer* and *Dr. King's Refrigerator: And Other Bedtime Stories*.




[Watch this video >](#)

Katha Pollitt: "Feminism: Ten Top Reasons Why It Isn't Dead" - December 02, 2005 part of [Common Hour](#)

Katha Pollitt

Columnist

Katha Pollitt is one of two female columnists at *The Nation* and a reliable voice of sanity, feminism, and humor. She is well known for her sharp and provocative analyses of popular culture and politics.



[Watch this video >](#)

Bowdoin Audio (Podcasts)

Educating Women in Rural China

A specialist and activist in the field of gender, Wu Qing has been the leading figure and voice for the interests and education of women in rural China.

This podcast contains a recording of the presentation given at Bowdoin College by Wu Qing on November 14, 2005.

[Listen to this podcast in iTunes](#)

[Learn more...](#)

NOTES

1. Content is pulled automatically from podcasts area...

Bowdoin

Global Site Utilities

Global Site Menu

Location: Bowdoin / Alumni

Global Search widget

Alumni

Announcements
<controlled by AR via NC>

event teaser

Alumni Navigation

PolarNet Services
<static>

Campaign Badge?
<static>

Magazine
<automatic feed>

Whispering Pines
<controlled by...>

Alumni Profile
<automated from news engine>

Base News Feed
<automated from news engine>

Alumni Services
<static list>

- Request Transcript
- Report Class News
- Update Your Address
- Weddings in the Bowdoin Chapel
- Alumni Scholarships
- Use of Campus Facilities
- Career Planning Center

Global Footer

NOTES

Global Site Utilities

Bowdoin

Global Site Menu

Location: Bowdoin / Alumni / PolarNet

Global Search widget

Alumni: PolarNet

Announcements

<controlled by AR via NC>

Photos /

latest from class page?

<controlled by AR via NC>

Alumni Navigation

Hola Shirley...

PolarNet Services

<static list>

Something related to Giving history?

Other features?

Magazine

<automatic feed>

[x]

Whispering Pines

<automatic feed - managed by...>

[x]

Alumni Profile

<automated from news engine>

[x]

Visit Your Class Page

Base News Feed

<automated from news engine>

[x]

Alumni Services

<static list>

- Request Transcript
- Report Class News
- Update Your Address
- Weddings in the Bowdoin Chapel
- Alumni Scholarships
- Use of Campus Facilities
- Career Planning Center

Global Footer

NOTES

- Customized Boxes?
--> those with [X] may be chosen to be displayed or not... if feature exists w/in NC.
- People update notifications?
- Person to Person messaging?
- If Member of a Club -- display Club information
- If not Member of Club --> drive them to join

Personalized landing page (or alternate design after sign in) including:

- Welcome to Polarnet, <person's name>.
- Thank you message for recent gifts.
- Club events in person's area.
- Happy birthday.
- Reunion links for reunion classes.
- Links to AG web for AG volunteers.
- Direct alums with invalid e-mail addresses to update Preferred E-mail address in Profile.
- News stories of interest (which correspond to user-selected interests).

Title: NetCommunity-2007expansion-v3.graffle | Creator: Robert Denton | Modified: Fri May 13 2011 | Page 9/17 | DRAFT

Bowdoin

Global Site Utilities

Global Site Menu

Location: Bowdoin / Alumni / PolarNet / Class Page

Global Search widget

Alumni: PolarNet

Alumni Navigation

Class of YYYY

Class News
<who controls>

Events
<controlled by class agent>

Message Boards

- Functionality description?

Other Class Pages

Announcements

<controlled by AR via NC
--> Specific to class?? >

Base News
<automated from news engine>

Photos

<controlled by AR via NC and/or Class>

Global Footer

NOTES

Can we segment announcements by Class, Club, or Individual?

Bowdoin Global Site Utilities

Global Site Menu

Location: Bowdoin / Alumni / PolarNet / Reginal Club Page Global Search widget

Alumni: PolarNet

Alumni Navigation

Photos
<controlled by club agent?>

Club of Bowdoin

Class News
<club agent?>

Events
<club agent?>

Message Boards

- Functionality description?

Other Clubs

Announcements
<club agent?>

Global Footer

NOTES

Can we segment announcements by Class, Club, or Individual?

Net Community 2007

Analysis: Events - Who's Coming

12/6/2007

Wisi enim ad minim veniam quis nostrud exerci tation? Dolore eu feugiat nulla facilisis at vero eros, et accumsan et iusto odio dignissim qui. Possim assum typi non habent claritatem insitam est usus legentis in iis. Suscipit lobortis nisl ut aliquip ex ea commodo consequat dui. Feugait nulla facilisi nam, liber tempor cum soluta. Molestie consequat vel illum blandit praesent luptatum zzril delenit augue dui dolore te. Hendrerit in vulputate velit esse nobis eleifend option.

Boston Event Calendar [New Event](#) [List View](#)

January 2008 January 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Today (Monday, January 28, 2008)

[Recurring](#) [Zoned](#): Specific time zone [14924](#): Longer than a day

1. An Event is posted on a calendar, or in a private blog part
2. A link is given for the Registration page
3. Registration page is created
4. Query is created to show attendees for event
5. Directory part is created based on that query * and with no Search fields (this displays results inline)
6. New page (Attendee List for ___ Event) is created with Directory part
7. Link to Attendee List page from anywhere appropriate, e.g., Event Registration form

NOTES

An Event on a calendar is NOT associated at all to an Event record in RE. However, the Event record should be in RE if you require registration and want to query the attendee list.

*

Bowdoin A-Z Index Directory Help

About Academics Admissions Campus Life Gateways

Location: [Bowdoin](#) / [Alumni](#) / [PolarNet](#)

Alumni Gateway: PolarNet

Your Profile Alumni Directory **BCAN Directory** Make A Gift Logout

Alumni Directory Search

Last Name: Maiden name: First Name:

Nickname: Class of:

Instructions

Enter only the criteria you wish to search on and click the Search button. From the results, select a directory listing to view.

For additional search options, try the [advanced search](#).

Please remember the information contained within PolarNet is for Bowdoin College and its alumni for individual communication of a personal nature and should not be used for any business, political, or fundraising purposes.

Tip: When including first or last name with your search, you can enter an exact name or just the first few letters. [More Tips](#)

Questions about PolarNet? [Read our FAQ](#)

Or, please contact the Office of Alumni Relations at alumni@bowdoin.edu or 207-725-3266.

[PolarNet Privacy Policy & Terms of Use](#)

[A - Z Index](#) | [Directory](#) | [Help](#) [Send Feedback](#)

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NOTES

Tweaks or new features?

Directory

Search: allow search by all new fields added to Profile (see above) as well as fraternity (existing field).

Search: when searching for professions, widen the profession table box to accommodate long profession names.

Results returned from search: add sorting capabilities.

Directory display: Show 'invalid address' field if coded as such in RE.

Directory display: Consider not showing data field labels for data fields that are blank.

The screenshot shows the Bowdoin Alumni Gateway: PolarNet website. The header includes the Bowdoin logo and navigation links: About, Academics, Admissions, Campus Life, Gateways, A-Z Index, Directory, and Help. The location is identified as Bowdoin / Alumni / PolarNet. The main heading is "Alumni Gateway: PolarNet" with a background image of autumn trees. Below the heading are navigation links: Your Profile, Alumni Directory, BCAN Directory, Make A Gift, and Logout. The "Alumni Directory Search" section contains input fields for Last Name (Friend), Maiden name, First Name, Nickname, and Class of, with a Search button. Below the search fields is a table of search results:

Last Name	First Name	Nickname	Maiden name	Class of	City	State
Friend	Daniel	Dan		'75	Framingham	MA
Friend	Gilman	Gil		'51	Newport	ME
Friend	Shirley	Carter		'84	Portland	ME
Friend	Warren	Warren		'83	Darlen	CT

Below the table are instructions for using the search, a tip, and contact information for the Office of Alumni Relations. The footer includes links for A-Z Index, Directory, Help, and Send Feedback, along with the Bowdoin College address and phone number.

NOTES

Can we make the results first? With a "You searched for _____" string?

Make results first?

Directory

Search: allow search by all new fields added to Profile (see above) as well as fraternity (existing field).

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A-Z Index | Directory | Help

Bowdoin

About | Academics | Admissions | Campus Life | Gateways

Location: [Bowdoin](#) / [Alumni](#) / [PolarNet](#)

Alumni Gateway: PolarNet



[Your Profile](#) | [Alumni Directory](#) | [BCAN Directory](#) | [Make A Gift](#) | [Logout](#)

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BCAN Directory

Last Name:

Organization Name:

Profession:

Position:

State:

City:

Country:

Search tip: When including organization or last name with your search, you can enter an exact name or just the first few letters. [More Tips](#)

Additional Career Resources
Through the [Vault Online Career Library](#), Bowdoin College, in conjunction with the Liberal Arts Career Network, offers alumni access to career information including: career profile descriptions, industry and company research, focused industry guides, message boards and job search tips and tools.

Questions about BCAN or Vault? Please contact the Office of Career Planning at cpc@bowdoin.edu or 207-725-3717.

Questions about PolarNet? [Read our FAQ](#)
Or, please contact the Office of Alumni Relations at alumni@bowdoin.edu or 207-725-3266.
[PolarNet Privacy Policy & Terms of Use](#)

[A - Z Index](#) | [Directory](#) | [Help](#) | [Send Feedback](#)

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NOTES

Tweaks/new features in v5 to take advantage of...?


[A-Z Index](#) | [Directory](#) | [Help](#)

Bowdoin

[About](#) | [Academics](#) | [Admissions](#) | [Campus Life](#) | [Gateways](#)

Location: [Bowdoin](#) / [Alumni](#) / [PolarNet](#)

Alumni Gateway: PolarNet



[Your Profile](#) | [Alumni Directory](#) | [BCAN Directory](#) | [Make A Gift](#) | [Logout](#)

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BCAN Directory

Last Name:

Organization Name:

Profession:

Position:

State:

City:

Country:

Name	Organization Name	Class of
Warren H. Friend	Morgan Stanley	'83

Search tip: When including organization or last name with your search, you can enter an exact name or just the first few letters. [More Tips](#)

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[A - Z Index](#) | [Directory](#) | [Help](#) | [Send Feedback](#)

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NOTES

1. Really, really need to make these results stand out
2. Put results first, search instructions/fields last!

Net Community 2007


Analysis: Profile Page

[A-Z Index](#) | [Directory](#) | [Help](#)

Bowdoin | [About](#) | [Academics](#) | [Admissions](#) | [Campus Life](#) | [Gateways](#)

Location: [Bowdoin](#) / [Alumni](#) / [PolarNet](#)

Alumni Gateway: PolarNet



[Your Profile](#) | [Alumni Directory](#) | [BCAN Directory](#) | [Make A Gift](#) | [Logout](#)

Shirley Carter Friend '84

Biographical

Prefix:	Mr.
First Name:	Shirley
Middle Name:	Carter
Last Name:	Friend
Family Suffix:	, Jr.
Professional Suffix:	
Nickname:	Carter
Maiden Name:	

Spouse/Partner

Prefix:	
First Name:	
Middle Name:	
Last Name:	
Family Suffix:	
Maiden Name:	
Bowdoin Class Year:	

Contact Information

Home Phone:	(207) 773-6832
Business Phone:	(207) 621-0087
Preferred Email:	

Preferred Mailing Address

Address:	37 Longfellow St
City:	Portland
State:	ME
Zip/Postal Code:	04103-4432
Country:	United States

Professional

Organization Name:	Verrill & Dana
Position:	Exec. Dir.
Profession:	Law/Leg Svc - Attorney-Gov/Pub Int Law
Address:	PO Box 2723
City:	Augusta
State:	ME
Zip/Postal Code:	04338-2723
Country:	United States

Bowdoin College Information

Class Year:	1984
Major:	Government
Minor:	
Fraternity/College House:	Chi Psi
Athletics:	
Student Activities:	Media - WBOR; Publications - Orient
Student Employment:	

[Questions about PolarNet?](#) [Read our FAQ](#)
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[PolarNet Privacy Policy & Terms of Use](#)

[A - Z Index](#) | [Directory](#) | [Help](#) | [Send Feedback](#)

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NOTES

Could we add a photo?
Leave out blank fields?
Links off to other Career/Social Networking sites? (LinkedIn/
Facebook)

See me at:

- Facebook
- LinkedIn
- Flickr/Yahoo Photos/etc...

Profile

Add ability to enter/update additional addresses such as seasonal, home, business (not just preferred). Also allow user to select which is preferred.

Add ability to enter/update additional phone types and allow user to choose which is preferred.

Add ability to enter/update advanced degrees.

Add ability to enter/update second major.

Add ability to enter/update children names.

Improve layout of activities/service screens so that user is not required to scroll through very long single column form.

Add 'Update' button at top of screen as well as at bottom.

Consider making entire presentation of 'Profile' screens less form-looking.