WordPress Community of Practice

September 2015

Agenda

1. Recent Changes

2. What's Next
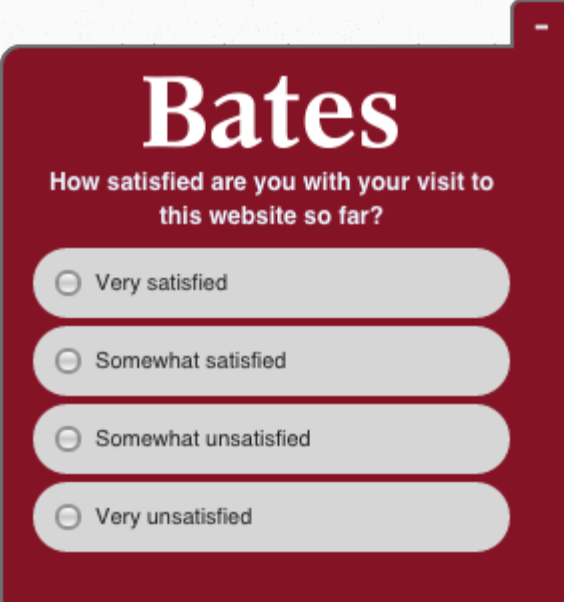
3. Open Forum

4. Office Hours

New Fonts

- On September 2, Stag and Lucida were replaced with Sabon Next and Neue Frutiger

- Goal: A consistent, unified brand across print and web

- Learn more from the Brand Identity Guide at bates.edu/brand

Behind the Scenes

- On September 16, www.bates.edu was moved to a new server.

- Goal: Improved availability and speed.

- If you didn't notice anything, that's good.

Qualaroo Survey

- Survey ran from August 20 to September 17 and received 1,710 responses

- "How satisfied are you with your visit to this website so far?"

  - 87% said they were satisfied

  - 13% said they were unsatisfied

- "Did you successfully complete your main reason for visiting this site?"

  - 90% were successful in completing their goal

  - 10% were unsuccessful

- "How do you think this website could be improved?"

  - *"This is actually among the best college websites I've ever seen."*

  - *"You've changed the [bad words] website twice in 6-7 years. Please stop changing it!!!"*

Bates

How satisfied are you with your visit to this website so far?

- ○ Very satisfied
- ○ Somewhat satisfied
- ○ Somewhat unsatisfied
- ○ Very unsatisfied

New Shortcode: Columns

- Learn how to use the shortcode
  - [column width="half"]column 1 content[/column] [column last width="half"]column 2 content[/column]
  - bates.edu/wordpress > Shortcode Reference > Columns

- Example
  - Swimming and Diving Alumni/Parent Newsletter

- On September 17, all WordPress toolbars received an identical configuration.
  - All WordPress users will see the same toolbar, sitewide

- What's New? [Example](#)
  - Anchor button
  - Horizontal rule button
  - Keyboard Shortcuts

WordPress Upgrade

- On September 23, we upgraded from version 4.1 to 4.3
  - Last upgrade of this size was in January

- New Features
  - Inline link editing [example]
  - Menus in Customizer [example]
  - Formatting shortcuts (optional) [example]

Email Newsletters and Blogs

- Replacing printed newsletters with email and blogs is becoming more common.
- Some advantages
  - Less material cost
  - Plays to mobile device popularity
  - Simpler quality control
  - Trackable
  - Self-archiving
- Examples
  - [Coaches Corner](#) ([old format](#)), [College Key](#), [Harward Center](#), [Office of Equity and Diversity](#), [Office of the President](#), [Student Affairs](#), [Orientation](#)

Part II: What's Next

- Style Audit (with Barry Costa!)

- The Quad (with Jeremy Cluchey!)

Open Forum