



VALDOSTA STATE UNIVERSITY

# Welcome To:

## CMS: Cascade Server Training – Basic Features

Edited: 10/14/2013





# Outline

- Content Management System (CMS) Overview
- User Roles
- Home Page
- Dashboard
- Email Messages
- Assets
- Drafts
- Recycle Bin
- Analytics
- Folders
- \_info File
- Create/Open/Edit/Publish & Delete Pages
- Our Team Page
- Workflows
- Push Architecture
- Images & \_images Folder
- Tables
- Hyperlinks
- Common Links & \_common-links folder
- Anchors
- PDF Documents and Forms
- History
- Webpage Content



VALDOSTA STATE UNIVERSITY



# Cascade Updates

- New Dashboard Layout
- AutoSave Drafts
- Drag and Drop File Upload Feature



# CMS Overview

- Hannon Hill/Cascade Server is the new Content Management System (CMS) used to edit VSU webpages
- The CMS is web-based and supports Internet Explorer, Firefox, Chrome and Safari
  - no additional software is required on user computers
  - web pages can now be edited from outside the university
- Onsite URL: [link.valdosta.edu](http://link.valdosta.edu) (no www) – bookmark for easy access
- Offsite URL: <https://link.valdosta.edu> (no www)
- Login with your Active Directory account (credentials you use to login to your office computer)
- Automatic timeout after one hour of inactivity



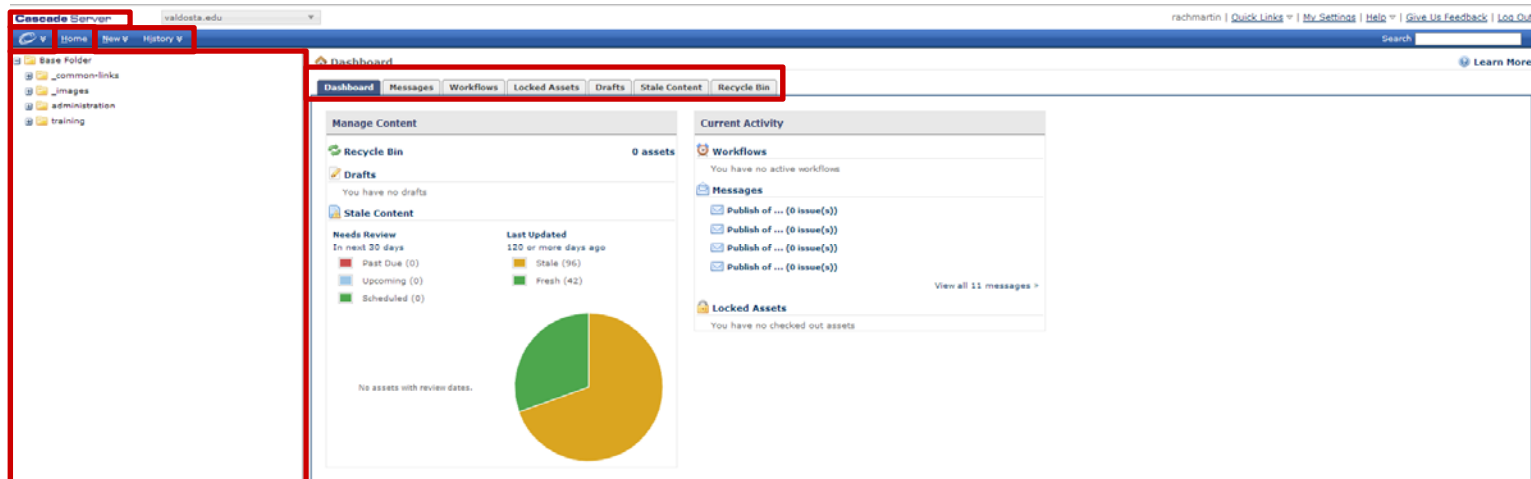
# User Roles

- Author:
  - Create and edit content within the CMS
  - Draft pages are sent, via workflow, to Publishers for live publishing of pages
- Publisher:
  - Create and edit content within the CMS
  - Publishing of pages within the CMS
- A user can be assigned different roles for multiple websites in the CMS system, for example, a user can be an author for one website and a publisher for another
- Appropriate approval must be obtained to be assigned a role in a website other than your college/division/department's site



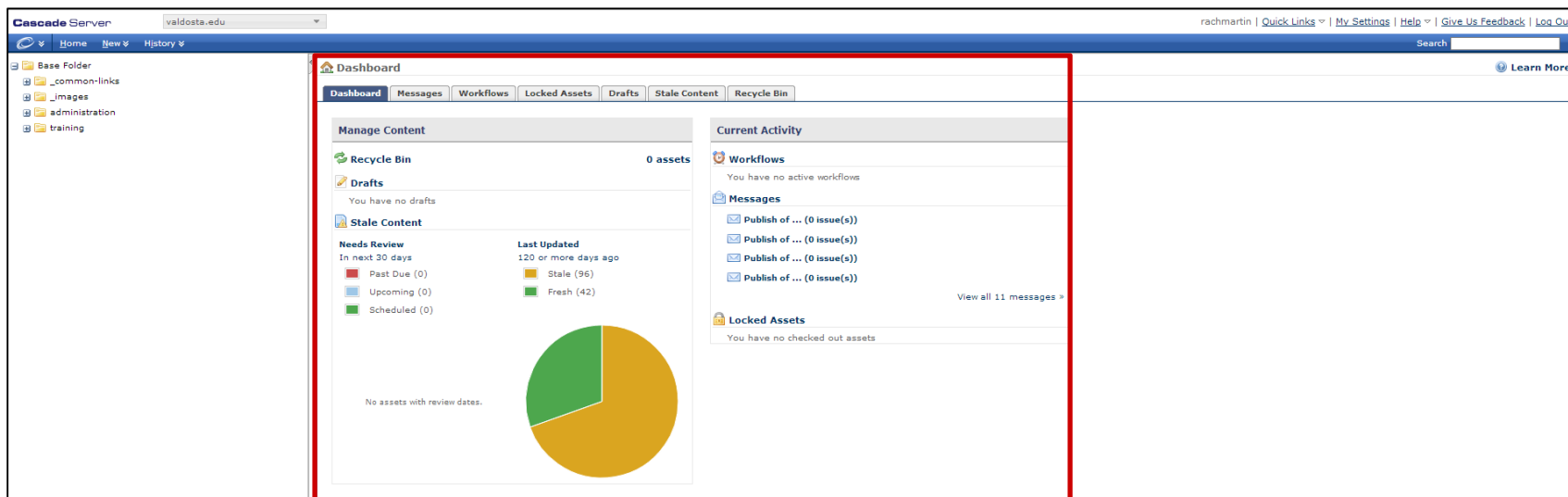
# CMS Home Page

- Top Navigation Bar – Home, New and History
- Folder Tree – Listing of website folder structure
- Main editing window contains seven tabs – Dashboard which is the default window (dashboards may vary slightly per user), Messages (used internally within the CMS), Workflows, Locked Assets (covered in Intermediate Class), Drafts, Stale Content (covered in Intermediate Class), Recycle Bin and Analytics
- To return to the main editing window at any time select the Home link or the Cascade Server icon





- The dashboard shows your home page
  - Manage Content: Recycle Bin/Drafts
  - Stale Content: Needs Review/Last Updated
  - Current Activity: Workflows/Messages/Locked Assets





# Email Messages

- The CMS system automatically sends notification emails to users Outlook accounts during the workflow process
  - Check your junk mail folder
  - Add [cascade@valdosta.edu](mailto:cascade@valdosta.edu) email to safe list (handout)
  - Set up an Outlook rule to move all [cascade@valdosta.edu](mailto:cascade@valdosta.edu) emails to a predefined folder (handout)
- Messages tab is used internally within the CMS





# Workflows

- Workflows determine the necessary approval process before pages are published
- Content is quality-checked and then either approved, modified or disapproved by designated users

<a href="#">Dashboard</a>	<a href="#">Messages</a>	<a href="#">Workflows</a>	<a href="#">Locked Assets</a>	<a href="#">Drafts</a>	<a href="#">Stale Content</a>	<a href="#">Recycle Bin</a>
<b>Personal Workflows</b>						
<input type="text" value="Name"/>						
<b>Group Assigned Workflows Waiting</b>						
<input type="text" value="Name"/>						



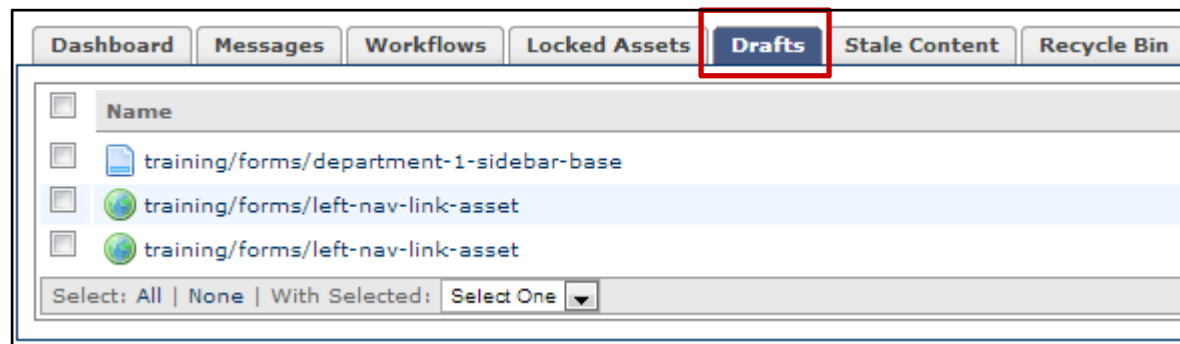
# Asset

- An asset is content within the CMS system, examples:
  - Page – published document - VSU examples: Page with 1 Sidebar, Page with 2 Sidebars, Page with Web Form
  - File – image or PDF file
  - Folder – organization container
- Multiple page designs with customized features will be available in a gallery for users to select from



# Drafts

- Drafts can be saved for later use
- Drafts will be saved automatically as pages are edited
- When editing, users will be directed to the most current draft version or be warned when attempting to edit an outdated draft
- Multiple users can have different draft versions of the same page – covered in Intermediate class





# Recycle Bin

- Recycle Bin displays all items deleted in the last 30 days
- To restore a folder or file:
  - Return to Home page
  - Select: Recycle Bin tab (alphabetical – folders first then files)
  - Select: Folder or file by checking the box in front of the name
  - Select: Green arrow under Actions > Submit

Dashboard

Messages





Workflows

Locked Assets

Drafts

Stale Content

Recycle Bin

<input type="checkbox"/>	Name	Deleted On	Deleted By	Original Location	Actions
<input checked="" type="checkbox"/>	 welcome	Sep 27, 2013 2:23 PM	 rachmartin	 training/haepperson	

Select: All | None | With Selected: 

Select One

Displaying 1-1 of 1



# Analytics

- Google Analytics is built into Cascade Server
- More on the analytic functionality in the Intermediate CMS class

The screenshot shows the 'Analytics' tab selected in the Cascade Server interface. The 'Analytics' tab is highlighted with a red box. Below the navigation bar, the date range 'July 14, 2012 - August 13, 2012' is displayed. A table titled 'Properties' lists various website metrics with their current values and percentage changes from the previous period.

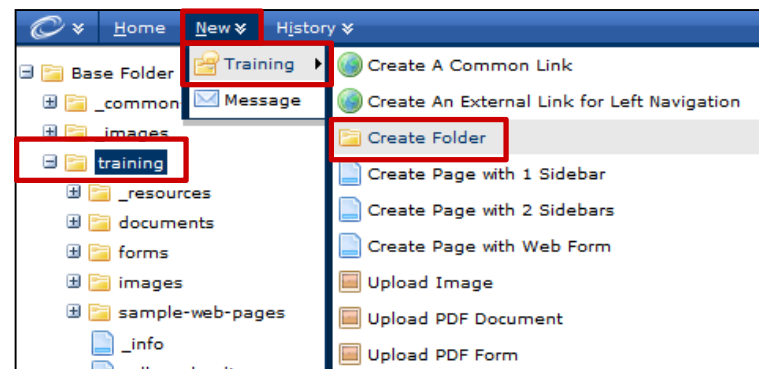
Properties	
Pageviews	1893956 (+20.75%)
Visits	613670 (+10.19%)
Unique Visitors	188691 (+6.99%)
Bounce Rate	47.11% (-13.1%)
Average Time on Site	04:42 (+5.62%)



# Create a Folder

- Folders/subfolders can be created to organize your assets
- Select: Department folder in folder structure - NOTE: Training is our Department Name for this training session
- Select: New in Top Navigation Menu > Department Name > Create Folder
- Enter: Appropriate folder name as Display Name
- Select: Submit
- Spell check may require user to verify and Submit again

Asset created successfully





## \_info File

- The \_info file is designed to assist in keeping information consistent across multiple pages within the same department
- Making changes in this file will automatically change on **every** page within the department folder and subfolders
- Each department will have their own department folder and \_info file set up by web services prior to migration
- Select: \_info file in folder structure > Edit tab





# \_info File

- Department Information
  - Department Name
  - Long Department Name – defaults to No – smaller font is used if Yes is selected
  - Department Header Image - select from available options
  - Department Phone Number(s)
    - Enter phone number using dashes, Ex: 229-222-2222
    - Enter phone number label – Voice, Fax, etc.
    - Enter type of phone – Standard, TTY, Video or Fax
    - Select ☐+ to add additional phones
  - Department Physical Address
    - Enter your department's physical address, when different than 1500 N. Patterson St.
    - Correct Format: Physical Address, Building, Room
  - Department Contact Us Webpage – default Contact Us form is available – add default email subject and address(es) - this form can be customized by user (more information on additional customizable forms in Intermediate Class)





## \_info File

- Ad Button – can be used for a variety of different themes
  - Button Text – actual text that will appear on the button – make sure the text describes the button functionality
  - Button Color – select from options available
  - Internal Page Link – links to another published page you can see in your file structure
  - Internal File Link – links to another published file, for example, image or PDF file
  - System Link – links to a common link - VSU websites you cannot see in your folder structure must be set up as common links (more on common links later)
- To insert additional buttons select the + symbol – unlimited buttons can be added, however only four (4) are active at one time



## info File

- Right Sidebar Link
  - Link Text – actual text that will appear on the link
  - Internal Page Link – links to another published page you can see in your folder structure
  - Internal File Link – links to another published file, for example, image or PDF file
  - System Link – links to a common link (more on common links later)
  - To insert additional links select the  symbol – unlimited links can be added, however only 6 are active at one time
  - Select: Submit



Department Information  
Select:  to  
insert additional  
phone numbers

Department  
Physical Address  
and Default  
Contact Us Form

Ad Button –  
Select:  to  
insert  
additional  
buttons

Right Sidebar  
Link – Select:  
 to insert  
additional  
links

This is a screenshot of a web form titled 'Department - Info'. It has two main sections: 'Department Information' and 'Department Phone Numbers'. The 'Department Information' section includes fields for 'Department Name', 'Long department name?' (Yes/No), and 'Department Header Image' (Default, Student in front of Student Union, Students walking, Student volunteer). The 'Department Phone Numbers' section has a red box around a '+' button, followed by fields for 'Department Phone Number', 'Department Phone Number Label', and 'Department Phone Number Type' (Standard, TTY, Video, Fax). Below this is a 'Department Physical Address' section with a text area containing '1500 N. Patterson St. Valdosta, Ga 31698'. At the bottom is a rich text editor toolbar and a 'Paragraph' style dropdown.This block contains two screenshots of web forms. The top screenshot is titled 'Add Button' and has a red box around a '+' button. It includes fields for 'Button Text', 'Button Image' (with a search icon), 'Button Color' (plain, green, yellow, orange, red, blue, brown, graphite), 'Internal Page Link', 'Internal File Link', and 'System Link' (all with search icons). The bottom screenshot is titled 'Right Sidebar Link' and also has a red box around a '+' button. It includes fields for 'Link Text', 'Internal Page Link', 'Internal File Link', and 'System Link' (all with search icons). At the bottom of the second screenshot are buttons for 'Submit', 'Update Draft', 'Discard Draft', and 'Cancel', followed by a 'Version Comments' text area and checkboxes for 'Check Spelling', 'Check Accessibility', 'Check for Broken Links', 'Start Workflow', and 'Tidy HTML'.



# Default contact-us form

Enter:

- Appropriate Email Subject
- Email address

Select:

- + symbol to add additional email addresses

Submit and Publish Form

**Inline Metadata**

Display Name: Contact Us

Title: Contact Us

Keywords: contact, information

Description: Contact Information

Review Date: [ ] at [12] [00] AM

Start Date: 07-15-2013 at [01] [00] AM

End Date: [ ] at [12] [00] AM

Include in left sidebar navigation? ☒ Yes ☐ No

**Form Data Definition**

**Email Results**

Email Subject: Contact Information Inquiry

Email Address to receive results: [ ]

**Email Results » For Selecting Recipient Dropdown**

Recipient Name: [ ]

Email Address to receive results: [ ]

**Form Instructions**

Example form instructions. Please fill out all required information.

Each department will have their own contact-us form set-up by Univ. Web Team

Details on how to customize this form will be covered in the Intermediate Class



Valdosta State University logo and navigation links: MyVSU | A-Z Index | Maps | Make A Gift | Text Only

Navigation links: About VSU | Admissions | Academics | Campus Life | Athletics

TRAINING DEPARTMENT

Home » Contact Us

**CONTACT US**

Please fill out the fields below.

Red asterisks indicate fields that are required for submission.

**CONTACT**

Voice: 229-222-2222

Fax: 229-333-3333

1500 N. Patterson St.  
Valdosta, GA 31698

Name: \*

Email: \*

Message: \*

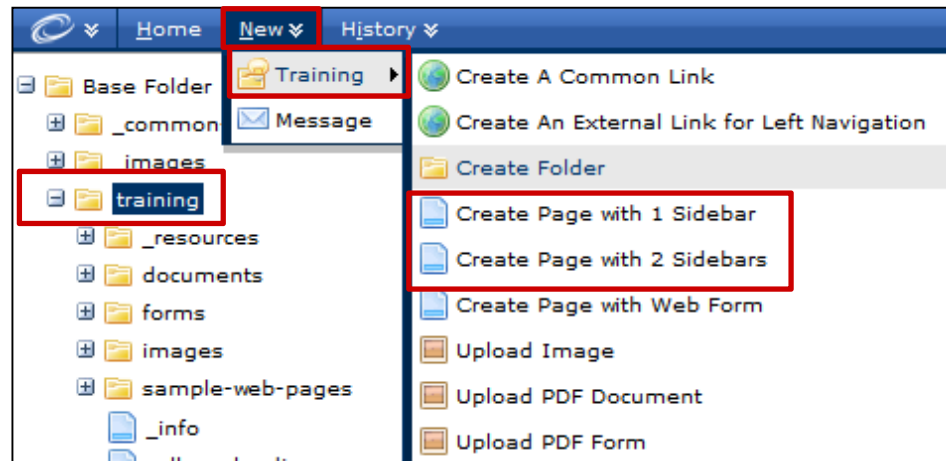
Submit Reset





# Create a New Page

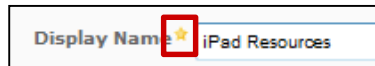
- Select: Folder just created
- Select: New in Top Navigation Menu > Department Name > Type of page you want to create (type of page determines content options available)
- Select > Create Page with 2 Sidebars






# Create a New Page

- Add appropriate information in the Inline Metadata section - \*fields are required:



- Display Name\* - Page heading that appears on top of the content page
- Title\* - **Every folder created in your website structure must have a home/index page and the title MUST be: welcome**, if it is not the home page, enter the appropriate name – the title is the page title that appears in the site URL
- Keywords\* - Add key search words which are specific to your page
  - separate words with a comma followed by a space
  - case does not matter, however be grammatically correct, example: Valdosta State University – use upper/lowercase
  - Select: tag  to pick from predetermined key words



## Create a New Page

- Description\* - Describe your webpage
- Review Date – Allows reviewing of page in a defined timeframe – the last page author/publisher will be notified by email when date approaches
- Start Date\* - Date page goes live – if you select today's date page goes live immediately after it is published
- End Date – Can be applied when page needs to be unpublished by a specific date
- Include in left sidebar navigation? Yes/No

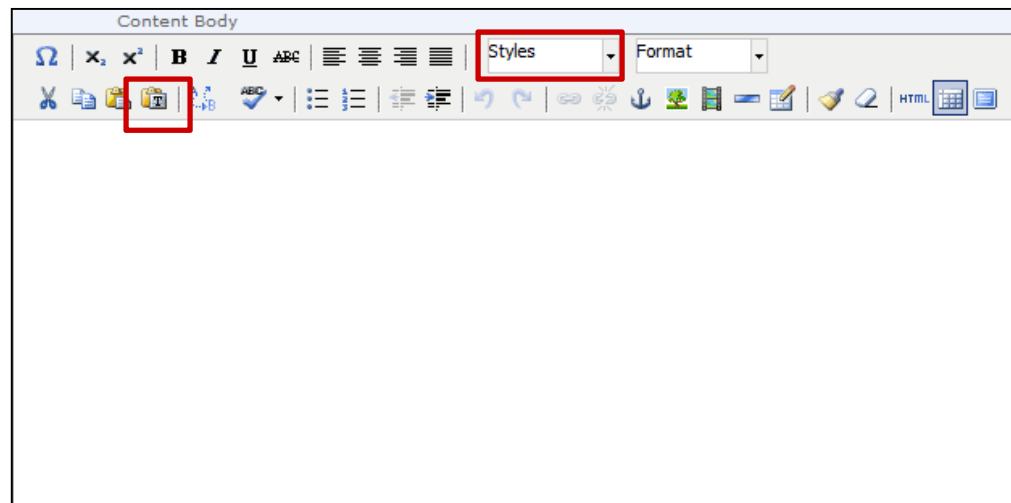
NOTE: The 1:00 am time identifies when the pages go through the overnight publishing cycle.






# Create a New Page

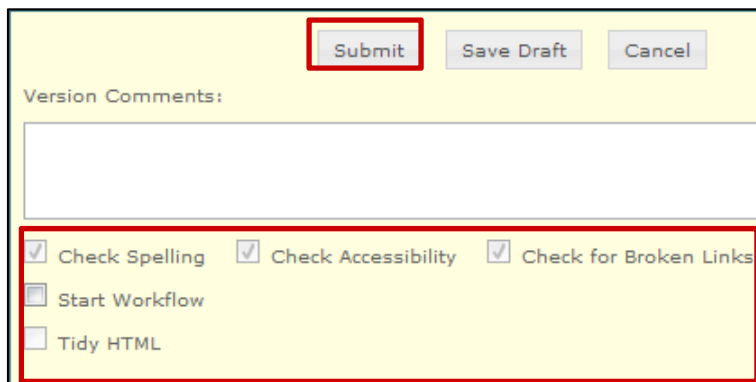
- Editing Tools – standard word processing tools
  - Styles – not currently available – customized styles will be available at a later date
  - Paste as Plain Text - strips out formatting when copying from Word, Excel, PowerPoint, etc.
- Enter or copy content (copy content from Blazer Bikes PDF)





# Create a New Page

- Advanced Options – CMS automatically checks for spelling, accessibility and broken links
- Publisher – determine if you want a workflow started – option to turn off workflow – Deselect: Start Workflow box 
- Author – workflow has been pre-established
- Version Comments – can be used to comment on page version
- Select: Submit (does not publish)

This screenshot shows the 'Version Comments' section of a CMS interface. At the top, there are three buttons: 'Submit' (highlighted with a red box), 'Save Draft', and 'Cancel'. Below these is a text area for 'Version Comments:'. At the bottom, there are four checkboxes: 'Check Spelling' (checked), 'Check Accessibility' (checked), 'Check for Broken Links' (checked), 'Start Workflow' (unchecked), and 'Tidy HTML' (unchecked). The entire section is highlighted with a red border.

Last opportunity to determine workflow (order may vary):

- Send for approval and publish or save
- Send for Approval and Publish or Save for VSU Content Mgr.
- None – no workflow necessary

Select: Submit

This screenshot shows the 'Choose Workflow' section of a CMS interface. It features three radio buttons: 'Send for Approval and Publish or Save' (selected), 'Send for Approval and Publish or Save for VSU Content Manager', and 'None'. Below the radio buttons are two buttons: 'Submit' (highlighted with a red box) and 'Back'.



# Create a New Page

When creating the Home Page of your website – the Title must be: welcome

Editing Tools – Page is edited using standard word processing tools

System automatically checks for:

- Spelling
- Accessibility
- Broken Links

Inline Metadata

Display Name \*

Title \*

Keywords \*

Description \*

Review Date at 12:00 AM

Start Date at 12:00 AM

End Date at 12:00 AM

Include in left sidebar navigation? ☐ Yes ☐ No

Department - 2 Sidebars

Slideshow

Content Top Image [Search]

Alt Text for Content Top Image

Content Body

Submit Save Draft Cancel

Version Comments:

☒ Check Spelling ☒ Check Accessibility ☒ Check for Broken Links

☒ Start Workflow

☐ Tidy HTML

Will page appear in left sidebar navigation?


Content Area

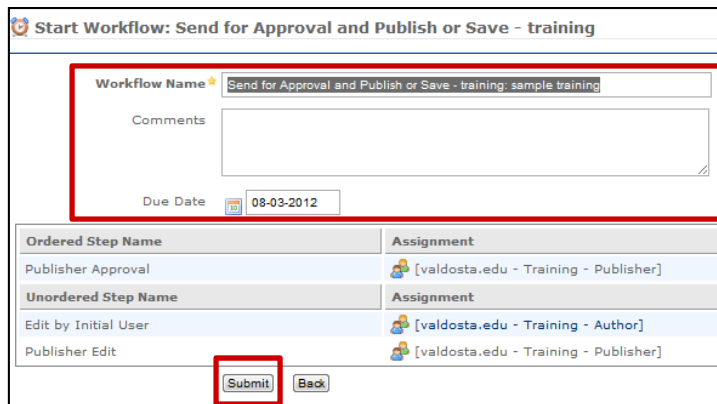
Turn workflow off, if publisher

Select: Submit





# Workflow


- Publisher can bypass workflow by unchecking box  Start Workflow
- Author submits a page and the workflow automatically begins
  - email notifications will be automatically sent – or –
  - continue editing (see Author workflow handout – pages 5-6)
- Enter > Comments about the page
- Select > Due Date, if appropriate > Submit
- Confirmation of workflow displays








Start Workflow: Send for Approval and Publish or Save - training

Workflow Name  Send for Approval and Publish or Save - training: sample training

Comments 

Due Date  08-03-2012

Ordered Step Name	Assignment
Publisher Approval	 [valdosta.edu - Training - Publisher]
Unordered Step Name	Assignment
Edit by Initial User	 [valdosta.edu - Training - Author]
Publisher Edit	 [valdosta.edu - Training - Publisher]



Workflow created

Send for Approval and Publish or Save - training: Training Page 2

 View

Properties History

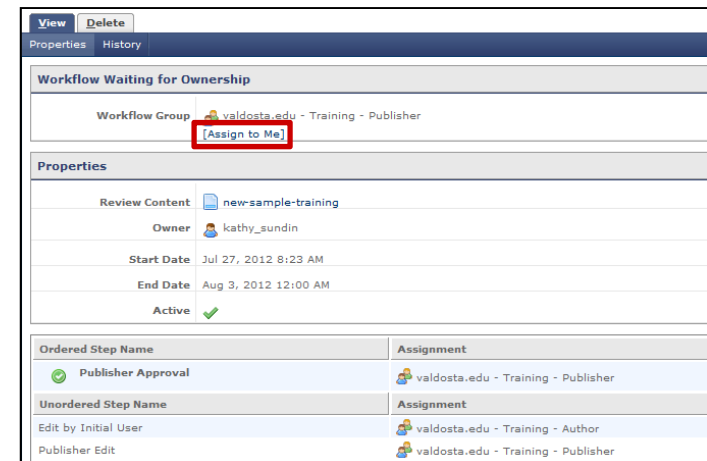
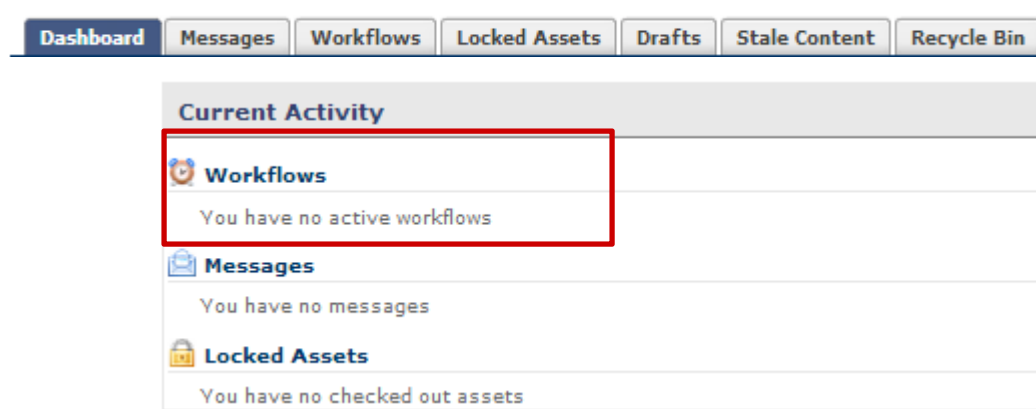
Workflow Waiting for Ownership

Workflow Group  valdosta.edu - Training - Publisher



# Review Content in a Workflow

- Publisher receives notification in Outlook email and sees the page in their Dashboard
- Select Home > File > Assign to Me
- Remember more than one Publisher can be assigned in a department to approve the page





# Actions in Workflow

- Select: File to review content
- Send back to Initial User for Edit – comments can be added
- Delete Workflow – comments - all changes will be lost
- Approve and Publish – comments - approve content and publish
- Go to Publisher Edit – comments – make necessary changes
- Approve and Save – comments – save for publishing at a later date

Ordered Step Name	Assignment
Publisher Approval	lgsundin

Unordered Step Name	Assignment
Publisher Edit	valdosta.edu - Training - Publisher
Edit by Initial User	valdosta.edu - Training - Author

Select file to review content

Actions Link order may vary



# Publish a Page

- After a page is submitted Publishers still need to actually publish the page
- Select: Page from the folder structure, if not current page > Publish tab > Submit

The screenshot displays a web interface for publishing a page. At the top, there is a navigation bar with buttons: View, Edit, Move/Rename, Copy, Publish (highlighted with a red box), and More. Below this, the 'Page Configuration' section is visible, containing a checkbox for 'HTML All Destinations' which is checked. The 'Destination' section shows a checkbox for 'Training kjsundin' which is also checked. The 'Options' section includes a 'Publish Report' checkbox (checked) and a 'Publish Mode' section with radio buttons for 'Publish' (selected) and 'Un-publish'. At the bottom, there are two buttons: 'Submit' (highlighted with a red box) and 'Cancel'.





VALDOSTA STATE UNIVERSITY

## Example of 1-Sidebar Page

**VALDOSTA STATE UNIVERSITY**

MyVSU | A-Z Index | Maps | Make A Gift | Text Only

69°F

+ EXPAND

About VSU | Admissions | Academics | Campus Life | Athletics

### ACADEMICS

Academics

Academic Affairs

Colleges & Departments

Majors & Degrees

Course Catalogs

Odum Library

Special Programs

Online Learning

Academic Services

Registrar

Home » Academics

### ACADEMICS



#### DEGREE PROGRAMS

##### UNDERGRADUATE DEGREES

VSU offers undergraduate work leading to the following degrees: Associate of Applied Science in Dental Hygiene, the Associate of Arts, the Bachelor of Arts in 17 major programs, the Bachelor of Science in 11 major programs, the Bachelor of Science in Education in 9 major programs, the Bachelor of Business Administration in six major programs, the Bachelor of Fine Arts in seven major programs, the Bachelor of Music in two major programs, the Bachelor of Science in Nursing, the Bachelor of Science in Athletic Training, the Bachelor of Science in Exercise Physiology, and the Bachelor of Applied Science.

##### GRADUATE DEGREES

Graduate degrees offered include the Master of Education in 14 major programs, the Master of Arts in three major programs, Master of Arts in Teaching in four major programs, the Master of Science in five major programs, Master of Public Administration, Master of Business Administration, Master of Accountancy, Master of Science in Nursing, Master of Music Education, Master of Music Performance, Master of Social Work, Master of Library and Information Science, the Education Specialist in six major programs, and the Doctor of Education in 3 major programs, and the Doctor in Public Administration. New baccalaureate and graduate degree programs are added from time to time to






## Example of 2-Sidebar Page

**VALDOSTA STATE UNIVERSITY**

MyVSU | A-Z Index | Maps | Make A Gift | Text Only



About VSU | Admissions | Academics | Campus Life | Athletics

69°F

+ EXPAND

REGISTRAR

Office of the Registrar

Student Resources

Faculty and Staff Resources

Policies & Procedures

Our Team

Forms

Final Exam Schedules

Faculty Senate Approved Calendars

Academic Calendar

CONTACT

229-333-5727

229-333-5475

University Center  
Entrance No. 5  
1205 N. Patterson St.

Contact Us

Home » Academics » Registrar

OFFICE OF THE REGISTRAR



Welcome to the Office of the Registrar web site. Here you may find useful information involved in the [registering for classes](#), [requesting a transcript](#), and other activities. Follow us on [Twitter](#)!

The Registrar's Office maintains all student academic records including:

- Registration
- Enrollment
- Final Grades

We process transient requests, issue transcripts, verification of enrollment and monitor student progress through graduation.

Thank you for visiting. Please use the [Contact Us](#) link to inquire about any problems you encounter. The Office of the Registrar works diligently to provide an unprecedented commitment to maintaining accurate academic records for all students; prompt, professional, and courteous service to the University community; and in addition interpret and maintain compliance of governmental, Board of Regents, and institutional policies and procedures for the University community and

Apply for Graduation

View Academic Calendars

Related Resources

Commencement

Banner

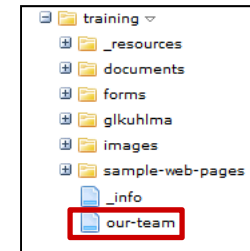
Financial Aid

Student Financial Services



# Our Team Page

- Each department will have an “Our Team” Page initially set up
- To edit the page: Select > our-team page in your department folder > Edit tab
- Two profiles are available:
  - Detailed – Name, Title, Phone, Email and can include image and website
  - Basic - Name, Title, Phone and Email





# Our Team Page

Standard  
Page Info

Detailed  
Profile  
Info

Optional  
personal  
website,  
image and  
degree(s)

**Inline Metadata**

Display Name

Title

Keywords

Description

Review Date  at

Start Date  at

End Date  at

Include in left sidebar navigation? ☒ Yes ☐ No

**Department - Faculty and Staff Information**

**Detailed Profiles**

**Detailed Profiles » Individual Faculty or Staff Member**

Name

Title

Program, Department, or Division

Office Phone Number

VSU E-mail Address

Office Location

Website Address

Profile Image

**Detailed Profiles » Individual Faculty or Staff Member » Degree**

Degree

School you acquired degree from

**Basic Profiles**

**Basic Profiles » Individual Faculty or Staff Member**

Name

Title

Office Phone Number

VSU E-mail Address

Submit Save Draft Cancel

Version Comments:

☒ Check Spelling ☒ Check Accessibility ☒ Check for Broken Links

☒ Start Workflow

☐ Tidy HTML

Basic  
Profile Info

Submit/  
Publish





# Our Team Page

TRAINING DEPARTMENT

Forms

Sample Web Pages

Our Team

CONTACT

Voice

229-222-2222

Fax

229-333-3333

1500 N. Patterson St.  
Valdosta, GA 31698

Home » Our Team

OUR TEAM



John Q. Public

Coordinator, Adult Nurse Practitioner Program

Masters in Business Administration

University of Kentucky

229-333-0000

[jpublic@valdosta.edu](mailto:jpublic@valdosta.edu)

University Center, Room 1027

<http://www.johnpublic.com>

NAME	TITLE	PHONE	E-MAIL
John Q. Public	Coordinator	229-333-0000	<a href="mailto:jpublic@valdosta.edu">jpublic@valdosta.edu</a>

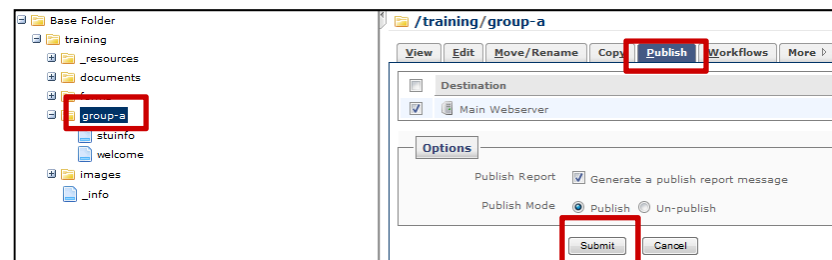
Detailed Profile

Basic Profile



# Push Architecture

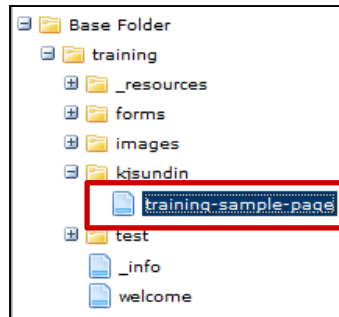
- Cascade Server uses push architecture which allows dynamic page navigation in the left navigation bar and automatic breadcrumb
- If a page is changed, added, moved or removed; it is necessary to re-publish each page affected
- Entire folder/subfolder can be published:
  - Select > Appropriate Folder > Publish tab > Submit
- If incomplete, pages will be published during 1:00 am publishing cycle



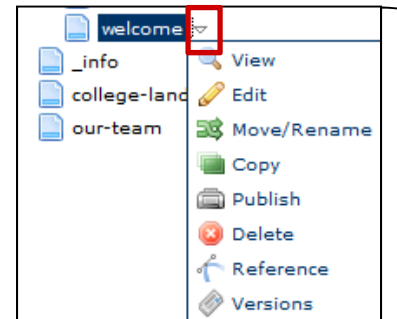


# Open a Page

- To open a page, select: the page from the appropriate folder in the folder structure

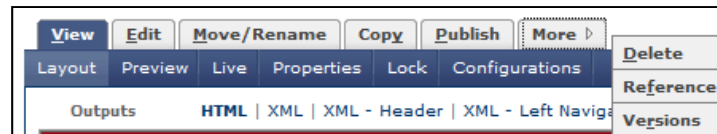


-or-

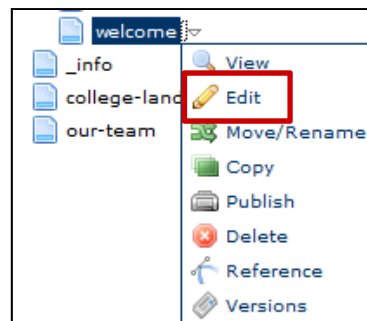
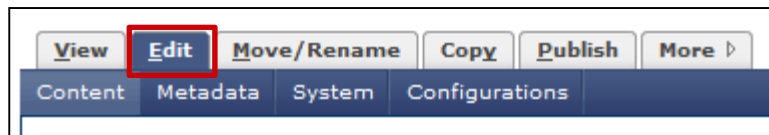
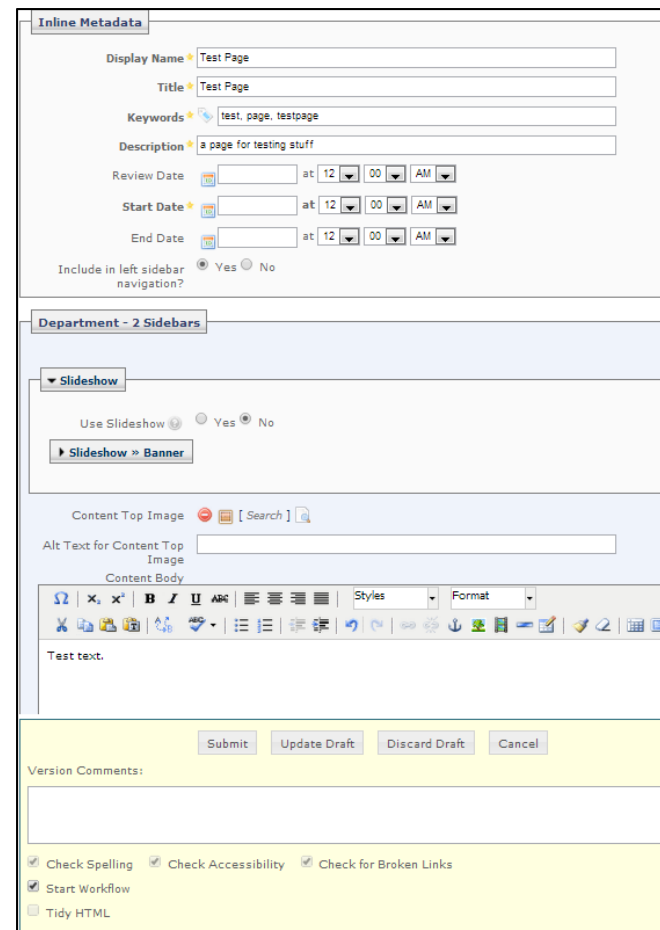


Select drop-down arrow to see same options

- Page defaults to View option (may take a few seconds to load this page)
- Possible tabs available are (Authors will not see the Publish tab):



- To edit a page, select: Page from the folder structure  
> Edit tab

A screenshot of the 'Edit Page' form. The form is divided into several sections:

- Inline Metadata:** Contains fields for 'Display Name' (Test Page), 'Title' (Test Page), 'Keywords' (test, page, testpage), 'Description' (a page for testing stuff), 'Review Date', 'Start Date', and 'End Date'. Each date field has a calendar icon and a time selector (12:00 AM). There is also a checkbox for 'Include in left sidebar navigation?' with 'Yes' selected.
- Department - 2 Sidebars:** A section for department-specific settings.
- Slideshow:** Contains a 'Use Slideshow' checkbox (Yes selected) and a 'Slideshow » Banner' button.
- Content Top Image:** A section for the top image with a search button.
- Alt Text for Content Top Image:** A text input field.
- Content Body:** A rich text editor with a toolbar containing various formatting options (bold, italic, underline, link, etc.) and a text area with the placeholder text 'Test text.'.
- Buttons:** At the bottom of the form are buttons for 'Submit', 'Update Draft', 'Discard Draft', and 'Cancel'.
- Version Comments:** A text area for adding comments to the version.
- Checkboxes:** At the very bottom are checkboxes for 'Check Spelling', 'Check Accessibility', 'Check for Broken Links', 'Start Workflow', and 'Tidy HTML'.

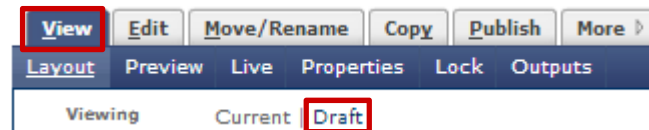


## Edit a Page

- Edit page using editing tools described earlier
- When edits are complete, select: the appropriate button – Submit, Update Draft, Discard Draft, or Cancel



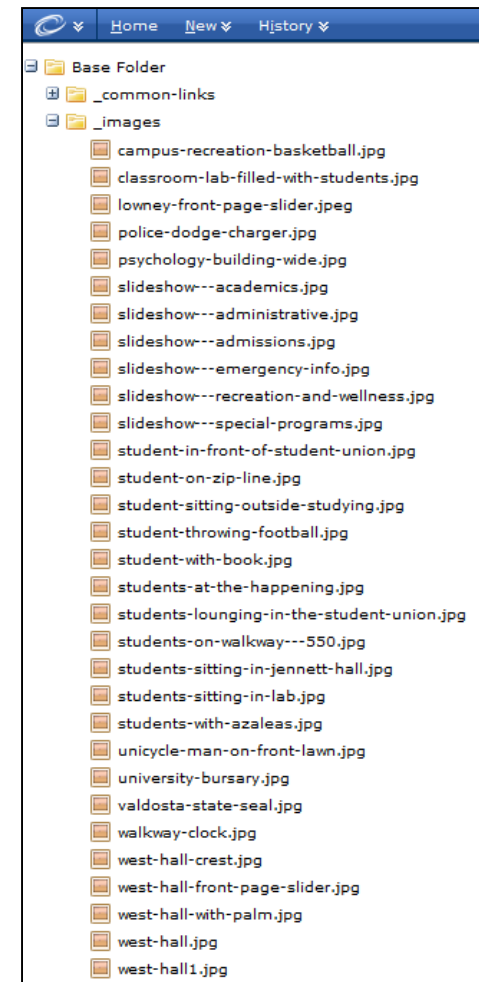
- To edit a draft, select: View tab > Draft viewing option – Draft option only appears when a draft is available for the page



- Current viewing option displays currently saved version
- Page is locked during the editing process, other users cannot edit page at the same time
- To submit, select: Edit tab and complete publish process



- The \_images folder is populated with stock images for use in the CMS





# Upload an Image

- Before an image can be used in Cascade Server it must be uploaded into the CMS
- Select: New > Dept. Folder > Upload Image

Better to upload the image large and then reduce inside the CMS

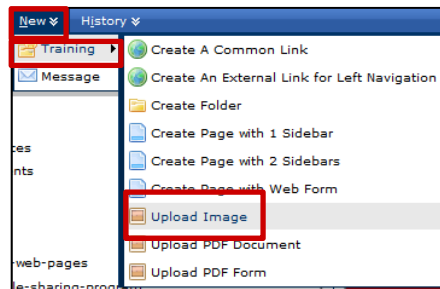


Image automatically appears in the images folder

- Enter: Display Name – you are not describing the image at this point – only naming it  ALT text is entered when image is inserted in a page and published



- Drag and Drop in designated space or choose file manually

Inline Metadata

Display Name

Author

Drop file here to upload or



# Edit an Image

- Edit the image prior to inserting into the page
- Edit options are:

The screenshot shows the 'Edit Image' toolbar with the following callout boxes:

- Undo/Redo**: Points to the first two icons (undo and redo).
- Adjust image width/height – leave link on to maintain aspect ratio**: Points to the width and height input fields (575 and 388).
- Select resize after you have selected a new width/height to save the new size**: Points to the link icon between the width and height fields.
- Crop**: Points to the crop icon.
- Flip horizontally/vertically**: Points to the flip icons.
- Rotate clockwise/counterclockwise**: Points to the rotate icons.

The main image being edited shows a row of bicycles parked in front of a building with a 'B' sign.



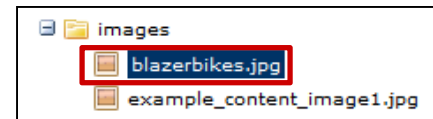
# Submit Image

- Submit image to appear in file structure
- Deselect: Start workflow, if appropriate

- Select: Submit



- Image appears in appropriate folder

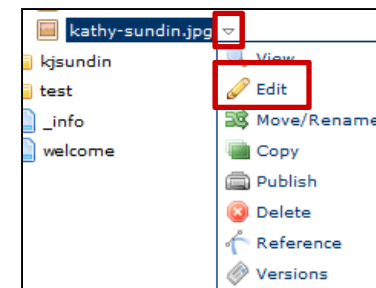


- Image can be edited at any time by selecting image and the Edit tab



-OR-

- Select: image and use drop-down arrow





# Accessible Images

- When an image contains text, the ALT text must contain the text exactly as written on the Image
- If the image does not contain text, describe the image in detail
- When an image is used for decorative purposes only, it is best to remove the image from the page content
- Do not use phrases like “image of...” or “graphic of...” to describe the image





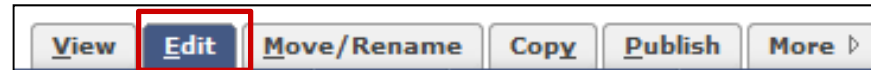
## Accessible Images




- Image buttons – ALT text must describe the function, for example – Search, Register or Submit
- Department/College logos – ALT text must indicate appropriate logo, for example – Information Technology logo
- Charts/Graphs – ALT text must summarize the trend displayed in the chart or graph, for example – new freshman entering VSU rose 5% from last year



# Insert an Image

- Select: appropriate page in folder structure > Edit tab

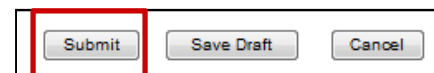
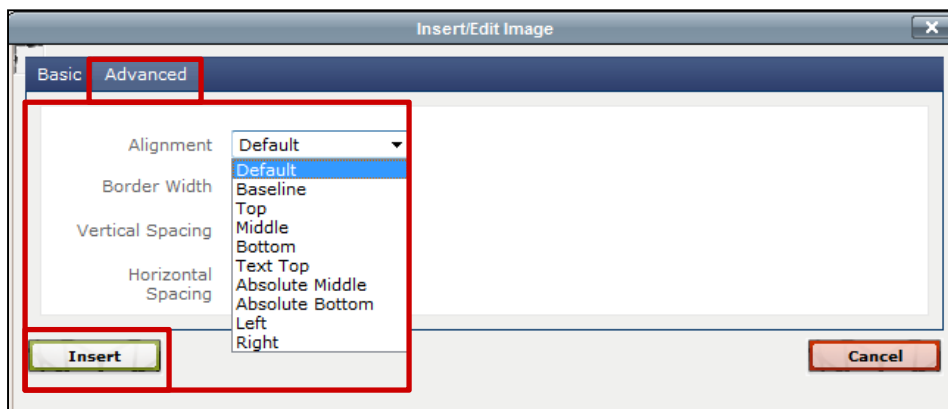


- Place insertion point where image is to be placed
- Select: image icon from the toolbar 
- Verify Internal image is selected  Internal
- Select: Browse icon 
- Select: image from appropriate folder
- Enter: Alternative text (required) – this is where you describe the image in detail




# Insert an Image

- Select: Advanced Tab
- Alignment Options – select appropriate option
- Border Width - Not available at VSU
- Vertical Spacing/Horizontal Spacing – amount of space between image and surrounding text
- Select: Insert > Submit > Publish




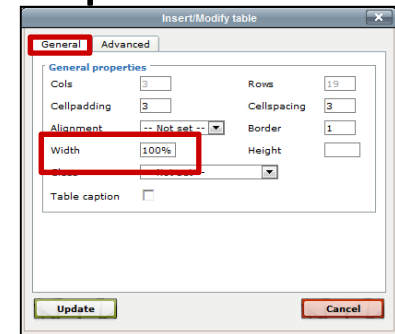


# Insert Table

- The easiest way to insert a table into a webpage is to create the table in Word, select: the Table > Copy
- Select: Paste icon to paste into the CMS 

**NOTE:** In Firefox/Chrome CTRL+V is required to paste copied text

- Select: Table
- Select: Table Properties Icon 
- Select: General > Width and add 100%
- Select: Advanced Tab > Summary
- Enter: Descriptive table information
- Select: Update > Submit > Publish



Insert/Modify table

General Advanced

General properties

Cols: 3 Rows: 19

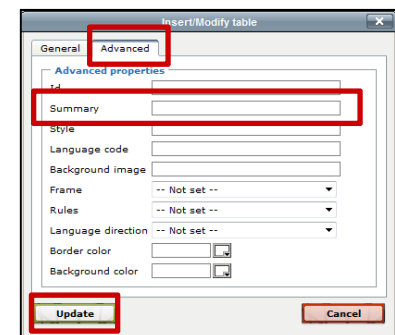
Cellpadding: 3 Cellspacing: 3

Alignment: -- Not set -- Border: 1

Width: 100% Height:

Table caption: ☐

Update Cancel



Insert/Modify table

General Advanced

Advanced properties

Summary:

Style:

Language code:

Background image:

Frame: -- Not set --

Rules: -- Not set --

Language direction: -- Not set --

Border color:

Background color:

Update Cancel




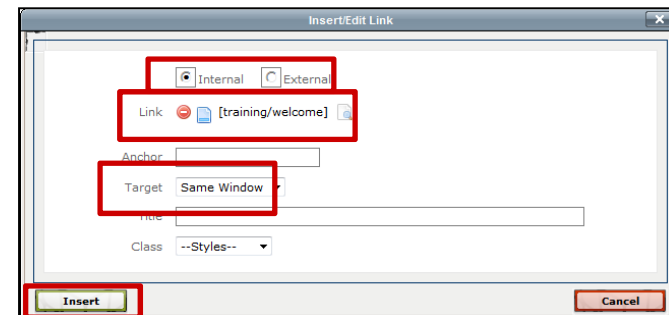
## Insert Table

- Once the table is inserted, you can edit within the CMS using the editing tools described earlier
- Limitations to creating a table inside the CMS:
  - Have to determine the cell width and height manually
  - Cannot automatically size the cells
  - Cannot tab from cell to cell



# Insert a Hyperlink

- Select: appropriate page from Folder List > Edit Tab
- Select: appropriate text > Hyperlink icon from toolbar 
- Select: Internal or External link
- Select: Search > appropriate page to link to
- Select: appropriate Target:
  - Same Window – page will appear full screen
  - New Window – page will appear in a separate window
- Select: Insert > Submit > Publish
- To verify links:
  - Select: Live
  - Select: URL link – OR –
- Right click on URL and open in new tab

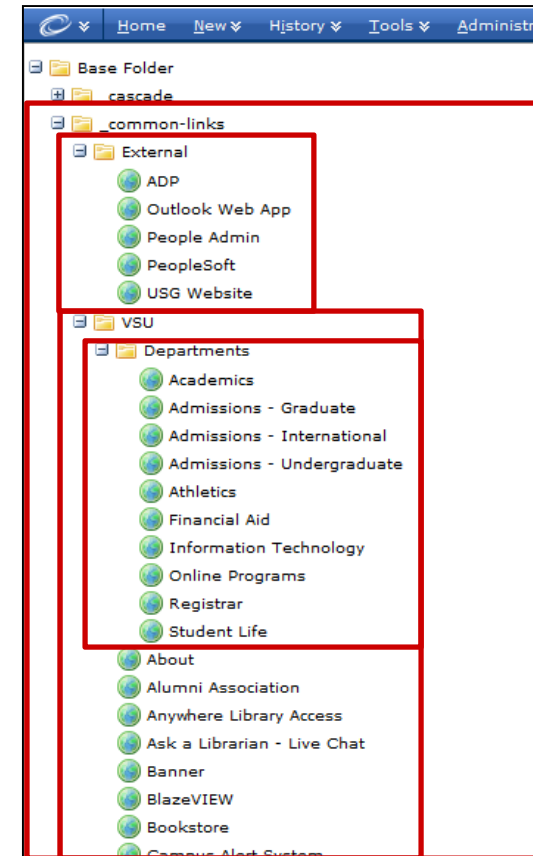






## **\_common-links Folder**

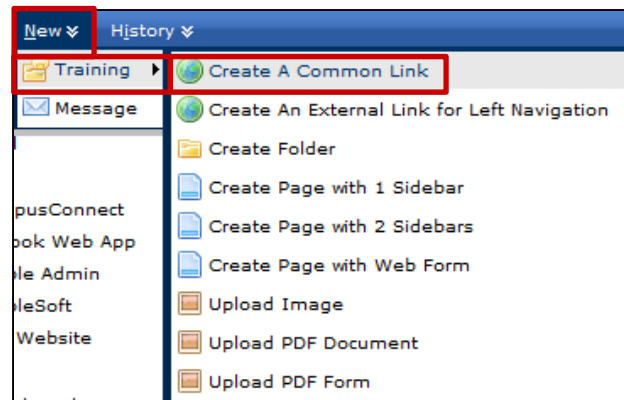
- The \_common-links folder is populated with default common links for use in the CMS
- External – external to VSU site
- VSU – internal services to VSU
- Departments – internal VSU departments





# Common Links

- Common Links should be set-up for any frequently visited websites your department pages will be linking to
- Select: New > Department Name > Create a Common Link
- For training purposes create a common link to: [www.google.com](http://www.google.com)







# Common Links

- Enter: Display Name > Description > Review Date, if necessary > URL in the Link box
- Select: Submit
- Multiple users within the department will now have access to these common links to link webpages to

The screenshot shows a web form titled "Inline Metadata". It contains several input fields: "Display Name" with the value "VSU Home Page", "Description" with the value "Valdosta State University Home Page", and "Review Date" with a calendar icon and the time set to 01:00 AM. Below these is a "Link" field with the URL "http://www.valdosta.edu". Underneath the link field is a section titled "Advanced Options" with two checked checkboxes: "Check Spelling" and "Start Workflow". At the bottom of the form is a "Version Comments" text area. At the very bottom of the form are three buttons: "Submit", "Save Draft", and "Cancel". The "Submit" button is highlighted with a red box.




# Insert an Anchor

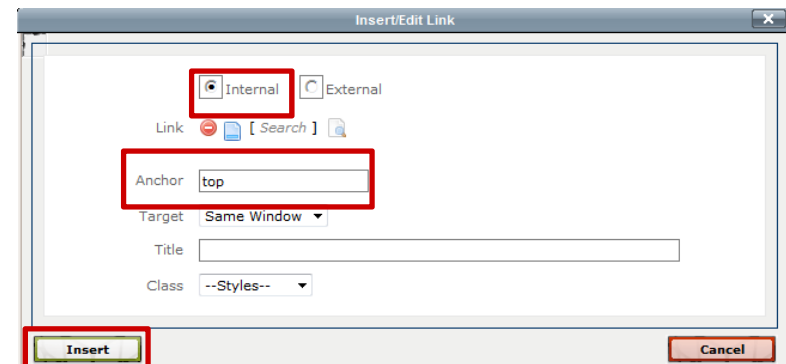
- Anchors are hyperlinks within the webpage – often used for FAQ pages
- Select: appropriate page from Folder List > Edit tab
- Place insertion point at the text you want to jump to (where the user will end up)
- Select: Anchor icon 
- Enter: Anchor name (no spaces)
- Select: Insert
- Anchor symbol appears in selected location  Answer 1
- Repeat steps until all anchors are identified





# Insert an Anchor

- Select: text you are jumping from (where the user clicks to move)
- Select: Hyperlink icon from toolbar 
- Verify: Internal is selected
- Enter: <anchor name> in the Anchor window, ex: top
- Verify: Target is Same Window
- Select: Insert > Submit > Publish
- To verify anchor links:  
Select: Live  
Select: URL link





# Accessible PDF Documents/Forms

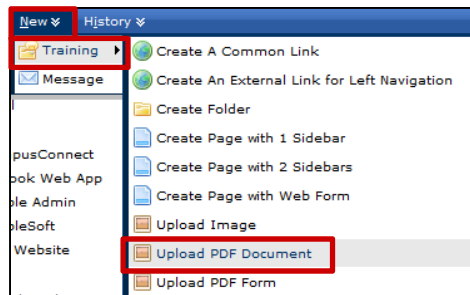
- Recommend all linked documents be converted to PDF format
- When attaching PDF documents/forms, please make sure:
  - Document/form is prepared appropriately – use appropriate content guidelines (specific content guidelines to be discussed later in class)
  - Provide page numbering, chapter headings and navigational aids
  - Provide an option to download the [Adobe PDF Reader](#)
  - PDF is a searchable text file, not an image-only scan
  - All graphics, links and form fields have descriptive ALT text





# Upload a PDF Document

- Before a PDF document can be used in Cascade Server it must be uploaded into the CMS
- Select: New > Dept. Folder > Upload PDF Document



PDF Document  
automatically appears  
in documents folder

- Enter: Display Name > Start Date > Browse > Appropriate File > Submit > Deselect Workflow, if necessary > Publish
- PDF can now be attached to a hyperlink as described earlier
- Link can be verified as described earlier



# Upload a PDF Document

- Drag and Drop in designated space or choose file manually

**Inline Metadata**

Display Name

Review Date

at

Start Date

at

End Date

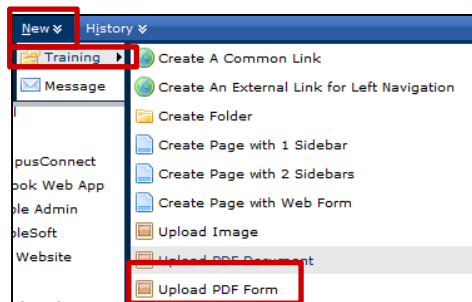
at

Drop file here to upload or



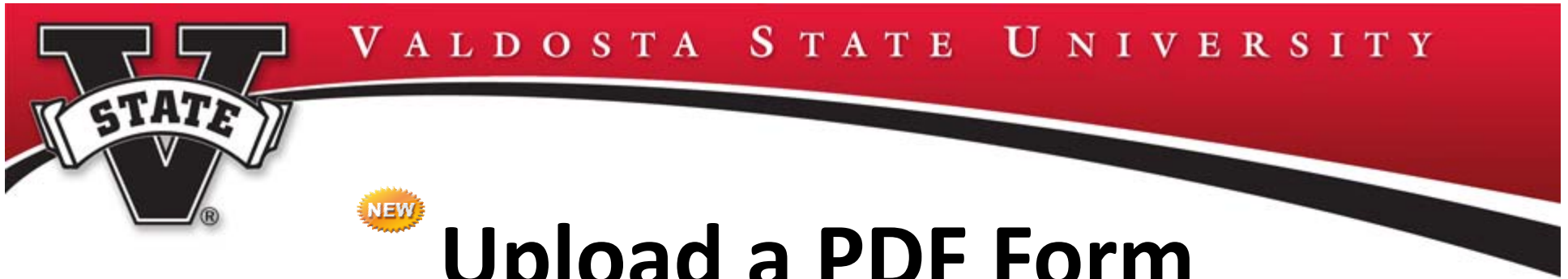
# Upload a PDF Form

- Before a PDF form can be used in Cascade Server it must be uploaded into the CMS
- Select: New > Dept. Folder > Upload PDF Form



PDF Form automatically appears in forms folder

- Enter: Display Name > Start Date > Browse > Appropriate File > Submit > Deselect Workflow, if necessary > Publish
- PDF can now be attached to a hyperlink as described earlier
- Link can be verified as described earlier



# Upload a PDF Form

- Drag and Drop in designated space or choose file manually

Inline Metadata

Display Name \*

Review Date

at

12

00

AM

Start Date \*

at

12

00

AM

End Date

at

12

00

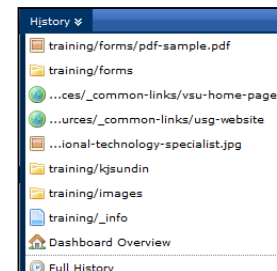
AM

Drop file here to upload or

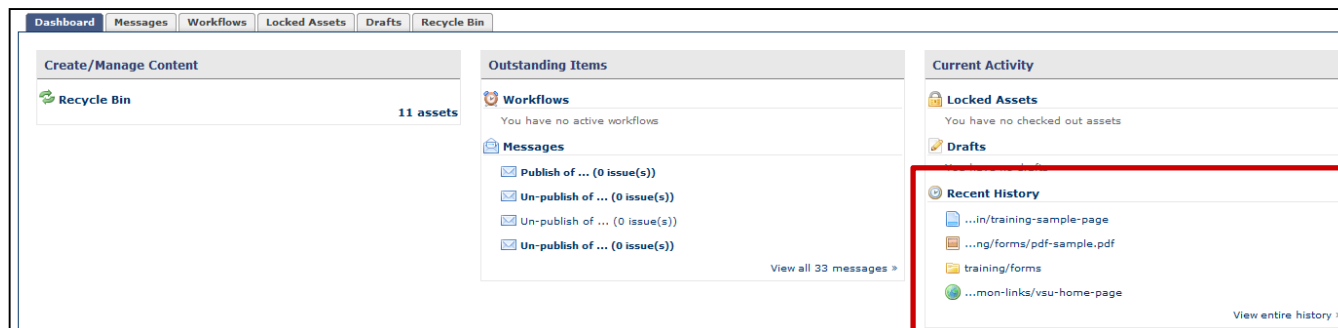
Choose File



- Viewing your history is an easy way to navigate to recent pages worked on (History clears after each system logout)
- Select: History from the Home toolbar
- History of recent pages displays



- -OR- view on the Dashboard under Current Activity





# Webpage Content

- Use shorter sentences. This does not mean the content should be “dumbed down.”
- Break content into smaller paragraphs. Convey one idea per paragraph.
- Start with the conclusion. Don’t make visitors read until the end of the page to find the most important information.





# Webpage Content

- Use lists and bullet points. (Look! I'm doing that now!) Limit lists to seven items or less.
- Compose headings and sub-headings that accurately describe content.
- Recognize situations in which a chart or graphic would be better than text for delivering information.
- Avoid using "click here" for links. Use the name of the items you're linking to and include them within the text.



# Webpage Content

- Avoid using acronyms, jargon or internal shorthand that is potentially confusing or alienating to website visitors. If you must use these words or phrases (when describing a federal document or regulation, for example) provide explanation.
- Anticipate the most common questions and provide the answers.
- Be specific and use concrete examples. Don't make your visitors guess what you are talking about.



# Webpage Content

- Look for instances in which information could overwhelm or disorient visitors.
- Think about what we want them to do. Help visitors understand the steps necessary to complete these tasks. Use the active voice as much as possible and use action words to guide them.
- What's the real name of that building? Do I capitalize this? Check out the VSU Style Guide!

<http://www.valdosta.edu/communications/styleguide>

Content Exercise



# CMS Intermediate Class

- Creating Interactive Web Forms
- Copying/Renaming Pages
- Renaming a Folder/Deleting a Folder
- Manually Locking/Unlocking Assets
- Versioning and Comparing Pages
- Navigation Structure
- Excluding Pages in Left Navigation
- External Links in Left Navigation
- Google Analytics
- Edit Existing “Our Team” Page
- Slideshows/Image Editing
- Process for Uploading Media



## Additional Resources

- CMS-Cascade Server User Resources:  
<http://www.valdosta.edu/it/css/wks/cmsres.shtml>
- VSU Visual Identity Program Website Guide –  
[http://www.valdosta.edu/adv/cds/VIP\\_Guide/](http://www.valdosta.edu/adv/cds/VIP_Guide/)
- VSU Style Guide:  
<http://www.valdosta.edu/administration/communications/communications-staff.php>
- CMS questions/issues: [techtrng@valdosta.edu](mailto:techtrng@valdosta.edu)
- Website content questions/issues: [webteam@valdosta.edu](mailto:webteam@valdosta.edu)