

## EKU's Content Management System Unveiled

### Goals of the Project

- Build a unified and accessible look and feel for the EKU Web presence that is consistent across all media and publications;
- Promote an EKU identity and an image of excellence;
- Make visual theme changes to the entire EKU Web presence quick and easy, eliminating the need to touch and reconstruct every Web page;
- Make updates quickly in response to current events, issues, and user feedback;
- Reduce the technical skills and resources necessary to contribute content to the Web;
- Establish a distributed model for content creation, leaving content management with the source of content knowledge, thus making "content" the focus of the Web;
- Eliminate redundant, extraneous and out-dated materials;
- Add structure, using a Web publishing model, that facilitates editorial review prior to publishing content to the Web;
- Ensure pages are reviewed regularly for accuracy and currency;
- Leverage campus-wide talents and resources by aligning job duties with employee expertise.



Shortly after the launch of EKU's new web site, Nick DeNardis, a well-known web site reviewer for Edu Checkup, took a look. The site was given high marks with an overall A. On visuals, the site design earned a near perfect score – a rarely given 99%.

[educheckup.com/2010/08/27/eastern-kentucky-university-episode-184](http://educheckup.com/2010/08/27/eastern-kentucky-university-episode-184)

### Background

Several months ago, conversations began between staff in Enrollment Management and staff in Information Technology about the focus of our web site. After many thoughtful discussions, we began a project to build a new web site for EKU using a Content Management System, Drupal. Every decision about the design was made with these priorities: student recruitment, retention and success.

### What is a Content Management System?

Think of Facebook. You supply the content into a design they have created. You have the ability to use feature sets such as photo albums, interests, feeds, etc. Even though the content is yours, the design is handled by Facebook.

The EKU CMS has a rich feature set. You can create a page,

an "inside look" story, image galleries, and web forms. You can upload videos and photographs and attach files. Once you start using the CMS, you will find many ways to promote your area with media-rich content.

When the site is updated, everyone will be moved to the new look together. This process eliminates the need to start fresh with a new template and code when the look of the site changes.

#### Phase One Rollout Pages Unveiled on August 23rd:

- EKU Homepage
- Admissions
- Financial Aid
- Student Life – Housing
- Graduate School

The new website is designed to encourage frequent updating by providing opportunities for showcasing our news, events, people, and support services. The layout emphasizes content – not just written text – but, videos, photographs, and coordinating print materials. We want to give people a reason to return to our site by providing fresh, dynamic content.

### In this issue

- Bits and Bytes
- Common Knowledge  
Uncommon Connection
- IT Babies

The design and content of the home page, “undergirds the enrollment goals of EKU,” commented Janet Creech, Director of Marketing. “The focus of the home page redesign, in the visuals and in the content, was to quickly engage visitors with dynamic features while providing them with information in a user-friendly environment”

### Phase Two

With the goals of recruitment, retention and student success always at the forefront, the next priority is to move the Colleges and Departments into the EKU installation. Web Content Leaders have been chosen for each College and have received about six hours of training.

We expect Phase Two to last one year. In addition to the Colleges & Departments, several other areas will move into the CMS during this first year. The timeline for areas to move into the CMS mirrors the academic calendar year and the life cycle of a student. The time estimate for moving the whole University to the new installation is 18 – 24 months.

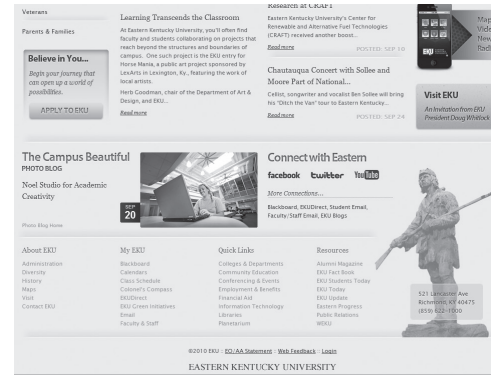
Keeping your content fresh, interesting and accurate will be in the hands of content creators and publishers in your area. You will not have to migrate to a new template as we have done in the past. Design changes and feature set improvements will be handled by web developers and designers.

## Getting Ready for the Move

Some things you can do now even if you are not on the timeline for immediate migration to the new system:

- Identify who your Content Creators will be
- Identify roles and responsibilities
- Think about a content approval process
- Audit your content for accuracy, grammar, spelling and punctuation
- Build your stories and have some stories “in the can”
- Think about your news and events cycle

The more you can fine tune your content now, the easier your migration will be.



# Bits & Bytes about Information Technology

## Microsoft IT Academy

EKU students, faculty and staff will be able to access hundreds of hours of training through the Microsoft IT Academy.

This new program enriches the learning experience by providing EKU constituencies with access to technology learning at many different levels. Microsoft’s Digital Literacy modules cover the most basic skills required in today’s workplace while more advanced Microsoft modules prepare IT professionals to succeed in a competitive workforce.

IT will initially engage faculty to incorporate/promote the Academy learning modules into current classes. Soon thereafter, modules will be offered to anyone who wishes to independently supplement his or her own learning.

For more information, please visit [microsoft.com/education/msitacademy](http://microsoft.com/education/msitacademy) or contact [chris.daniel@eku.edu](mailto:chris.daniel@eku.edu).

## New Software in Computer Labs

Additional software has been loaded onto the public computers in the library.

- |                              |                          |
|------------------------------|--------------------------|
| 1. Adobe Design Premium      | 7. SPSS Inc              |
| 2. ImgBurn                   | 8. Read & Write Gold 9.0 |
| 3. QuickTime (website) on CD | 9. Wolfram Mathematica   |
| 4. Safari                    | 10. Zoom text 9.1        |
| 5. SAS                       | 11. Adobe Acrobat 9 Pro  |
| 6. Sassafra K2               |                          |

## Staff Desktop Rollout

Computers are on order for the staff desktop rollout scheduled for this fall. Sometime soon – when the computers arrive – IT staff will get in touch with the departments.

The desktops will be HP 6000 Pros with Intel Core 2 Duo

E8400 processor, 4GB Memory, 250GB SATA hard drive, and 19” monitor.

Prior to installing the new computers, everyone needs to backup to an external source and remove any personal data from the current computer they are using. This includes personal photographs, movies, music and anything else that is not work-related, such as tax returns.

## From the HelpDesk...

- As part of our increased focus on security, when people call the HelpDesk to get their passwords changed, we are now asking them the security question that they entered via EKU Direct.
- The Blackboard help section has been updated. Try it out...many of your questions can be answered without calling the HelpDesk...although, we are always glad to hear from you!
- If you have technology issues with classroom equipment, please call the HelpDesk BEFORE disconnecting wires and cables.
- The regular semester HelpDesk hours for walk-ins in Combs 209 are:

**Monday-Thursday 8:00 AM – 6:00 PM**

**Friday 8:00 AM – 4:30 PM**

Telephone hours are:

**Sunday**

**6:00 PM - 1:00 AM**

**Monday-Thursday**

**8:00 AM - 1:00 AM**

**Friday**

**8:00 AM – 4:30 PM**

# Bits & Bytes about Information Technology

## **BDMS: The Banner Document Management Suite**

With BDMS it is possible to connect document images to data in Banner. For example, in the Finance Department, requisitions, purchase orders, and invoices can be connected to the transaction record in Banner. From the data in Banner, you can click on an image icon and see the actual requisition, purchase order or invoice as it looks in printed format.

Sounds a bit dry -- but it is actually pretty cool. Finance is already up and running. Financial Aid is in the testing phase and will shortly be scanning documents. IT staff will meet with staff in other processing centers to determine uses for the rest of campus.

### **What can BDMS do for you?**

1. Improve productivity by eliminating time wasted searching paper files or sifting through unrelated information.
2. Reduce cost by minimizing printing and duplication of documents.
3. Reduce the amount of physical storage required.
4. Deliver the right information when and where it is needed.
5. Improve collaboration between different users or departments.

If you are interested in utilizing BDMS to view requisitions, purchases orders or invoices, training sessions are announced in EKU Today and can be found on the IT Calendar at [webapps.eku.edu/itdscaledar](http://webapps.eku.edu/itdscaledar). To set up a meeting to talk more about BDMS, please contact Ellen Reeves ([ellen.reeves@eku.edu](mailto:ellen.reeves@eku.edu)).

## **Thin Clients in Residence Halls**

Recently Thin Clients were installed in the residence halls at EKU as part of a pilot project. Thin clients are similar to a PC from a user perspective but have these advantages:

- Lower administrative costs and responsibilities
- Less chance of computer failure
- Less expensive hardware
- Centralized upgrades and updates

## **100% Classrooms Equipped with Appropriate Technology**

Providing the right technology for each classroom is a key goal for IT. Three and ½ years ago, IT staff -- under the supervision of Jean Marlow, Director of Instructional Technology -- conducted a physical inventory of all the classrooms on campus. In consultation with Department Chairs, she identified spaces that had no or inappropriate technology. This summer, Jean's group completed installation of appropriate technology for 100% of those rooms.

## **Resource 25**

When you think of scheduling a meeting space, do you think of a room somewhere? You'd be surprised at the places on campus that are meeting spaces.

You've seen gatherings in outside spaces such as the Powell Corner or the Naked Man. Everywhere on campus, there are places where students, faculty and staff can gather. How do you schedule the green space near Commonwealth Hall? Yes, a group has scheduled that space in the past.

Sometimes more than one group has the ability to schedule a space. It is time consuming and potentially disastrous if that space gets booked twice. Say you are getting married and you book Walnut Hall and the parking spaces nearby. Your guests arrive on the day only to find the street being paved.

In comes Resource 25, software that lets you schedule and manage spaces across campus, including those rooms we most often think of. In preparation for the launch of Resource 25, a complete inventory was done of all the rooms and meeting spaces available on campus. Conferencing and Events is currently using Resource 25. The Registrar's office will follow along next.

Reports can be generated that can help us analyze spaces and make decisions on how better to allocate our meeting places. For more information please call 622-1444.

## **Student Email System – New & Improved!**

Students will soon have a new email system -- Microsoft Live @ EDU. The system features significantly more storage as well as access to a web-based version of Microsoft Office. Some features are:

- 10GB email storage
- 25GB of online storage -- Windows Live SkyDrive
- Enhanced security and spam filtering
- Email for life

## **Student Printing Services**

Student printing services has moved from the Technology Commons in the Powell building to EKU Printing Services on the ground level of the Coates Building, room #3.

Richard Tussey, Director commented, "We are excited about the opportunity to expand our involvement with students. We offer a number of print, copy, binding and presentation options that students will find useful for their class projects and for student organization."



# Don't take the phisher's bait

Ten ways to spot scams in emails before they get the best of you

## 1: Fake sender's address

It's very easy for phishers to modify the email address that appears in the "from" line of an email. Just because the sender looks trustworthy doesn't mean it is.

## 2: Fake reply subject

Sometimes the subject of a fake email will appear to be a reply to something you sent. If you receive a "Re:" email and you never sent an initial email, you should be very suspicious of it.

## 3: Generic greeting

If the email greets you as a "valued customer" or some other generic title, you should be suspicious. If the sender doesn't know your name, that's a bad sign.

## 4: 'Verify your account'

If an email asks you to "verify your account information," it is probably a phishing scam. Authentic senders like ECU or PayPal will never ask you to do this via email.

## 5: Spelling/grammar errors

Phishing emails often have spelling or grammatical errors. Spam filters won't necessarily catch misspelled words, so phishers will misspell to get by email filters.

## 6: Requests for personal information

Never give out any personal information like your social security number via email. Never ever ever.

## 7: Urgent response requests

If the email says you need to reply right away, or makes veiled threats if you don't reply, odds are it's fake.

## 8: Bogus URLs

Don't trust URLs that are close to well-known URLs but slightly different, like ebaysecure.com or paypal-verify.com.

## 9: Suspicious attachments

If an email has an attachment, be careful. If you don't know the exact source of the email, don't download the attachment—it could be a virus.

## 10. Fake links

Just because a link in the email says "www.eku.edu" doesn't mean that's where it will take you. Phishers can make fake Web sites that look like the real ones. Pay attention to the actual URL the link takes you to.

## Anatomy of a fake email

From: **administrator@ipaypal.com** — Fake sender's address

To: eastern\_student31@eku.edu

Subject: **Re: Your Account** — Fake reply subject

**To our valued customer:** — Generic greeting

**"Verify your account"**

We are currently in the process of updating our servers and so we need you to **verify your account information.**

**Spelling and grammar**

Please **re ply to these message** right away with your **address and social securty number** or we will have to deactivate your account.

**Personal information**

If you do not **reply within 24 hours,** your account will be placed on hold and then deleted.

**Urgency**

If you have any questions, please visit our online help page at **www.ipaypalsecure.com,** or download the information file **attachment.**

**Bogus URL**

Customer relations

**Suspicious attachment**

**www.PayPal.com**

**Fake link**

# Common Knowledge...

Powell Building • Tech Commons • located behind food court

## Program Description

In this new program, Gurus (experienced students) help other students professionally and personally. Gurus serve as an additional resource in Academic Orientation courses. Each guru gives a seminar and makes a video blog. Recent seminars include Class of 2014: How to Succeed in College, Fitness at ECU and Finding Your Learning Style.

### Program Goals

- To provide a supportive environment;
- To instill confidence, persistence, and discipline in students;
- To connect students to ECU resources;
- To encourage development of relationships with faculty, students and staff;
- To communicate consistent, accurate, and timely information.

### Who are the Gurus?

Gurus in this program are full-time students who have a desire to help and encourage students. To be a guru, you must have:

- Junior standing or above;
- A cumulative GPA of 3.0 or higher;
- Knowledge of departments and services at ECU;
- Two ECU faculty or staff references.

Gurus are nominated by ECU faculty or staff and are interviewed by the Program Committee. 130 recommendations were received, 20 – 30 students were interviewed and 12 students were hired.

### What are the Benefits of this program?

A Guru will:

- Be approachable and available throughout the academic year;
- Serve as a positive role model;
- Help students become successful academically;
- Serve as an advocate for your interests, needs and rights;
- Serve as an advisor to improve your academic, co-curricular, and leadership opportunities;
- Direct you to other people, organizations, and programs at ECU related to your interests and needs;
- Be a resource person and referral agent for ECU.

A guru can help you with adjustment and transitional issues. Financial Aid, billing, Degree Works, registration, roommate issues, and more...we are here to help you.

Gurus attend one Student Orientation class per week and assist the instructor in arranging visitors, speakers and tours,

participate in class discussion and give weekly five-minute presentations on a topic of interest. In addition, the guru will:

- Assist in group activities;
- Interact with students outside of class;
- Serve as a liaison between the student and instructor;
- Take students to events.

### Why Be a Guru?

As a guru you will:

- Help new students become part of the ECU community;
- Enhance your leadership, communication, and presentation skills;
- Prepare for your career or graduate school;
- Have the benefit of networking with staff and administrators.

### The Tech Commons

The Tech Commons in the Powell Building serves as an ideal place for gurus and students to get together. It is a lively, high energy space with music and activities. Future plans include gaming events and live music.

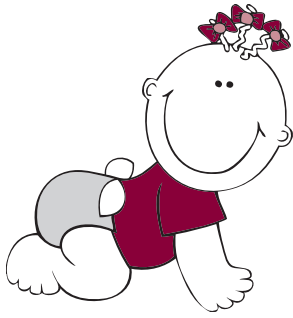
Students can check out laptops, camcorders, and projectors for seven days.



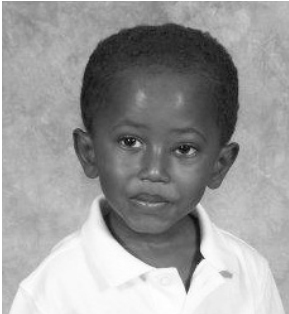
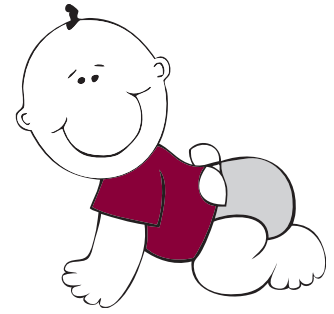
**Matt Schumacher and Mandy Eppley from IT pose with Common Knowledge Gurus in the Tech Commons, Powell Building.** L – R Hank Darnell, Justin Schulte, Matt Schumacher, Mandy Eppley, Melissa Beard, Whitney Johnson, Sara Al-Kabandi, April Patriarca. Gurus, not pictured Breanna Sowder, Tia Curry, Nick Walker, Hannah Wagner, Dale Williams, and Carrie Reeder.

Hours M-Th 9:00 - 9:00 and Friday 9:00 - 4:30 • 622-2496

# Uncommon Connections.



# Introducing **IT Babies**



### **Jeff Whitaker**

**Micah Abdi Whitaker**  
son of  
Jeff (IT Director, Information Services)  
and April Whitaker,  
DOB – March 11, 2007  
Came home March 28, 2010



### **Phillip Logsdon**

**Lillie Logsdon**  
daughter of  
Phillip (Video Conferencing  
Administrator) and Viletha Logsdon  
DOB – April 22, 2010  
She weighed 5lbs 13oz

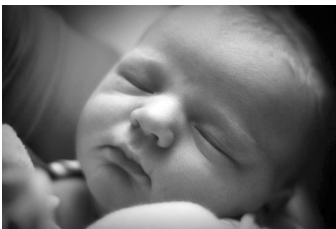
### **Jagger Coffey**

**Andrew Coffey**  
DOB – February 9th 2010  
son of Jagger (IT Consultant)  
and Angela Coffey  
He was 6 weeks early and spent 24  
days in the Neo-Natal Intensive care.  
The hospital did a story and video on  
Jagger and his family. [youtube.com/  
watch?v=o-QGUqcNTVA](http://youtube.com/watch?v=o-QGUqcNTVA). Jagger reports, "Andrew is perfectly healthy  
now. I tell everyone that he looks as if he's been sitting in a corner eating  
a bucket of Fishers Lard. Ha! He's getting chubby."



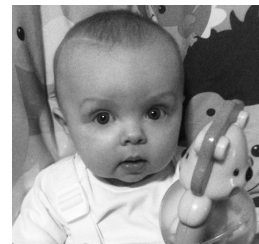
### **Judy Cahill**

**Madelyn Harper Cahill**  
granddaughter of  
Judy Cahill  
(IT Director of Academic Support)  
DOB – April 6, 2010  
Daughter of Judy Cahill's son, Adam and  
Cara Cahill of Covington, KY. In this recent  
photo, Madelyn was boating on Cumberland Lake with her family.



### **Stacey Mays**

**Kensey Morene Mays**  
daughter of  
Stacey  
(IT Telecommunications Analyst)  
and Jason Mays,  
DOB – September 17, 2010  
She weighed 7 lb 15 oz



### **Margaret Willingham**

**Bryson Christopher Lee Hammons**  
grandson of  
Margaret Willingham  
(IT Project Administrator)  
DOB – February 11, 2010  
Parents are Margaret's daughter  
Amy (HR) and Jason Hammons

### **Carmelinda Shear**

**Alexander and Nicholas Shear**  
twin sons of  
Carmelinda  
(Senior Programmer Analyst)  
and Steven Shear



### **Robyn Hanks**

**Baby Girl Hanks**  
due January 21, 2011  
daughter of Robyn  
(IT Manager, Administrative Support)  
and Corey (J&S) Hanks



The Wire  
IT Newsletter  
Eastern Kentucky University

# THE WIRE



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