
Creating a Chapter Website

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AAUP Chapter



What We'll Cover Today

- Things to consider before you build a new website
- Common elements of chapter websites
- General guidance on arranging content
- Walkthrough of creating a website using WordPress

Before You Build

Things to think about before you build or overhaul a chapter website.

Survey the Landscape

For some inspiration and ideas, look at a few other AAUP chapter websites:

<http://aauputicacollege.org/> (WordPress)

<http://ucbfa.org/> (WordPress)

<https://unhlecturersunited.wordpress.com/> (WordPress)

<http://aaup-usd.blogspot.com/> (Blogger)

<https://sites.google.com/site/coloroadadjunctswiki/> (Google)

<http://www.rideraaup.net/> (Weebly)

<http://aaupbhsnj.org/>

<http://www.aaupksu.org/>

<http://www.psuaaup.net/>

For a full list of chapter websites: www.aaup.org/about/aaup-chapter-websites

Why Will Users Visit Your Site?

What information will most people be looking for?

How can you make that information easy to find?

What is the Plan for Making Updates?

After the site is built, who will be able to log in and make updates?

Who needs to approve content updates?

How often will you be able to make updates?

Some Web Platform Options

We have used for creating a (fairly) free and (fairly) easy chapter website:

- <https://sites.google.com> (very easy)
- www.squarespace.com (requires a monthly subscription)
- www.wordpress.com (more complicated, more functions)

Other options:

- www.wix.com
- www.tumblr.com
- www.weebly.com

Common Elements of Chapter Websites

A Web Address

Most services will give you a free web address that includes the domain name of the web service. For example,

<https://sites.google.com/site/yourchaptername>

You can pay a small fee to get your own domain name. For example,

www.yourchaptername.org

A Chapter Name

Make sure your chapter name is prominent and consistent across the site.

Often this is straightforward:

- The Villanova Chapter of the AAUP

But sometimes not:

- Affiliated Faculty of Emerson College, American Association of University Professors (AFEC-AAUP)
- Faculty Welfare Committee/AAUP (Fairfield University)

A Description

A short summary of what your chapter is and what it does. Especially important if this is not obvious from your name.

For example:

- The Faculty Welfare Committee/AAUP at Fairfield University is an *ad hoc* committee of the General Faculty and a chapter of the national American Association of University Professors. We promote faculty welfare, broadly defined, through chapter programs and activities designed to advance academic freedom, advance the economic and professional status of the faculty, encourage faculty participation in governance, and inform the community about AAUP standards and policy statements to ensure higher education's contribution to the common good.
- AAUP Utica College: A chapter of the American Association of University Professors

A Logo



You can use:

- A chapter logo
- An AAUP logo with your chapter name below or next to it



Display the logo on every page in a consistent location. Ideally the logo should be a link to your homepage.



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About Us

Create an “About” or “About Us” page, which could include:

- Chapter information, including history and timelines
- Specific chapter and/or AAUP mission and/or philosophy
- Executive members and/or important people
- Awards and recognition
- Contact information (if not on the about page, should be easy to find elsewhere)

Resources/Links

Commonly include:

- A link to the national AAUP
- A link to the state level AAUP organization
- Links to relevant institutional information, like the faculty handbook, benefits information, or other policies affecting faculty

For union chapters:

- Your chapter contract
- A link to the AAUP/CBC

Graphics

You can use:

- Photos you've taken of real people and events at your chapter
- Photos from the national AAUP Flickr page:
<https://www.flickr.com/photos/aaup/>

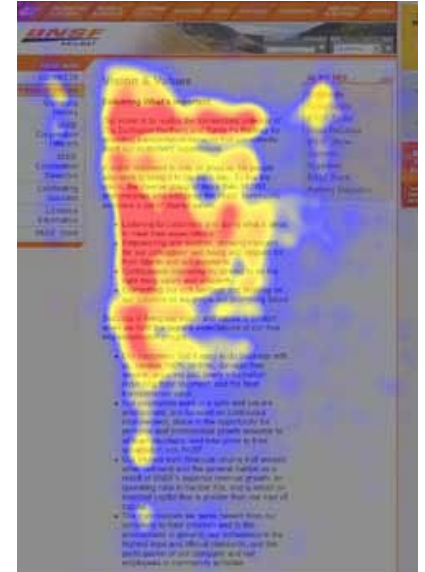
Other photo sources:

- www.freeimages.com (free)
- www.istockphoto.com (larger selection & higher quality; not free)
- <https://www.flickr.com> (you can search for free photos; check permissions)

General Guidance

Scannable Content

- Users typically read web content in an F-shaped pattern.
- If you use a lot of text, make it scannable using:
 - Subheads
 - Bulleted lists
 - **Highlighted**, **bolded**, or **colored** keywords
 - Short paragraphs
 - Pull quotes



Source: www.nngroup.com/articles/f-shaped-pattern-reading-web-content

Searchable Content

- Give pages titles that accurately reflect their contents
- Fill in the “Description” meta field if your web platform offers it
- If you post PDFs, include the main points or a brief summary on your web page
- Use clear anchor text (clickable text in a hyperlink)

Let People Know Where They Are

- Make the site structure clear
- Many themes offer “breadcrumbs” that show something like Home>>Events>>Spring Meeting
- Offer a way back

Commenting

- Generally should be turned off
- If you have them on, generally should be moderated
 - Know who will be responsible for moderating & approving comments
 - Discuss what the guidelines are

Integration with Social Media

- Generally a good idea to let people reach you as many ways as possible
- Most platforms make it easy to embed a link that allows readers to follow you on Facebook, Twitter, or other social media

National AAUP Resources

Visit the Local Toolkit section of the AAUP website

<http://www.aaup.org/get-involved/aaup-local-toolkit> for information on:

- Starting an AAUP Chapter
- Building Campus Coalitions
- Government Relations Toolkit
- Creating a Website for Your Chapter
- Media Relations
- Planning Events
- Organizing

Resources for Chapter Websites

- AAUP and AAUP-CBC Twitter feeds
- AAUP Updates
- Photos
- Logos
- Guidance

Creating a Website in WordPress

Create a WordPress Account

- You'll need to create a WordPress username and password, or
- If you already have an account, make sure to update your account's (publicly visible) username so that it reflects your chapter title

Choose a Domain Name

By default, your website will have the `wordpress.com` domain—for example, `yourchapter.wordpress.com`

You can pay for your own domain—for example, `yourchapter.com`, `yourchapter.org`, `yourchapter.net`

Two ways to do this:

- Register a domain name through a third party service and map it to your WordPress site.
- Register the name through `wordpress.com`.

Choose a Theme

- WordPress.com offers many free themes
- You can also pay a one-time fee for a premium theme
- Read theme descriptions and check out theme demo sites
- You can search by popular, trending, new, free, and premium
- Choosing a theme is not a final decision, you can always change your theme later if you decide you don't like it

What to Look for in a Theme

- How many photos do you plan to include, and how prominent do you want them to be?
- Do you want image sliders/carousels?
- What information do you want to share?
- Do you need a menu bar with multiple tabs (to direct people to pages and subpages)?

What to Look for in a Theme

- Do you want a blog or place to post news and commentary?
- Do you want to display a calendar or listing of events?
- Do you want to include social media feeds like twitter, RSS, etc.?
- Do you want a formal contact form?
- Make sure the theme is mobile friendly or “responsive”

Static or Active?

- By default, most wordpress.com templates have the homepage set to be active, similar to a blog, with updated posts. If you're not going to update very often, consider making your front "home" page static. You can do this in the WordPress site dashboard under **"appearance → customize"**
- When you change your homepage to static, you choose a different page to be your post page such as "news" or "blog"

My Sites Reader

Dashboard

Dashboard

Screen Options Help

At a Glance

32 Posts 10 Pages

WordPress.com running **Healthy Living** theme.

Akismet has protected your site from 678 spam comments already. There are **6 comments** in your spam queue right now.

Storage Space

3,072 MB Space Allowed 122.32 MB (4%) Space Used

Your Stuff

What's Hot

Quick Draft

Title

What's on your mind?

Save Draft

Drafts

(no title) November 24, 2014
become an official member of the AAUP-UC today!

Stats

Themes
Customize
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Mobile

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Comments I've Made
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My Blogs
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Akismet Stats
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Store

Posts
Media
Links
Pages
Comments
Feedback
Appearance
Users
Tools
Settings

https://aauputicacollege.wordpress.com/wp-admin/themes.php

Apps ★ Bookmarks Facebook Google Scholar Banner Web Main Pa Excellus BCBS – Heal Engage Storefront–Storefront Comics | The Mary S Utica, NY Weather Fo

× Saved

You are customizing AAUP Utica College ?

Active theme **Healthy Living** Change

Custom Design >

Site Title, Tagline, and Logo >

Colors & Backgrounds >

Fonts >


Header Image >

Navigation >

Widgets >


Static Front Page >

Collapse



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AMERICAN ASSOCIATION OF
UNIVERSITY PROFESSORS
AAUPUTICACOLLEGE.ORG uc

HOME ABOUT NEWS CONTRACT HOW TO JOIN RESOURCES



AAUP UTICA COLLEGE

A chapter of the American Association of University Professors

Our Contract Extension Expires
October 16th, 2015

21
days to go

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Browser address bar: <https://aauputicacollege.wordpress.com/wp-admin/customize.php?return=%2Fwp-admin%2Fthemes.php>

Browser tabs: Apps, Bookmarks, Facebook, Google Scholar, Banner Web Main Pa, Excellus BCBS - Heal, Engage, Storefront-Storefront, Comics | The Mary S, Utica, NY Weather Fr

Customizing Static Front Page

Your theme supports a static front page.

Front page displays

- Your latest posts
- A static page

Front page

AAUP Utica College

Posts page

News

AAUP UC
AMERICAN ASSOCIATION OF
UNIVERSITY PROFESSORS
AAUPUTICACOLLEGE.ORG

HOME ABOUT NEWS CONTRACT HOW TO JOIN RESOURCES

AAUP UTICA COLLEGE

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Ad-Free

- WordPress states:
 - We sometimes display discreet advertisements on your blog—this keeps free features free! The ad code tries very hard not to intrude on your design or show ads to logged-in readers, which means only a very small percentage of your page views will actually contain ads.
- In other words, if you get a lot of traffic to your site, ads can start to appear on your WordPress website.
- There is an upgrade you can pay per year to make your site completely ad-free

Widgets

Widgets are small add-ons that perform a certain function. You can place them in designated areas of your website. For example:

- Twitter, Flickr, Instagram, Facebook or RSS Feeds
- Category word clouds or a list of Tags from your posts
- A list of recent posts
- Text, Images, Links
- Search boxes
- Number of visitors, “Follow” button

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Dashboard

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Comments I've Made

Site Stats

My Blogs

Blogs I Follow

Akismet Stats

Omnisearch

Store

Posts

Media

Links

Pages

Comments

Feedback

Appearance

Users

Tools

Settings

Screen Options

Help

https://aauputicacollege.wordpress.com/wp-admin/themes.php

To add AAUP Content

- AAUP RSS Feed URL for Widget: <http://www.aaup.org/news/whats-new-aaup/rss.xml>
- Information about adding a Widget that displays a twitter feed: <https://en.support.wordpress.com/widgets/twitter-timeline-widget/#widget-id>
 - For the AAUP Twitter Feed, use the Twitter Widget ID: 520026784952098816
 - For the AAUP-CBC Twitter Feed, use the Twitter Widget ID: 573208276688605184

Menus

- Think about what information you want to display
- How to group that information through posts and pages
- Which pages can be nested in your primary menu
 - Look at other chapter websites and see how they've organized their menus

Categories & Tags

- When you add a post to your website, you can add categories or tags
- Categories and tags provide a helpful way to group related posts together and make them easier to find
- Categories and tags also quickly tell readers what a post is about
- Categories are broader classifications that cover a larger variety of posts
- Tags are more specific terms that may apply only to one or a few posts
- The more you use categories and tags, the more likely your posts will attract outside visitors

Comments

- Comments are enabled on WordPress by default. You can enable and disable comments on your entire site or on each individual page or post.
- Each blog owner has full control to approve, delete, or edit comments left on their blog.
- You can allow only registered WordPress.com users to comment, or you can allow anyone to comment.
- If you allow anyone to comment, you can choose whether the name and email fields are required or not.

Social Media & Other Sharing

- At the bottom of each post and page you can also include buttons for your readers to share your content on social media networks
- Included in the sharing options is the ability to have “Email” and “Print” buttons

Thank you!

- Questions?
- Visit us at www.aaup.org
- More info about building chapter websites is at:
<http://www.aaup.org/get-involved/aaup-local-toolkit>
- Email: gbradley@aaup.org

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