CMS Cheat Sheet for Communiqués

LOGIN

https://cascade.csueastbay.edu:8443
http://www.csueastbay.edu/cascade

Both URLs work. Use your NetID and password to access the system. Firefox is the preferred browser. Click Continue or OK if the browser asks to verify a security certificate. Turn off any pop-up blocking software, or add cascade.csueastbay.edu to the list of approved sites.

If you do not have access to the CMS, submit a request to Web Services to be added as a communiqué creator for your division. You must also have authorization to send to the University-wide all-csueastbay list.

COMMUNIQUÉ BASICS

CREATING A COMMUNIQUÉ

In the left-hand navigation pane, locate the news folder. Click to expand and view all the subfolders. To create a new communiqué, click the newsletter subfolder, then the appropriate division — Academic Affairs, Admin & Finance, Advancement ITS, PEMSA, President’s Office, or University Communications. For University Communications in this example (below), the acronym reads UC.

When the division folder is highlighted in blue (see below), use the top bar navigation to select New > News > Newsletter > Communiqué – [XX].
CONTENT

The **Create** tab contains all the fields that will be used to create the communiqué page as well as the URL (**system name**) and date and time it will be published. All fields are mandatory.

Create a system name, using the division acronym and a descriptive title. We recommend also including a date, especially for messages that may be updated and sent each quarter or year, to avoid confusion. Do not use spaces, and avoid capital letters.

- The system name becomes the URL for the message: www20.csueastbay.edu/news/newsletter/communique/uc/uc-announcement-101411.html — double check the parent folder line to be sure the story will be filed in the proper division folder, otherwise you may see an error when submitting.

Enter a **date** and **time** for the communiqué. This date field will be used to create a “datestamp” at the bottom of the message, so use the date when you intend to send the message if it is not the same day as creation. The time will not appear, but it must be earlier than the send time, or the CMS will not be able to publish the message.

- Any message can be set to a later date (for example, preparing a reminder or series of messages). Communiqués set for future dates will stay in the CMS but will not publish or send until you complete the final steps (pages 5 and 6).

The Cal State East Bay copyright notice will be on by default.
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COMMUNIQUE CONTENT

The headline and initial body copy are preformatted. The headline is in **Headline 1** style and the body copy is in **Paragraph**; to apply these styles if they are removed, highlight the text and select the style from the **Format** dropdown menu in the upper right of the content block.

The appropriate header and footer images for the division will be added automatically when the content is submitted.

All content should be pasted in from a plain text editor rather than Microsoft Word, to prevent problems with special characters and embedded formatting. Save a version of the document as plain text file (.txt) and open it with TextEdit (Mac) or WordPad (PC). Use that file to paste into the CMS editor.

- If you do paste from Microsoft Word or another formatted text document, you can select **Paste as Plain Text** (fourth icon from the left on the second row). The CMS will remove as much extra formatting as possible. *There is a bug that may remove some spaces between words, however, so use cautiously.*

CSUEB policy requires that you include your initials (and/or the initials of the communiqué author if it is entered into the CMS by the same person) at the bottom of the message, to ensure an adequate electronic paper trail.

Formatting, such as bold or italic text or bulleted lists, must be done in the CMS editor, not pasted in from the original document. The CMS icons for these actions match those of major word processing programs.

- To insert special characters (accented letters, dashes, etc.) click the omega icon from the first row and select the symbol from the pop-up menu.
- Long headlines may need to be manually split into multiple lines; use Shift-Return to create a manual line break as you would in Microsoft Word.
- If text is not appearing correctly — e.g., too small, or in the wrong font — highlight all copy and use the top right **Format** menu to select **Paragraph** text. If this doesn’t fix the problem, the text should be deleted and pasted again from a plain text document, or retyped directly into the content field.
- Extra characters at the beginning of a story are usually the result of hidden code pasted in from Microsoft Word or another text editor. Deleting the characters may not be sufficient; you may need to edit the HTML source as well, removing everything before the `<div>` tag that begins the communiqué message.

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When **adding hyperlinks** to other Web content, highlight the text that will be the link (e.g., “Read more about the program”) and click the chain icon in the second row.

- There are two kinds of links: internal and external. Internal links are pages within the CMS; external links are to outside sites, such as the Chancellor’s site, other universities, or outside publications.

- When entering an internal link, click the [ ] field on the first pop-up window and then choose the page or article using the folder navigation in a second pop-up window.

- E-mail addresses are considered external links. Select the text to be linked, either the e-mail address or a phrase like Contact University Communications. In the link field, enter the following text: `mailto:email.address@csueastbay.edu` — using the full, single email address. Multiple addresses must be entered as separate links.

- Not all CSUEB Web pages are currently maintained in Cascade Server; some department pages must be entered as external links until CMS site migration is complete.

**SUBMITTING AND EDITING**

When all content is entered, save the communiqué using the **Submit** button at the bottom of the content creation page.
The system will automatically display the communiqué in the View tab, including the University seal, division communiqué banner, and footer image.

Review the communiqué content, and click the Edit tab on the gray submenu to make further changes to the content. Resubmit all changes.

PUBLISHING

Submitting saves the communiqué to the CMS for review and editing. This does not create a live message on the CSUEB Web site or send an e-mail message.

Instructions for publishing the communiqué to prepare for sending via e-mail are included at the top of the communiqué page in the View tab (above), with links to publish and view the message. (See next section for more on sending e-mail.)

Note: Any communiqués set to a future date in the metadata field may be submitted to the CMS, but cannot be published before that date.

- Use the Publish link in #1 at the top of the page, or the Publish tab, to create the communiqué page on the CSUEB Web site. A publishing page will appear; click Submit to finalize the process.

- Step #2 is optional; publishing typically takes less than a minute, although there may be delays during daily update cycles (6 a.m., noon, 6 p.m., and midnight daily). If there is a delay, use the link in #2 to check the queue to verify that your page is scheduled to be published.

- Click the link in #3 to view your communiqué as a Web page. This is the URL of your communiqué, which can be saved or bookmarked to view later.
SENDING COMMUNIQUES VIA E-MAIL

With the Web version of the communiqué open in a browser window, select all content via Ctrl+A (Windows) or Apple+A (Mac) to highlight the message and all associated HTML formatting. Then copy it using Ctrl+C / Apple+C. You can also use the Edit drop-down menu to choose Select All followed by Copy.

Enter a subject line as follows: COMMUNIQUE: [headline] using the headline of the message or a shortened version.

Send to the all-csueastbay mailing list: all-csueastbay@lists.csueastbay.edu

Several Web browsers also have built-in mailing tools. These will create the content of an HTML message in your default mail program, to which you can add the addressee and subject line.

Safari (Mac/PC)
With the communiqué page open in a new window, go to the File menu and select Mail Contents of this Page.

Internet Explorer (Windows only)
With the communiqué page open, go to the Page menu and select Send Page by Email.