



Sacramento City Unified School District

Putting Children First

Welcome

Advanced

Web Administrator Training
for School Site and District Staff



Welcome

- Please log on to your computer workstation using your SCUSD login and password
- Guests use our training login
 - Username: TR1
 - Password: learning123



Today's Agenda

1. Webforms
 - Create, Test & Publish
 - Analyze Results
2. Email Blasts
 - Create & Test
 - Send out
 - Analyze
3. Related People & Profiles
4. Google Analytics



1) Getting Started

- Website can be viewed and edited with internet connection on any web browser (Internet Explorer, Mozilla Firefox, Google Chrome, Safari)
- Mozilla Firefox is preferred for editing, because there are bugs with others.



Log on to website

- Log into the website by hovering in the bottom left corner of your internet browser window.
- A small grey gear icon will appear as you hover over the area. Click the icon.
- Then click the Log in menu prompt.
- Enter your email and password provided.



Username and password

SCUSD Administrators

- Use your SCUSD username and password to log on to the website.
- School Website Administrators
 - Login: name@scusd.edu (or email used to sign up for training)
 - Password: webpage



Webforms & Email Blasts

- Always test it out before publishing.
- Don't be afraid to experiment
- Tweak it until it's right.



Webforms

- Forms are used to collect data from visitors to your website.
- *Forms are not secure and should not be used to collect credit card numbers, social security numbers, or other kinds of secure information.*



Types of forms

- Contact us
- Submit a comment or questions
- Training registration
- Field trip form
- Absence form



Webform Interface

- Create a form
 - Add each field as a separate component
 - Each component has it's own properties
- Define recipients
- Add email to subscription group
- Submit behavior
 - Confirmation
 - Redirect



Create a form process

- Create
 - Create a new post and save
 - Edit and add webform components
 - Save your form
 - Look at draft version then edit
- Test form
 - Add yourself as email recipient for test
- Finalize form
 - Add email recipients



Form Components: *Standard Text Fields*

- **Textfield:** Standard field type. Use for a simple field like name, title, etc.
- **Textarea:** Very similar to Textfield, but creates a large text box that allows for multiple lines of input when you want the visitor to respond with a short story or paragraph of information.
- **E-mail:** Automatically fills in a logged-in user's e-mail, or allows anonymous users to add their e-mail manually.
- **Date:** Presents month, day, and year fields. Options include format, time zone and available years.
- **Time:** Presents the user with hour and minute fields. Optional am/pm fields.



Form Components: *Specialized Fields*

- **Select:** Create a list of options to select. You have the option to create a list of checkboxes, radio buttons, or a drop down select menus.
- **Grid:** Create a grid of questions. Options go across the top (for example, Poor, Good Great), and Questions appear on the side (How are we doing?)
- **File:** Allow users to submit files of the configured types. On the configuration screen you are able to determine the types of files that can be uploaded.
- **Hidden:** A field which is not visible to the user, but is recorded with the submission. This field requires that you insert tokens (pieces of code that will pull various information from the visitor) and is for advanced users only.



Form Components: *Formatting Fields*

- **Markup:** Displays text as HTML in the form; does not render a field. For advanced users only.
- **Pagebreak:** Break up a multi-page form.
- **Fieldset:** Fieldsets allow you to organize multiple fields into groups.



E-mails Tab

- Add each recipient separately
 - Can be person filling out form
 - Staff member or partner
 - As many emails as you like
- Define
 - To address
 - E-mail subject
 - From address
 - Include attachments



Subscriptions Tab

Subscribe to selected groups

- Defined SCUSD groups
 - To add groups send to webmaster for it to be added on the backend.
 - Use groups to send out e-mail blasts
- Send new subscribers a message



Form settings Tab

- Confirmation message or redirect
- Submission limits
- Form status
- Submission access
- Advanced Settings
 - Show form in teaser
 - Save draft
 - Change “submit” to other text
 - Bypass Captcha



Two types of E-mail Blasts

1. Standard: Turn any post into an email that can go to multiple recipients.
2. Newsletter: Create a newsletter that bundles (or links) multiple posts into one email.



Send a standard e-mail campaign

- Standard template.
 - We can create a special header image to brand a specific campaign
- Preview E-mail
- Send email
 - Send a test
 - Send to subscribers
 - Send directly to e-mail addresses



Send a newsletter e-mail blast

- Post type
 - SCUSD: E-mail blast
 - School Sites: E-mail blast newsletter
- Bundle posts under the Newsletter content tab



E-mail blast process

- Decide on recipient list
 - How many people? Do you need to upload a spreadsheet?
- Always send a test message
- If going to those outside the district email system, send test message to other providers (gmail, hotmail, yahoo) to test as well.
- Send out e-mail



How to Synchronize MailChimp groups with your website

- Log into the sandbox/site
- Navigate to the black bar at the top of your screen and hover over "User Management". Select "subscriptions"
- Now click the tab "Groups". This will take you to the list of MailChimp groups that exist currently on the site.
- Click the "Synchronize with MailChimp" button to sync any changes you have made to the groups on MailChimp that you would like to show through on the site.
- Scroll down and save!



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Thank you!

- Please log off your machine before you leave.