**School of Computer Science
Course 15-391**

Spring 2006

Final Consulting Report

League of Young Voters

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The League of Young Voters
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Tony Lodico, Community Partner

Executive Summary_____

The following document contains an overview of the consulting situation that has been completed throughout the semester. This work was done for the Pittsburgh branch of The League of Young Voters, a non-profit organization which gets young people involved in all parts of the political process.

During the time I spent with my community partner, Tony Lodico, we were able to find some problems that The League was having and proposed solutions to solve these problems using technology. During the semester we focused on their website and the database tool Democracy in Action(DIA).

The first part of the document contains information about The League including the demographics and brief biographies about the two full time workers in The League. Tony Lodico joined The League in late-March after being a volunteer for The League. He is in charge of the technology and will continue to use the information we learned throughout the semester in the future. Khari Mosley is the other full time employee who is in charge of the local chapter of The League and oversees all events and decisions made by The League. Prior to the semester there was not much technology taking place in daily operations of The League.

The First problem we focused on was fixing the website and populating it with current and relevant information. The main goal of the website is to have a central location that people can visit to learn about upcoming events, articles and information that The League is having or has posted. I learned how to use the system and created a manual. Together Tony and I then learned how to update and make changes to the website and have updated all information as well as come up with protocol that should be taken for updating the website in the future.

The other problem we tackled was learning how to use DIA. This system is currently used by The League because it is the most cost efficient, although it has many problems that make it frustrating to use. We originally proposed to switch to a new system, although have been assured by the national organization that the problems that we have with the system will be fixed. Therefore we received a training session from the national League on which functionalities were working and created a document outlining how to use these features.

The last part of the document contains recommendations offered to The League. The most important is the need for The League to create a technology plan in the future so that new technology can be proposed and a timeline of when to complete these tasks can be implemented to make sure the technology within The League continues to grow.

The Consulting Situation

Organization

Throughout the semester I worked with the Pittsburgh League of Young Voters. The League is a non-profit with its main mission to gets young people between 18-35 more involved in the political process, through issues awareness, political events, and getting people registered to vote. The Pittsburgh chapter started less than a year ago and is one of 19 subsidiaries of the national organization. The League's mission is to "support young people to build power to create solutions in our own communities." It does this through five strategies:

1. Engage young people who are shut out of the political process.
2. Train them to be effective organizers in their own communities.
3. Build multi-community, multi-issue alliances for change.
4. Organize in various cities to lobby and advocate at the local, state and federal level.
5. Mobilize voters, elect candidates, and hold them accountable once they're in office.

Help people get their voices heard through organizing events, getting people registered to vote, informing people of issues and elections and to lobby and advocate at the local, state and federal level.

Facilities

The League's office is in The Union building, 801 N. Negley Ave., Suite #5. Their suite is one room which houses a few tables with chairs and computers.

Programs

With its main goal in mind on issue awareness and getting young people to vote, The League creates numerous programs to achieve these goals. The only annual event that is run by The League is a national event, Smack Down, which is a convention that invites members from Leagues across the nation and goes over issues relevant to the group, has political speakers, and gives people associated with The League across the US a chance to network with each other.

In Pittsburgh, The League has launched legislative campaigns, created local voter guides, held endorsement meetings and has gotten some political issues re-evaluated and changed. A lot of the events have to do with what is currently going on with the political scene on a local, state and national level.

Another main goal of The League is to get people registered to vote. Compared to going around house to house getting people to vote The League has its events at places where it knows that it can find young people such as bus stops, bars and concerts. By holding socials at these events it gives people a chance to talk about political issues and opportunities that young people have to change them.

Staff

The League is going through a transition phase with its staff, and currently has two full time employees, 8 volunteers and 6 interns. Tony Lodico (my community partner) and Khari Mosley, who started the Pittsburgh chapter of The League of Young Voters are both full-time. At the beginning of the semester my community partner was Ruthisha Johnson, who left in late-March due to a change in jobs. Tony was previously a volunteer for the organization, and joined the organization in late-March as a full-time employee.

Tony recently joined The League as the Operations Director. He came from a previous job in which he worked for a computer networking company. From this previous job he has obtained many computer skills which he has used to network the computers in the office. On a daily basis he uses his PDA, laptop and desktop at The League to mainly write proposals and send and receive emails.

Khari is the Regional Director and oversees all work done at The League. He spends time giving presentations and seminars about political issues throughout the Pittsburgh area. He also works with different local political campaigns as a campaign manager. Khari also uses a PDA, laptop and the desktop in the office mainly for internet access, and a word processor to send and receive emails.

Other positions at The League held by volunteers include field director, outreach and cultural programs coordinator, program manager, education coordinator, policy analyst, and varying intern staff. These jobs are all volunteer and none of them require in depth technical skills. However the main form of communication among The League is done through email. Besides Tony, the other technical volunteer is Shane Pilsner who is a graphic artist who uses the computer to create his work. Most of his work is for posters and fliers when they are needed for the organization.

Technical Environment

When working with Ruthisha at the start of the semester she did not have much of a technical background and in her job function did not focus on improving the technology in the organization. She knew a little about Democracy In Action, their database tool, and used it to keep track of a little bit of information send mass emails. They also use a website which was put up a few weeks before the start of the semester. However, the person who initially worked on the site went on a sabbatical, so they currently had nobody working on it. Right now they also do not advertise and encourage people to visit the site. Another technology that they maintain is an online calendar that contains information about upcoming events. However the website where the calendar is located is not given out and is mainly a reference for them.

For The League's technical equipment, both full time workers have PDA phones and laptop computers which are all networked and run Windows XP. In the office there are

also three desktop computers that run Windows XP and have been networked together by Tony. The office also has a printer and a fax machine.

As far as technical training, there is no consistent training run by The League. Volunteers generally do not use anything more than a word processing program and an email client for work that is done for The League. However, the database program that is in place, Democracy In Action and the website creation program, AMP are both programs used by the national chapter. Because of this technical questions and concerns regarding these programs can be given to Sam Dorman who is located in the San Francisco office. There is no formal training for these programs, however if questions do arise they will be given to Sam.

Technology Management

For the local chapter of The League Tony is the head of technology as well as being in charge of the Information Technology committee. Prior to being hired as a full time worker, Tony would generally take care of technology issues that had occurred in the organization, but was not truly in charge of any one task or assignment. Because technology was not a large part of the organization, some of the things that Tony did as major technology issues was to set up the machines and network them.

As far as managing DIA and the website, Sam Dorman is in charge of both of these programs. When major issues arise, or major changes need to be made, he is contacted and normally fulfills the requests in a timely manner.

Technology Planning

The League has not completed any formalized technical planning, mainly because before I came to consult for the organization the technology manager was not working full time, and the organization had not yet dedicated themselves to integrating technology into the organization, as they have now. However, when The League started in the summer of 2005, they bought DIA, a program that is used by other Leagues, to keep track of contacts and volunteers. The national organization also set them up with a website template and program to use to create it. Because nobody was working full time on technology issues, the planning for using these programs to their full ability was never met.

Internal & External Communication

All necessary communications now go through Khari and Tony. They communicate with each other and the other volunteers of the organization mainly through email and also through telephone and in person when needed. When they want to communicate with the entire group they send an email blast. Besides mass email they only have one sub-email group which is a select group of the volunteers.

Information Management

The League is using DIA to house all of the information they collect on current members, potential volunteers, and people that have come to some of their events. Currently the database program contains 300 contacts from in and around the Pittsburgh area. The actual information they are collecting from their contacts consists of basic demographic information including name, address, email and phone number. More fields are desired, however currently The League is not asking for this information from potential new members. From the information that is being collected very little is actually being used as ways to contact people, as the database is mainly used to form emails to send to all contacts. The contacts are also not maintained on a regular basis. Part of the reason for this is previously there was not someone assigned to these tasks and with the DIA system there are a few issues about the fields and consistency of information that is displayed by the system.

Outcomes_____

Consulting Task 1: The League's Website

Problem

Prior to this semester The League of Young Voters had a website created for them by the national chapter of The League. All of the graphics/ fields and content were generic to the national organization, with very little local information on the site. There was no current information on the site that made it unique to Pittsburgh or information to give local inquirers' any idea about the organization. This meant that there was no reason for current affiliates to visit the website and also may have turned away potential volunteers from the website because it was out of date.

Opportunity

To be able to inform the public about The League's mission, events, and other information, The League needed a way to reach people who were not on the mailing list about events and information from the local League. To fulfill this opportunity we created a scope of work where we first learned how to use the system that the website is edited on. I then created a manual (see appendix) which Tony and I went over to give him a chance to learn the system. Once he showed proficiency with the program he added a lot of content and changes to the site.

Outcomes

By working with the website we were able to change the template and current content to include all of The League's desired needs and information. In the appendix we have included a screen shot of the national website (which looks similar to our original site) and a screenshot of the current website. I supervised and helped as Tony and I updated and made changes to the following pages within the site:

Web Page	Changes Made
Homepage	- Changed template used, including color scheme and banner - Added more pictures, color and Pittsburgh league logo to the page
Our Team	- Created a template and outline to be used to put pictures and contact information of League members on - Added pictures and contact information for a few of the contacts
Contact Us	- Corrected the static information on the page
Voter Guides	- Changed names of voter guide pages to make more understandable - Started new pages that were desired
Campaigns	- Set up proper format for these pages
Upcoming Local Events	- Created a new page for this - Added relevant new events to the page
Photos	- Cleaned up old galleries - Added a new gallery
Overall Site	- Added and organized style sheet used for the site

From the information that was changed The League now has a site with up to date information including some static information consisting of a more descriptive mission of the organization, the names, contact information and pictures of volunteers and workers involved in The League and contact information for The League. It also includes information that will be changing frequently including upcoming local events being held by The League, photos from past events and current press releases and media coverage. When an upcoming election draws near we have discussed how it will be added to the site and information about campaigns and voter guides will be posted. There has been a standard that we set up for The League in which workers and volunteers will submit information that they want added to the site to Jennifer England, a volunteer for The League, who will review and edit the content. She will then send it to Tony who will add it to the website. Overall we either added or made changes to 63% (12/19) of the web pages on the current site.

Besides writing information to be added to the website, Tony learned how to use Activist Mobilization Platform (AMP) through a manual I created (See Appendix A) to make all changes to the website. The AMP software is from a company called Radical Designs which is "a full service web development group focused on the needs of non-profit and grass roots social change organizations. They provide strategic on-line campaign consulting, web design and web application development" (http://www.radicaldesigns.org/)." The manual is a combination of a subset of the existing manual along with extra material I thought was relevant. It goes through the steps needed to update and information to the particular parts of the site that we wanted to

change. By adding information we also came up with standards for members of The League to follow concerning the website, including what fonts to use by adding to the style sheet, formatting for how to post articles and by adding all relevant information that was requested for the site. I also went through and taught Tony the necessary html code that he would need to develop particular pages. He has since made a page using html tables for one of the web pages to show that he has basic understanding of the language and how it will be helpful in making the site.

Over the past weeks we have changed and improved the website drastically. Although currently, we still do not know if more people are visiting the website and how frequently they are doing so. This offers some future goals which include encouraging people interested or involved in The League to go to the website. To do this The League has begun to list the website on all of their publications and also encourage people through world of mouth to visit the site either to learn more or answer their questions about The League.

The League's general mission is to "support young people to build power to create solutions in our own communities." This coincides with the website's goal of informing people about current political issues and telling them about events happening locally. The site also gives young people the opportunity to write articles, submit pictures and advertise for events which can give them a place to be heard. By giving people this opportunity they can get the word out about what they are campaigning for at the present time. This has been changed from the previous site because there is now protocol for who to send articles and pictures to in order to get them edited and added to the site. For adding events there was previously a place to do this on the site, but now we will be checking to see if events have been added and if The League feels like they should advertise for them they will also be added to the 'Upcoming Local Events' part of the site. The current website now has accurate information so people who are not on the email lists will be able to find out more information about The League by reading articles and looking at the upcoming events. This will hopefully increase the attendance at their events.

The website is sustainable because it is a subsidiary of the national site which is maintained by Sam Dorman who is extremely familiar with the system. Throughout the semester he has been helpful in answering questions. However, with the proficiency Tony currently has with the site this should not need to happen too often, as we have gone through an entire iteration of adding articles, events and pictures starting from a member wanting to add something to the website, to editing the content and finally to posting it. Tony has also shown that he knows how to perform certain functions that may arise including adding separate tabs, creating new pages, and fixing existing ones. Because all of these were done well I have confidence that with the current staff the site will be sustainable.

This site has helped the overall technical atmosphere of the organization because they now have assigned people working on projects on a consistent basis. Previously they had people fixing problems or adding sporadic events or announcements when they needed to

be done, but not consistently working on a particular project. This encourages them to use technology more than word of mouth as a way to advertise events and issues going on in the Pittsburgh area.

Consulting Task 2: Using Democracy in Action Database

Problem

Democracy in Action is a database program that The League currently uses to keep track of their volunteers and members. The system has many features that are currently not used but could add value to the organization. Ruthisha did not use the system to its full potential because she had never been trained on how to use it. Prior to working with DIA there was nobody checking the information that was submitted through the website, which meant that a lot of contacts would try to join The League and never heard back from the organization. The organization also sent out mass emails letting people know about events, even if they knew they would not be interested in the event.

Opportunity

The Democracy in Action database program is an off the shelf program that is used by The National League. Because Ruthisha had not been at The League that long she was not familiar with the full capabilities of the system. When Tony joined the team he had not had the chance to learn about the system giving myself the opportunity to teach him how to use it. We created a scope of work for this system that included learning the working features of DIA and creating a reference packet highlighting them.

Outcomes

At the beginning of the consulting period we reviewed DIA and decided we wanted to use a new database system because the current one had many faults to it. I created a primary Access database to hold all the contact information that was needed, but decided to stay with DIA after talking to Sam who assured us that they were working on fixing the bugs associated with DIA and also adding new functionalities. We made the decision to stay with DIA because it would offer more support than other systems and also to be consistent with the national chapter.

DIA is currently a working system, however there are a lot of functionalities that are being changing with the overall system. There are several changes are being made by Democracyinaction.org, the company which created this database. The changes that they are making include revising some current functionalities that are not working such as the 'new' and 'edit' buttons which is used with some of the functionalities such as when you are adding to the interests list that currently does not actually let you enter new interests. Other changes are being made by the national chapter of The League such as cleaning up a lot of the fields that are now irrelevant. The changes being made by the national League are being made by Sam and his technical team.

Because there are so many updates and changes being made it makes it hard to make a long term manual and learn about the system. However we were able to go through and understand the pre-existing information and had a short training session offered by Sam to teach us what functionalities were working and some tips for going around other functionalities that were not working with the system. With these changes we created a short manual to help understand these things. This information particularly concerned the contacts that were in the system. With the contacts, we updated the information collected about them and Tony also learned how to create a specific mailing list for sub-groups of the contacts. He then proved his knowledge of this by creating individual mailing lists for each of the main committees in The League. He has also learned how to create emails using DIA which require both html and text versions.

With the many problems that I found with DIA, I created several lists of these problems to send to Sam. Some of these problems included the ability to delete field names and adding new fields. Sam has been collecting problems with DIA for either himself or the DIA organization to fix in the future, and has added my concerns to the list. Some of the problems that we had at the beginning of the semester that we have already worked with Sam to fix are making sure that all the information that was being entered from the website was showing up in DIA. This information is included in the manual and timeline that has been created for how long each of these should be checked so that people who have submitted a donation, or inquired in some way about joining The League will be contacted in a reasonable amount of time.

Because the database is still changing we have also created a long term plan for understanding the new features of the system. During our training session with Sam he agreed to contact Tony and other local League offices when changes have been made by either him or the DIA organization, so we can track what new and improved functionalities are available. This is so that we can take advantage of these changes and improve the database. We also need to continue to learn what it currently offers. Some risks to the sustainability of the database are having old information, not learning how to use the updates, not taking advantage of all of the options the system has and not sending appropriate information to appropriate people concerning events and elections.

By actually checking the information that has been added to the website we have made the website more interactive because The League will now contact users that have submitted to the website. However to keep DIA sustainable in the future Tony will need to go through and update the data every few months and the system will also have to be checked every few days to see if people have submitted information onto the website. If these steps are taken and the new parts of the database are learned and used this solution will be sustainable.

The database will be able to help the organization reach its mission of involving as many young people as possible by having people learn about the future events, and personalizing contacts and emails to make people more likely to get involved in the

organization. It will also speed up the process about finding information about particular people and making this information easily retrievable by having a web-based system.

Recommendations_____

Recommendation 1 – Use mapquest on website to show event location

Description

Currently on The League's website has an 'Upcoming Local Events' section. In this section people can see descriptions of the event as well as time and location information with what is happening with The League in the future. Since most of the events do not happen at the office, incorporating links to mapquest showing where the event will take place will give people an easy way to find the event. This is important because in the past people have had trouble finding locations of events, especially members that are new to the area or college students.

Plan of Action

There are two possible websites that are give good instructions on how to enter a link. They each include and exclude a few options, so both should be examined before selecting one.

By going to the website, http://www.mapquest.com/features/main.adp?page=lf_links, the person at The League can figure out what type of link he/she wants to put onto the page. They will then take this link decide on what image they want and then put the appropriate mapquest link in the href tag. This choice allows three different sizes of the map quest symbol to add onto the page.

Another page that also works at giving the directions of how to do this is http://www.mapquest.com/features/main.adp?page=lf_dir. From this website the user has the ability to add a starting point so that the directions will go from that point to where the event is. This information would be put right under the description of the event.

Recommendation 2 – Create a Technology Plan

Description

Tony and I have discussed the need for a technology plan so that the technology of the organization can have a schedule of how it wants to move forward. Tony currently has a written document of how to create a technology plan in which he will use to create the plan. We have gone over the document and a few of the recommendations that he has suggested, including networking the computers to have a common drive where people

can check in and out documents.   At the beginning of the semester Ruthisha and I created a draft of a technology plan for the organization. However this plan will be added to and carried out by Tony. Since Tony is more dedicated to the technology of the organization the speed and difficulty of the plan has increased since the preliminary draft.

Plan of Action

Concerning the creation and housing of the technology plan in the near future I suggest that that the master copy of the document is kept by one person because it is a working document, and changes will often be made to it. The other people who are working on tasks with the technology plan should make appropriate updates to the plan either when appropriate or prior to meetings where the plan will be discussed. If the contributors make changes they should track them so that the person holding the master copy can make the appropriate changes. Tony will be the one person responsible for the documentation so that people are not completing either the same or conflicting work.

Currently The League has biweekly meetings in which they go over the any issues or events they are currently dealing with. I think that time should be set aside at every meeting or every other meeting at the very minimum, for current technology issues to be discussed and give other members a chance to voice their recommendation of other ideas. The reason that this is important is to give technology a more prevalent role in the organization because it can help tremendously in the future, and continuing to make new plans will help the organization as a whole. I also believe that by having a technology section of the meeting the people that are working on completing the tasks in the technology plan will feel the need to be productive and actually complete the tasks on the list.

As far as the technology plan as a recommendation, the plan should not only be discussed at the meeting, but also updated at this time. If other members of the organization want to either add tasks or expand on tasks after the meeting, the keeper of the technology plan should make the appropriate changes to the plan. At the meeting the tasks on the plan should also have target dates and what will be done at that time so that these targets can be met and the technology can continue to move forward.

Recommendation 3 – Create template for emails and online newsletter

Description

Currently The League sends out several emails a week announcing events that are coming up. Right now these announcements are in plain text and do not include any graphics or pictures to make the email more inviting. I recommend making a few templates that can be used when emails are being sent. I also propose that a monthly e-newsletter template be developed and updated telling members what is going on with The League including events and updates.

Plan of Action

The graphics artist for The League should create the images that will be put on both the email template and newsletter. There should be consistency with the two, so that there is no question that all emails and information from The League can easily be distinguished as such. The email templates should have one section for the body, while the newsletters should have different sections that will be filled in with each new newsletter and saved in a pdf style.

Recommendation 4 – Intranet for archival and sharing of important documents for the organization

Description

Currently there are several documents including manuals for DIA and the website, the technology plan and templates for the sign in sheet that should have the capability of being viewed by all League members. However, these people should not have the capability to change these documents unless proper rights are given to them. Because of this an internal intranet should be implemented for sharing and archiving The League's documents.
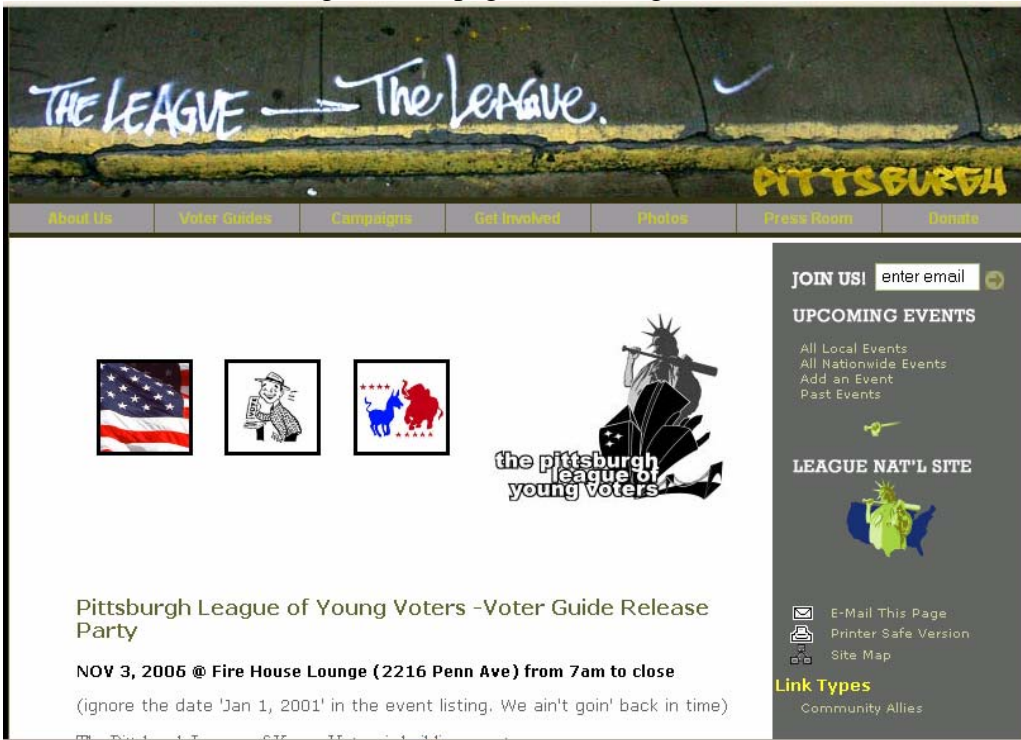
Plan of Action

In the future I also suggest somehow having a common drive, or place where members can go to find documents or add to documents The League is working on. Although it would not allow for further uploads, a section of the webpage could be created to hold the documents that members of The League and the general public could see and download. This would be where the most current files would be held. Depending on the amount of System Administrator's The League decides on, will differentiate if each person downloads the file, makes their changes and uploads it again, or if the System Administrator gets an emailed copy of the changes. I recommend that there is only one System Administrator so that the changes can be proof read and all information is accurate across the site. However either of these options will work.
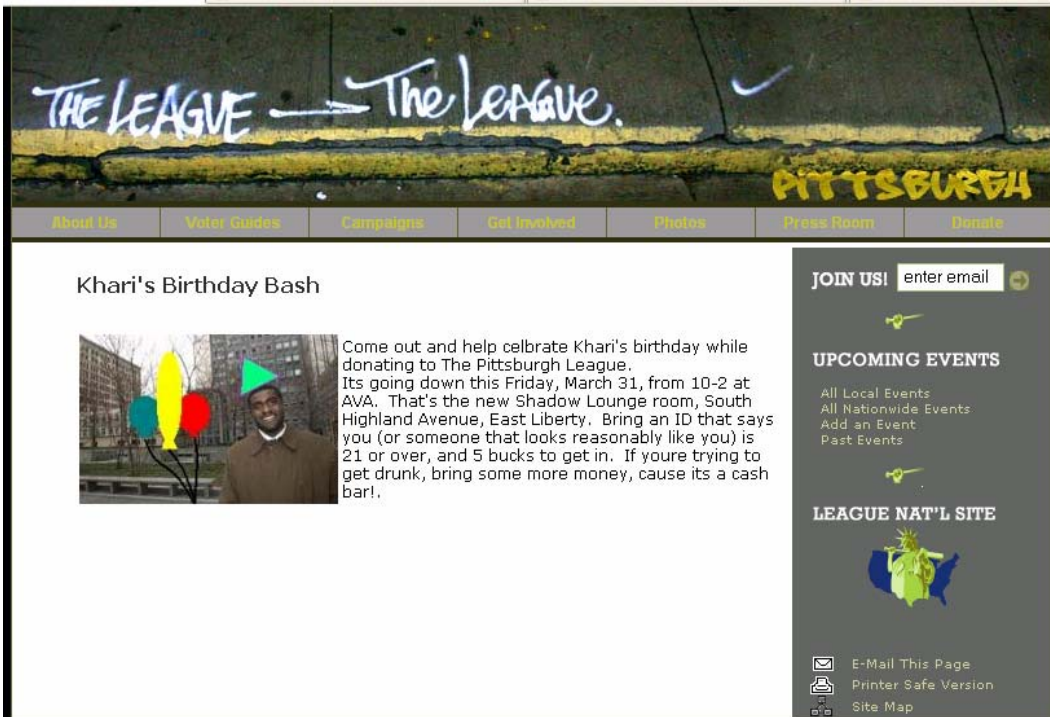
A screen shot of the national League's website; this is similar to the original version of Pittsburgh's site:

A screen shot of Pittsburgh's homepage after changes had been made:

An event that was added to the website by Tony:

The League of Young Voters Website Manual

Table of Contents

Pictures

Adding Pictures

First you need to add your primary picture
1. Select 'Upload images' from the left side bar
2. Browse and find the photo you want to add.
3. If you want the picture to be called something different than its current name enter it in "New File Name"
4. If you already have a gallery made for the picture select check the appropriate settings
5. Select 'upload photo'
6. The image will then be available under images

Making a Gallery

1. From the home page, on the left side bar select "view images"
2. Select 'view image gallery' from the top of the page
3. Select 'view galleries' from the left side
4. from view photo galleries page select 'add new record'
5. enter gallery name, date, and put in a primary image that has already been uploaded, then write a description of the event
6. if you don't select publish: you will see it under 'view galleries', click on pencil on the left side, then can check the publish box, then click 'save changes'

Adding uploaded pictures to the gallery

1. Select 'view images' from the left side bar
2. from the images page, under ID it says non gallery (add), click on 'add'

3. then you will be in the add/edit photo gallery, under photo gallery select the appropriate gallery
4. to put more photos in you must first upload them to the main photos page, by going to the home page and view images
5. then click upload images
6. if you already have the gallery created you can just select the gallery and check add to gallery and publish

7. to get more photos, go to add photo, select the image, select publish and put it in the appropriate gallery

Adding multiple pictures to a gallery

1. make a gallery
2. after you are done uploading the first image, simply click [Upload Image], which is listed after the three sizes of the image appear, this will take you back to the 'Upload Images' page

Deleting a Photo

1. go to 'View Images'
2. click on the 'delete' button under delete

Deleting a Gallery

1. under the images page click 'view image gallery'
2. click 'view galleries'
3. click on the pencil next to the gallery you want to delete, select [Delete Record]
4. confirm you want to delete the record

Adding Sections

1. The webpage is divided into sections and subsections which can all be seen from the site map on the main AMP page
2. To make a new section click the 'Add Section' in the left hand side of the admin page.
3. Then fill in the appropriate information, titles are described below

Publish – Is not checked by default for sections. If you want the section to show up on your website immediately, you must check the PUBLISH box.

Section Name – This is what the section is called

Description – A brief text that indicates what can be found in the section. It will show up on the top of the section page when the "Use Section Header" box is checked

Subsection of - Determines where the section will appear on the site

Section Order – Determines what order the sections will appear in. It goes from low numbers at the top to high numbers at the bottom.

List Format – This shows what will be on the section index page. There are several choices of how you want the list format to be: **See AMP manual**

List of all content in all subsections – Used in "About Us"

List of general content in section – is good if it is a content heavy section, it will list the title of each content page, the short description, author, source and date. Used in "Current Campaigns"

Newsroom

List of subsections and content in each subsection – This will list the section title, description

List of subsections in current section – will list the section title and short description for each of the subsections. This is good if there are a lot of subsections.

List of content and sections

Use Section Header – Shows the title and description of the section at the top of the page if checked.

Hide Content List – Section page will display nothing at all. . Useful for pages that link directly to another piece of content.

Content List Repeats – Determines how many content items will be shown before the user must click "Next" to go to the older listings.

4. Select "Save Changes"

View/Edit Sections

1. To view or edit existing sections select 'View/Edit Sections' from the left hand side of the admin page.
2. A list of sections will then appear
3. Click on the pencil to the left of the section that you would like to edit
4. Select "Save Changes"

Adding Content (Creating a new page)

The different parts of an Add/Edit Content Screen
1. To add a new page, just click [Add Content] on the left hand side of the screen.
2. The important parts of the Add/Edit Content Screen are listed below. Please fill in appropriate information in these fields

Publish – This item is checked by default – if it is unchecked the page will not show up on your website.

Title – This is what the page will be called, inside the system and on the web page. This is the link users will click on to view the page.

Subtitle – If the title is a list on another sub-page that will go to the page, the subtitle will be shown right under the hyperlink title. Otherwise the subtitle will appear right under the title on the page.

Section – Defines where the page appears on your site.

Class – Leave as General Content, the default value for most pages. The other options are as follows:

> *Front Page* – Article that will only appear on the front page
>
> *News Article* – Slight formatting changes, item will appear in navigation and index as well in newsroom and other navigation components for news articles [example, All of the articles in "Media Coverage" are in the class *News Articles* so on the main media coverage page there is information listed about them]
>
> *Section Header* – Used as a section header for a section, does not display in navigation or index
> [example, Current Campaigns, in the main menu it is under Campaigns, on that page you see the general content articles that are the descriptions of the current campaigns.]
>
> *Press Releases* - Formats articles as a press release, displays in navigation and index as well as newsroom.
> [example, Press Releases are in the Press Release section and include the title, author and date in the section header page.]
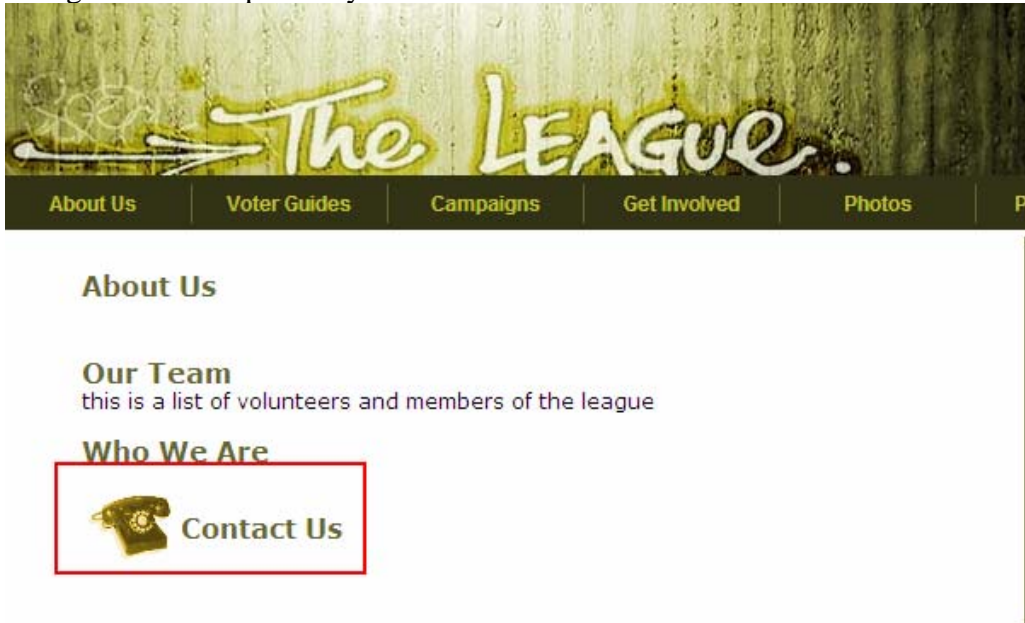
Short Description - This is text that appears when a user enters the section of your site. It should summarize the full article. In most cases, it will appear along with the title of the page.

Content - This is whatever you want to put on the page. Text, pictures, links, whatever you want can go here. This is where you will be working with both the WYSIWYG editor and HTML.
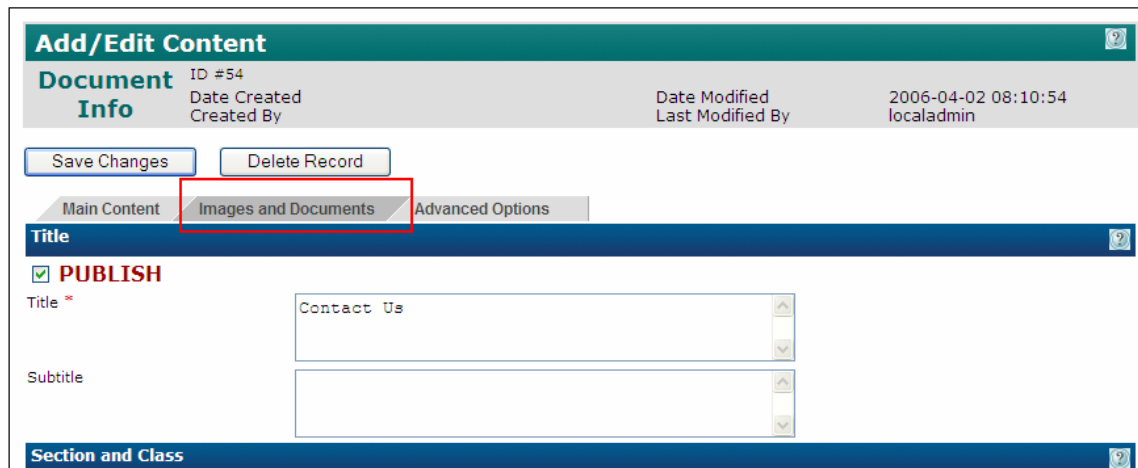
3. When content has been added or you would like to see the changes so far on the webpage click 'Save Changes'

Advanced Options for Adding Content

1. If you want to add an image that will be next to the title of the page/article on the preceding page, as shown below with the image of the telephone on that shows was changed to show up when you selected 'About Us'

2. Select the tab for 'Images and Documents' from the add/edit page

3. Under the image filename select the photo that you want on the previous page. Please note that when this option is used the photo will also show up on the content page. Where it appears is chosen by Alignment and selecting the radio button for either right or left.

4. Once this selection is made click 'Save Changes'

Editing Content

1. To edit a page, click [View/Edit Content] on the left hand side of the screen.
2. From the site map select the section that the page you want to edit is in.
3. Click on the Title of the page that you want to edit.
4. Change the appropriate fields needed. (Descriptions of the fields are found in *Adding Content)*
3. When content has been edited or you would like to see the changes so far on the webpage click 'Save Changes'

Instructions for individual League Pages

Front Page

 1. On the left content bar select 'View/Edit Front Page Content'
2. You will be given the following menu

3. ID 91 without a title is currently the images that appear at the top of the page
4. ID 33 is the text that appears below it
5. If you want to add another set of text select 'Add Front Page Content' from the main page and it will be added to the bottom of the page.

Our Team

 (adding photos of League members)

1. From the home AMP page select 'About Us'
2. Select 'Our Team' under the title tag
3. Upload head shots of the people that you want to add
        a. Make sure the picture is already cropped into a square
4. Put the picture in and go into the html and change the width to 78 (<img width="78" vspace="0" hspace="0" border="0" align="bottom")

5. Just note that the photo cell will be spanning 3 rows, and the information cells including name, position and email will span 3 columns

Changing the drop down menus

To change the main navigational menus on the site you need to be use a little javascript. It will be easiest to copy and use the information below.
1. Click on 'Site Template' from the top navigation bar and select 'View Templates'
2. Then select "Local League Chapters Template".

In there you'll see the code that makes up the About Us menu:

```
addmenu(menu=["2",
,,120,1,"",style1,,"left",effect,,,,,,,,,,,
,"Who We Are","/article.php?id=59",,,1
,"Contact Us","/article.php?id=54",,,1
])
```

you just have to copy that format for each additional item, and change the article id #:

```
addmenu(menu=["2",
,,120,1,"",style1,,"left",effect,,,,,,,,,,,
,"Who We Are","/article.php?id=59",,,1
,"Contact Us","/article.php?id=54",,,1
,"Third Item","/article.php?id=999",,,1
])
```

Please note that the page that you are adding should already be created and thus should already have an ID number.

Style sheets

1. To look at the current style sheet, add a style or change a style click on 'Site Template" in the top navigation bar
2. Select "Edit Style sheet"
3. The new styles that were created are under /*Created For Basic Pages */
4. Make appropriate changes to style sheet
5. Click "Save Changes"

Useful Stylesheet code

When you call a style you put class="styleName" inside of the html code
Here are a few of the basic things you can add to a particular style and what it does

font-family: Verdana, Arial, Helvetica, sans-serif; - this means that the font will be Verdana and if the computer does not have that font it will come up as Arial and so on.

font-size: 14px; - puts the font at 14

font-weight: bolder; - has the initial value of normal, this makes it bolder

color: #666633; - there are 16 colors that you can write their names, for more specific colors go to RGB Hex Triplet Color Chart

text-decoration: none – this is the default, other values include underline, overline, line through or blink

for other CSS properties visit: http://www.htmlhelp.com/reference/css/properties.html

Useful HTML

Below are some suggestions and tags you need to know
- All content on the website should go into a table to ensure that everything is lined up.
- When changing information in a table always set the boarder from 0 → 1 so that you can view the lines

Important html tags to know:
<table></table> start and end of a table
<tr></tr> start and end of each line of the table
<td></td> start and end of each cell in a table

If you want a particular cell to span a certain number of columns or rows:
<td rowspan="3"> </td> the cell will go over 3 rows
<td colspan="2"></td> the cell will go over 2 columns

<td width="50"></td>To make a certain cell a certain size
<td class="article"></td> Uses a font or class defined in the style sheet to say what kind of style the cell will have

If there is cell that has nothing inside of it you either put a break </br> or write nbsp; which stands for a space

Past Community Partners

4 Kids Early Learning Centers
Addison Behavioral Care, Inc.
Alafia Cultural Services
Alcoa Collaborative
Allegheny Co. Housing Authority
Allegheny General Hospital Pastoral Staff
American Association of University Women
Animal Friends, Inc.
ASSET, Inc.
ASTEP-Grace Memorial Presbyterian Church
Auberle
Auberle In-Home Services
Bedford Hope Center – Resident Council
Bedford Initiatives
Bethany House Ministry
Bishop Boyle Center
Bloomfield-Garfield Corporation
Borough of Crafton
Boys & Girls of Wilkinsburg
Braddock Carnegie Library & Community Center
Brashear Association, Inc.
Breachmenders
BTC Center
CADA-Citizens to Abolish Domestic Apartheid
Career and Workforce Development Center East
Carnegie LIbrary of Homestead
Carnegie Library of Pittsburgh
Carnegie Science Center – Hill House
    Association
CART-Consumer Action Response Team
Center Avenue YMCA
Center Avenue YMCA, Allequippa Terrace
Center for Creative Play
Center for Hearing and Deaf Services, Inc.
Center of Life
Central Academy
Central New Development Corporation
Children Youth Ministry
Children's Museum
Christian Life Skills
Community Day
Community Day School
Community Human Services Corporation
Community Technical Assistance Center
Competitive Employment Opportunities
Conflict Resolution Center International
CONTACT Pittsburgh
CTAC-Community Technical Assistance Center
East End Cooperative Ministries
East End Neighborhood Employment Center
East End Neighborhood Forum
East Liberty Development
East Liberty Presbyterian Church
East Side Community Collaborative
Eastminster Child Care Center
Eastside Neighborhood Employment Center
Education Center
Every Child, Inc.
Fair Housing Partnership
Faison Development & Opportunities Center

FAME
Family Services of Western PA
First Charities/First United Methodist Church
Friendship Development Association
Garfield Jubilee Association, Inc.
Gateway to the Arts
Glen Hazel Family Reading Center
Greater Pittsburgh Community Food Bank
Greater Pittsburgh Literacy Council
Greenfield Senior Center
Gwen's Girls
Hazelwood Senior Center
Hazelwood YMCA
Hill House Association
Hill House Association – After School Program
Hill/Oakland Workforce Collaborative
Hope Academy of Music and the Arts
Hosanna House
Housing Alliance of Pennsylvania
Hunger Services Network
Jane Holmes Residence
Jewish Family & Children's Service
Jewish Residential Services
Joy-Full-Gospel Fellowship After School Program
Just Harvest
Kingsley Association
Lawrenceville Development Corporation
League of Young Voters
Light of Life Family Assistance Program
Madison Elementary School
Manchester Academic Charter School
McKees Rocks Terrace
McKeesport Collaborative
McKelvy Elementary School
Methodist Union of Social Agencies
Miller Elementary School, Principal's Office
Mon Valley Initiative
Mon Valley Providers Council
Mon Valley Resources Unlimited
Mon Valley Unemployment Committee
Mon Yough Community Services
Mount Ararat Community Activities Center
NAACP National Voter Fund
NAMI Southwestern Pennsylvania
National Association of Minority Contractors /
    Black Contractors Association
Negro Educational Emergency Drive
New Beginnings Learning Center
New Penley Place
Northside Coalition for Fair Housing
Northside Institutional Children Youth Ministry
Northside Leadership Conference
Northview Heights Family Support Center
OASIS Senior Center
Opera Theater of Pittsburgh
Operation Better Block
Orr Compassionate Care Center
Outreach Teen & Family Services
Parental Stress Center
Pennsylvania Biodiversity Partnership
(This list is continued on the next page…)

Past Community Partners (continued)

Pennsylvania Low Income Housing Coalition
People's Oakland
Pittsburgh Action Against Rape
Pittsburgh Citizens' Police Review Board
Pittsburgh Health Corps
Pittsburgh Mediation Center
Pittsburgh Social Venture Partners
Pittsburgh Vision Services
Pittsburgh Voyager
POISE Foundation
Program for Health Care to Underserved Populations
Providence Family Support Center
Radio Information Service
Reading Is Fundamental Pittsburgh
Regional Coalition of Community Builders
River Valley School
Rodef Shalom
Rodman Street Missionary Baptist Church
Ronald McDonald House Charities of Pittsburgh
Rosedale Block Cluster
Rx Council of Western PA
Sacred Heart Elementary School
Salvation Army Family Crisis Center
Schenley Heights Community Development Center
Second East Hills Social Services Center
Sharry Everett Scholarship Fund
Southwest Pennsylvania Area Health

St. James School
St. Stephen Elementary School
Sustainable Pittsburgh
The Community House
The HUB Downtown Street Outreach Center
Thomas Merton Center
Three Rivers Center for Independent Living
Three Rivers Youth
TLC-USA
Turtle Creek Valley Council of Governments
Tzu Chi Wen Chinese School
Union Project
United Cerebral Palsy
Urban League of Pittsburgh
Urban Youth Action
Ursuline Services
Vintage Senior Center
Weed & Seed Program, Mayor's Office
Wesley Center
West Pittsburgh Partnership
Wireless Neighborhoods
Women's Enterprise Center
Working Order
YMCA McKeesport
YMCA Senior AIDE Center
Youth Fair Chance
YouthBuild
YWCA Bridge Housing
YWCA of McKeesport

Community Partner Information FAQ
(continued from back cover)

7. What does it cost to be a Community Partner?

The cost for participating in this experience is your time and your commitment to follow through as agreed. As leaders of community organizations, we know your time is of premium value. Those who have made this investment of time have reaped returns many times over.

8. What does the Community Partner have to offer Carnegie Mellon students?

- Students learn to structure unstructured problems. Community organizations are complex environments with complex problems. Your organization provides excellent environments in which to practice the art of structuring problems.
- Students come from different cultural backgrounds and most have never been in a nonprofit organization. They are practicing how to communicate across cultural differences and across technical knowledge differences. They need to be able to make mistakes and learn from them. Community partners provide a supportive relationship in which students can take risks and learn about how to communicate, how to relate, and how to maintain professionalism.
- Students get the opportunity to practice process consulting. They are learning that expertise is only as valuable as the ability to help others solve authentic problems. You provide a context in which students can practice these skills.
- We've found that Community Partners are very appreciative for the students' assistance. There is nothing more rewarding than to experience your efforts as valuable and rewarding for others. You provide that experience for students.
- Finally, you offer a glimpse into career opportunities in the nonprofit arena. Students learn to appreciate those who work in the nonprofit sector, and they grow to appreciate the role and function of community organizations. We hope this appreciation not only informs the choices they make in life, but also encourages them to care and give back to the community throughout their professional careers.

9. How do I become a Community Partner

Contact an instructor, Joe Mertz or Scott McElfresh. Send your contact information: name, title, name of organization, address, phone, fax, location of organization and your interest in being a Community Partner. You will have a telephone conversation and possibly an on-site visit. All organizations are considered, though preference is given to organizations providing services to a low-income community or a community at risk for falling into the "digital divide."

**Send email to
instructors@tcinc.org
(email preferred)**

**Or call
Joe Mertz: 412.268.2540
Scott McElfresh: 412.268.4859**

10. Caveats

- We do our best to ensure that students who sign-up for the class are committed to completing the class, however, occasionally, a student ends up withdrawing from the class during the semester. Typically, this happens when a student has under estimated the time they need for this class. We do our best to advise students so this does not happen. When it does happen, there is nothing we can do except to invite the Community Partner to participate in the following semester.
- The semester is short and the student has to do a lot of work in a short amount of time. For this reason, it is critical that you keep your scheduled appointments, do the work you agree to do, and maintain communication with the student. The student will need your feedback on reports quickly, often the next day. When we get to the final consulting reports, we will need fast turnaround time from Community Partners because we also need to get the reports published in time for the Community Technology Forum.
- If there is any chance that you think you will not be able to follow through with the requirements of this partnership, please wait until such time as when you are able to do it. Since the Community Partner is the focus for the student's learning, it is essential that the partnership be sustained for the semester.

Community Partner Information FAQ

1. What is the goal of the partnership in this course?

The goal of this class is to expand the capacity of the Community Partner to use, plan for, and manage technology, administratively and programmatically. The student is learning process consulting, project management, communication, relationship management, problem identification, and analysis.

2. As a Community Partner, what can I expect to happen?

Once you match with a student consultant, you will set a meeting schedule that you and the student will keep for the remainder of the semester. The student comes to your location for 3 hours a week. During this time you and the student work together. This is not an internship in which the student merely works on site. Rather, it is a consulting partnership in which you must work together to achieve your technology goals. The student facilitates a process that moves from assessment, to analysis of problems and opportunities, to defining a scope of work, to developing a work plan, to analyzing outcomes and finally presenting that analysis. As the Community Partner, you are the consulting client. You provide information and discuss that information with the student. But you are more than a client; you are also a learner. In process consulting the client "owns the problem" as well as its solution. The consultant facilitates the client in achieving that solution. The consultant doesn't "do for" the client. Rather, the consultant works with the client.

3. What types of activities are typically included in a scope of work?

Each scope of work is unique and depends solely upon the specific needs and opportunities of the individual Community Partner. Partnerships have focused on a wide range of activities, including: personal information management (how to use Windows, organize files, backup files, use various software packages, use time managers, use Palm Pilots and other personal information management tools, e-mail, etc.), developing a plan for how to train staff and how to incorporate knowledge and skill into job description, designing a local area network, implementing Internet connectivity, designing and developing a web site, determining effective data storage methods, analyzing the needs for an information database, designing and implementing a database, solving technical problems, designing a public community technology access center, determining the specifications for computers, developing disaster recovery plans, and more.

4. Who can be a Community Partner?

This course target individuals playing an administrative or programmatic leadership role within a community organization. Typically Community Partners are Executive Directors, Directors, Assistant/Associate Directors, Coordinators, and Managers. But, we make the selection based on the organization and the role that the individual plays within that organization, regardless of title.

5. Why do you focus on organizational leaders?

For an organization to use information technology effectively, its leaders must have a vision for how it can support the organization's mission, they must be comfortable enough to integrate technology into their personal work practices, and they must know enough to budget, staff, and subcontract appropriately. By partnering one-on-one with a student consultant, the leader has a unique opportunity to build that vision, comfort, and knowledge, no matter where they are starting from.

6. What are the requirements for being a Community Partner?

- Hold a leadership role within your organization.
- Have a computer in your office or one you could or do use in your job.
- Reliably meet with the student consultant 3 hours per week, every week, for about the 13 weeks.
- Come to an on-campus gathering 2 times during the semester. Once at the beginning and once at the end.
- Share information about your organization with the student consultant.
- Read project reports prepared by the student and give the student immediate feedback.
- Complete a brief response form after reading each report and return to the instructor.
- Keep a log of consulting sessions and send to instructors twice during the semester.
- Read the final consulting report. Give feedback to the student immediately.
- Make a brief presentation at the end of the semester (with the student) at the Community Technology Forum. (This is the 2nd on-campus gathering you are required to attend.)

(continued inside back cover)