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Office of the President

29 December 2014

MEMORANDUM NO. 267
Series of 2014

T O: All College Deans, Department Heads, and Office Heads Concerned

R E: VSU WEB DEVELOPMENT WORKSHOP ON JANUARY 14-16, 2015

VSU will be holding a three-day web development workshop on January 14-16, 2015 at the Multimedia Development Center. Aside from launching a new and improved version of the VSU, the workshop also aims to develop other special resources for our services, units and offices, and institute a more efficient and centralized workflow for our web resources.

To provide critical input and the needed content, one (1) faculty or staff representative from the different academic and administrative offices concerned (see attached document) must attend this workshop.

Kindly refer to the attached workshop overview and comply with the pre-workshop preparations accordingly. Signify your attendance to Mr. Jed Cortes via jedcortes@vsu.edu.ph or 0919-995-8990 on or before January 9, 2015.

Thank you for your cooperation.

JOSE L. BACUSMO
President

VSU Web Development Workshop 2015

January 14-16

The main goal of this workshop is to launch a new and improved VSU website (vsu.edu.ph). The VSU Web Development Team will do an overhaul of the content with the help of representatives from different academic & administrative units.

By the end of the three-day workshop, the participants will be able to:
1. Explain the basic principles and policies in developing web content for VSU;
2. Produce the appropriate upload-ready content for their respective academic or administrative units;
3. Launch a new and improved version of the VSU website; and
4. Institute a mechanism for adding content after the workshop.

Facilitators

Dr. Victor B. Asio
Vice-President for Planning, Resource Generation & External Affairs
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(0906) 443 4012

Mr. Jed Asaph D. Cortes
Instructor, Department of Development Communication
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(0919) 995 8990

Mr. Ulderico B. Alviola
Information Officer, VSU
ub.alviola@vsu.edu.ph
(0908) 893 0702

Mr. Norman O. Villas
Systems & Database Administrator, VSU
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(0949) 646 9686

Intended Participants

One representative from each of the following academic and administrative units, who will also serve its content coordinator after the workshop:

- Academic Units in Flagship Campus
    - College of Agriculture & Food Science
    - College of Arts and Sciences
    - College of Education
        - VSULHS (1 additional representative)
        - IHK (1 additional representative)
    - College of Engineering
    - College of Forestry & Environmental Sciences
    - College of Management & Economics
    - College of Nursing
    - College of Veterinary Medicine
    - Graduate School
    - Open University
- Satellite Campuses
    - VSU Alangalang Campus
    - VSU Isabel Campus
    - VSU Tolosa Campus
    - VSU Villaba Campus
- Research & Extension Units
    - PhilRootCrops
    - NARC
    - NCRC-V
    - FARMI
    - ISRDS
    - Annals of Tropical Research
- Others
    - VP for Administration & Finance
    - VP for Instruction
    - VP for Research & Extension
    - VP for PRGEA
    - Information Office
    - Office of the University / Board Secretary
    - Library
    - Hospital
    - USSO
    - Accommodation services (resort, apartelle, etc.)
    - University Supreme Student Council
    - Amaranth
    - VSU Faculty Association

Preparations

For the workshop to proceed on schedule, the participants are expected to make the following preparations:

- Secure an official email address (@vsu.edu.ph) individually[1];
- Compile the following content:
  - Basic information of the unit, subunits being represented, such as:
    - VMGO, etc.
    - History
    - Contact information
    - Basic services offered
    - Curricular programs offered
      - Prospectus
      - Updated course syllabus for courses offered
    - Internal policies (screening, etc.)
    - Contact information (phone, fax, mobile numbers; office email address[2])
  - Faculty & staff profiles
    - Name
    - Position / designation
    - Credentials, awards, etc.
    - Publications
    - Contact information (mobile number, email address[3])
    - ID photo (high resolution, white background ideal)
  - Promotional multimedia materials:
    - Photographs
      - Documentation of recent key activities
      - Pictorials for promotion
    - Office video (if available)
    - Brochures, flyers, etc.
    - Logos & other graphics
  - Other information you deem relevant

If you need assistance or clarification, please coordinate with Mr. Jed Cortes.

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[1] Please contact Mr. Jed Cortes or Mr. Norman Villas to create your VSU email address if you do not have one yet.
[2] Gmail or Yahoo! temporarily okay. VSU email addresses will be generated later for offices.
[3] Gmail or Yahoo! temporarily okay. VSU email addresses will be generated later for other faculty & staff.

Program of Activities

Day 1

Time	Topic/Activity	Person In-Charge	Expected Output
8:00 AM	Opening Remarks	Dr. Victor B. Asio	
8:10 AM	Message	Dr. Jose L. Bacusmo	
8:30 AM	Overview of the Workshop	Mr. Jed Asaph D. Cortes	
8:50 AM	Leveling of expectations	Mr. Ulderico B. Alviola	
9:30 AM	*Break*		
9:45 AM	Google Apps Workflows for coordination	Mr. Jed Asaph D. Cortes	Google Apps trials
10:15 AM	Audience needs assessment / Troubleshooting current website	Mr. Ulderico B. Alviola	List of needs audience may need from particular office
11:00 AM	Sitemapping	Mr. Norman O. Villas	Sitemap for organization
12:00 NN	*Lunch*		
1:00 PM	Clear & effective writing	Dr. Editha G. Cagasan	
2:00 PM	Writeshop		Basic information about units
3:30 PM	Presentation of Outputs	Mr. Ulderico B. Alviola	
4:45 PM	Wrapping up, assignments		

Day 2

Time	Topic/Activity	In-charge	Expected Output
8:00 AM	Recap of Day 1		
8:15 AM	Brainstorming: Categories, Authors	Mr. Ulderico B. Alviola	List and Structure Joomla Categories
9:00 AM	Writeshop (continuation)		
9:00 AM	Creation of Categories, Authors (simultaneous with writeshop)	Mr. Norman O. Villas	Categories, Authors in CMS
9:30 AM	Break		
9:45 AM	Preparing graphics for web	Mr. Jed Asaph D. Cortes	
10:15 AM	Graphics workshop		
11:30 AM	Presentation & critiquing of outputs		
12:00 NN	Lunch		
1:00 PM	Introduction to Joomla CMS	Mr. Norman O. Villas, Mr. Jed Asaph D. Cortes	
1:30 PM	Web & social media etiquette	Mr. Ulderico B. Alviola	
2:00 PM	Social media workshop		Creation of social media accounts for units (if needed)
2:30 PM	Google Apps workflows for content production	Mr. Jed Asaph D. Cortes	
3:00 PM	Break		
3:15 PM	Writeshop (continuation)		
4:00 PM	Presentation of outputs	Mr. Ulderico B. Alviola	
4:45 PM	Wrapping up, assignments		

Day 3

Time	Topic/Activity	In-charge	Expected Output
8:00 AM	Recap of Day 2		
8:15 AM	Future-proofing VSU's web resources	Mr. Jed Asaph D. Cortes	
8:30 AM	Brainstorming: Policies and workflows for web development	Mr. Ulderico B. Alviola	Draft policies and workflows for president's approval
9:30 AM	Break		
9:45 AM	Introduction to VSU's intranet for web team	Mr. Norman O. Villas	
10:00 AM	Google Sites for microsites	Mr. Jed Asaph D. Cortes	
10:30 AM	Google Sites workshop		
11:30 AM	Presentation & critiquing of outputs		
12:00 NN	Lunch		
1:00 PM	Workshop (continuation)		
4:00 PM	Final submission of outputs		
4:00 PM	CumulusOne Preview	Mr. Norman O. Villas	
4:30 PM	Closing Remarks	Dr. Victor B. Asio	

Timeline

Date	Activity
December 30, 2014 - January 13 2015	Workshop preparation, participants must secure needed materials, offical email address
January 14 - 16, 2015	Workshop proper

Materials Needed

For participant to bring:
- Laptop[4]
- Content (see Page 3)
- Optional: Smartphone[5]
- Optional: Extension cord

Conference organizers:
- 2 Projectors
- 2 Whiteboards
- 5 Whiteboard markers
- 10 Permanent Markers
- Colored cardboards
- Manila papers
- Scotch tapes
- Push pins

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[4] Must be in good working condition. Laptop should have Google Chrome web browser and Google Drive for PC/Mac installed. Each participant must bring his/own laptop.

[5] iOS or Android smartphone should have the following apps installed: web browser (Chrome/Safari), Google Drive, Docs, Sheets, Gmail.