

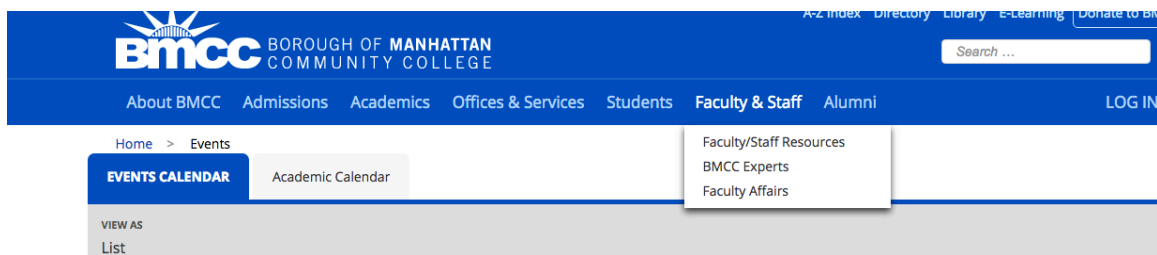


# Faculty Page Guide

## WordPress Content Management System

Welcome to our new WordPress Content Management System, which will make editing and managing your faculty page much easier. Please contact Public Affairs by phone (212) 346-8501 or email [publicaffairs@bmcc.cuny.edu](mailto:publicaffairs@bmcc.cuny.edu) if you have any questions.

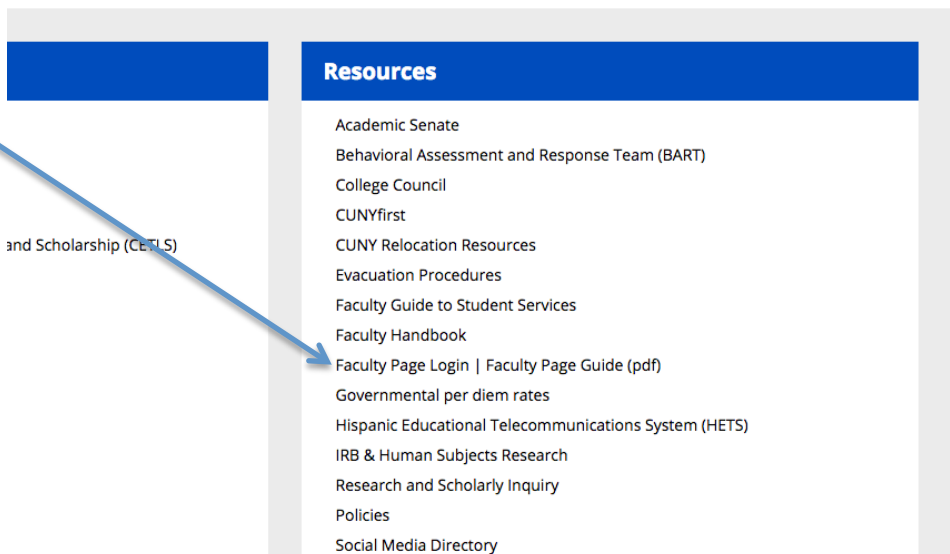
1) Go to **Faculty/Staff Resources**, a menu title towards the top of the BMCC website; select Faculty/Staff Resources on that menu



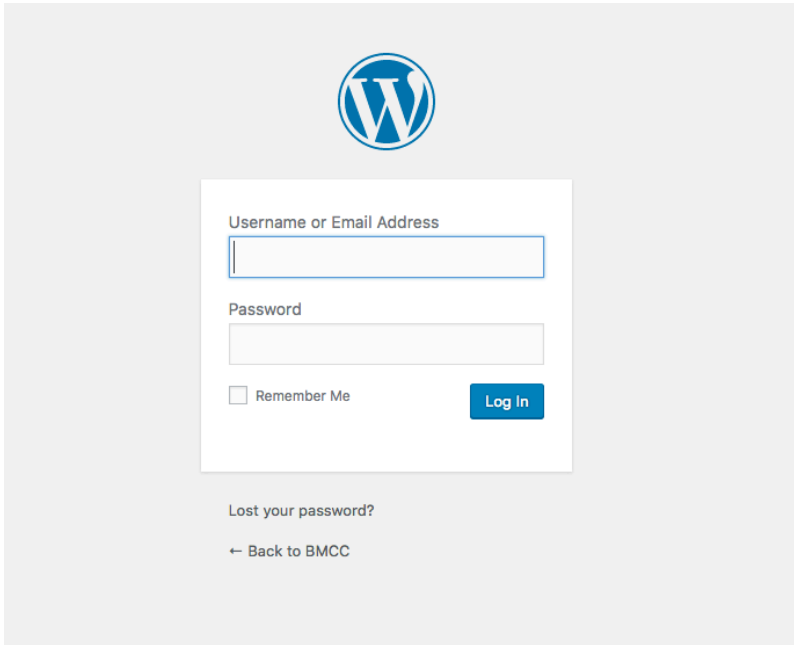
2) In the right column (Resources) scroll down to **Faculty Page Log in**.

### Faculty & Staff Resources

Faculty members work at BMCC bringing quality education to a diverse, urban population of students. Resources are available to faculty and staff who ensure our students have a quality learning experience.

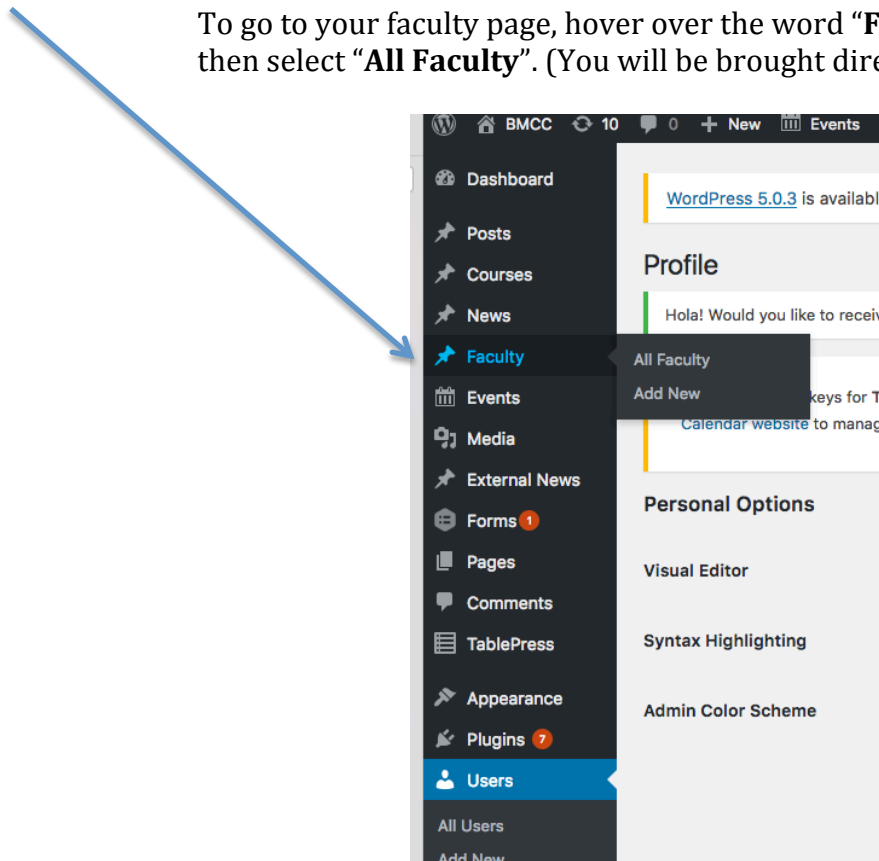


3) Log in to your faculty page with your Outlook email username (just the name part, not @bmcc.cuny.edu) and your Outlook password.



4) You will see your faculty profile from the backend of the site—the information here comes from CUNYFirst. If anything is incorrect on this page, we will report it to them.

To go to your faculty page, hover over the word **Faculty** on the left hand menu and then select **All Faculty**. (You will be brought directly to your faculty page)



## 5) Editing Your Faculty Page

Type, cut and paste, or edit text in the boxes.

Be consistent.  
Abbreviate days: Mon.,  
Tue., Wed., Thurs., Fri.,  
Sat., Sun.

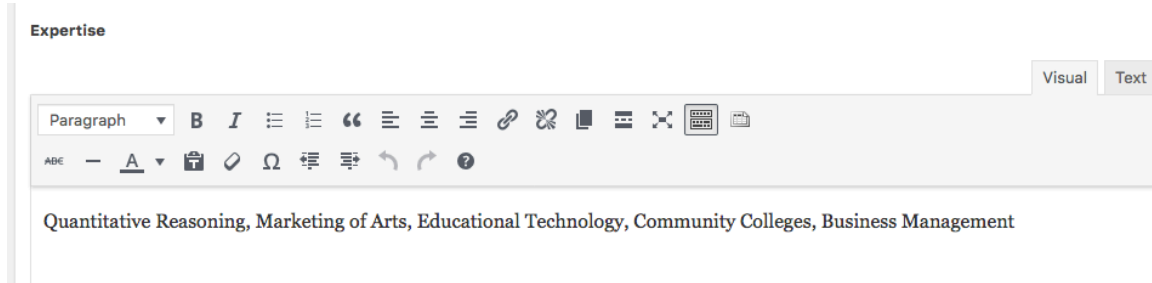
The screenshot shows the 'Edit Faculty' interface for a user named Mahatapa Palit. The 'Office Hours' section is active, showing a text input field with the value 'Wed., Thurs. (10 a.m. - 12 p.m.)'. A blue arrow points to this text. The 'Bio' section contains three paragraphs of text. The 'Publish' sidebar on the right shows the post is 'Published', with options for 'Revisionize', 'Move to Trash', and 'Update'. The 'Post Attributes' section shows the 'Order' is set to 0. The interface includes various notification banners at the top and a 'Visual/Text' toggle at the bottom right.

### Biographical Description

Use third-person singular to create a brief biographical description. You can include a hyperlink to your LinkedIn or personal professional website in the last sentence of your bio.

## 6) Expertise

Add your areas of expertise.



Expertise

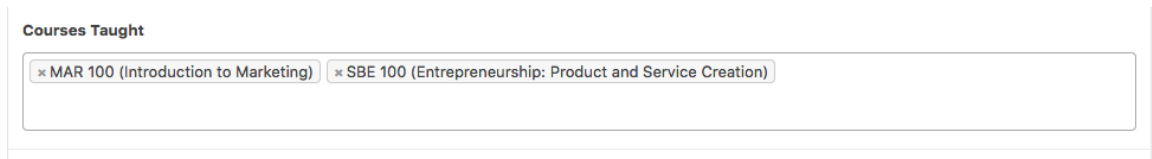
Visual Text

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Table Icon] [Media Icon]

ABE - A [Font Color Icon] [Text Color Icon] [Text Background Color Icon] [Undo Icon] [Redo Icon] [Help Icon]

Quantitative Reasoning, Marketing of Arts, Educational Technology, Community Colleges, Business Management

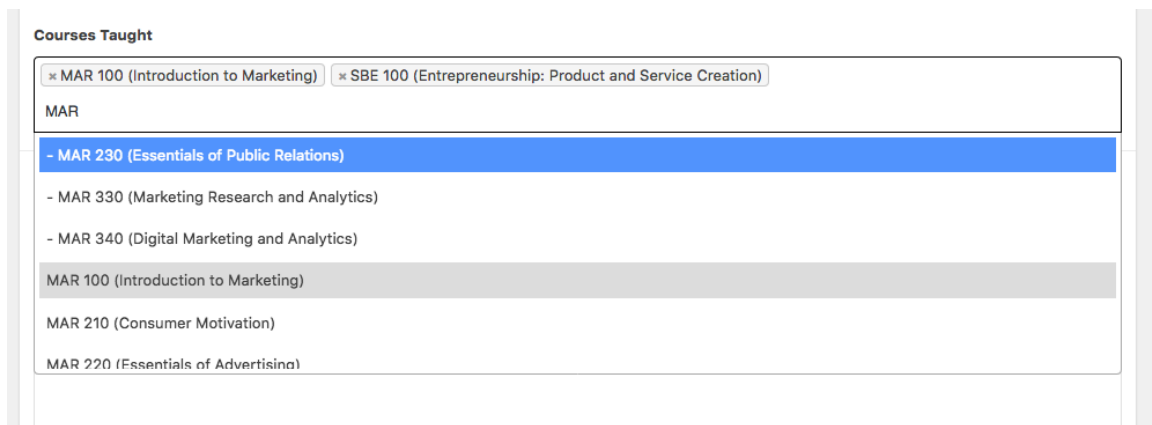
## 7) Adding Courses Taught



Courses Taught

x MAR 100 (Introduction to Marketing) x SBE 100 (Entrepreneurship: Product and Service Creation)

While in the Courses Taught field, type the three letter code for the subject, (ex. MAT, ENG, BUS, etc.) and you will get a drop down list of courses in that field to select from.



Courses Taught

x MAR 100 (Introduction to Marketing) x SBE 100 (Entrepreneurship: Product and Service Creation)

MAR

- MAR 230 (Essentials of Public Relations)
- MAR 330 (Marketing Research and Analytics)
- MAR 340 (Digital Marketing and Analytics)

MAR 100 (Introduction to Marketing)

MAR 210 (Consumer Motivation)

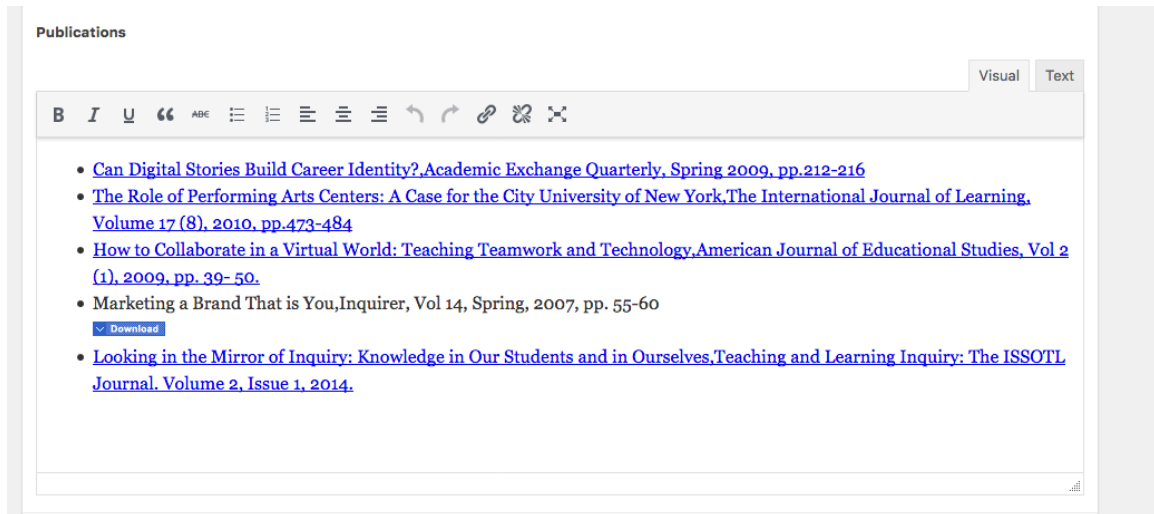
MAR 220 (Essentials of Advertising)

## Changing Course Order

You can change the order of the courses by dragging them before or after another course.

## 8) Adding Publications

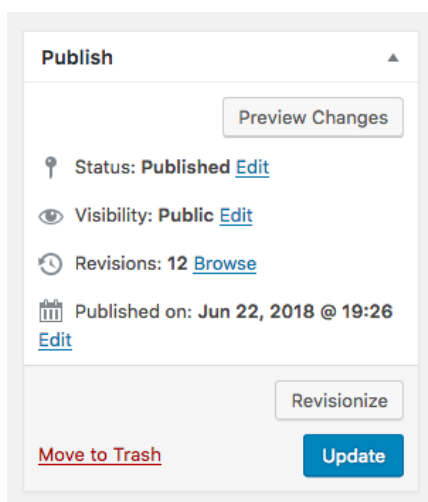
Type or cut and paste your publications in the Publications box.



Move the publications (drag and drop or cut and paste) to be in reverse chronological order, so that the newest publication is first)

You can hyperlink to online versions of your publication that are available free of charge.

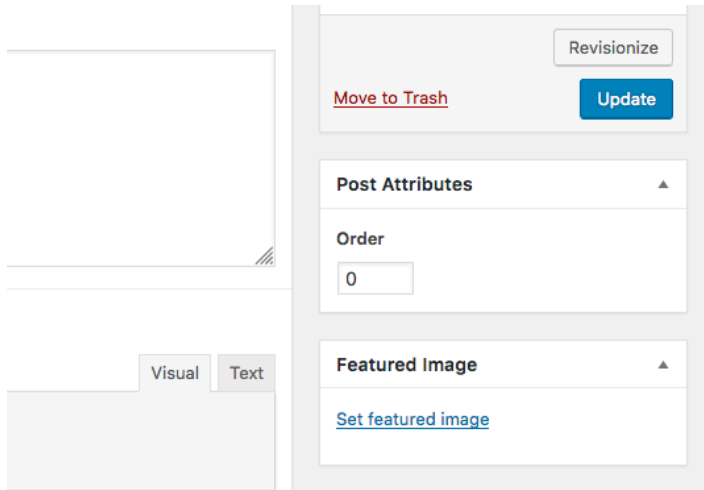
9) Select **Update** to save and publish your changes.



## HEADSHOTS

Our photographer is available to take headshots of faculty. Please contact Public Affairs by phone (212) 346-8501 or email [publicaffairs@bmcc.cuny.edu](mailto:publicaffairs@bmcc.cuny.edu) if you do not have a professional headshot on your faculty page.

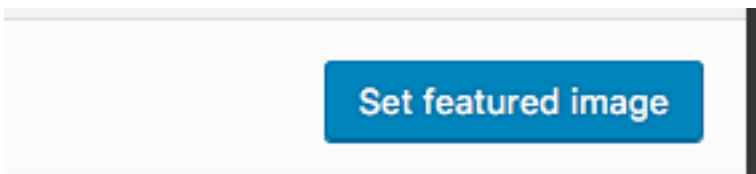
You can upload your photo using “**Set Featured Image**” on the lower right side of the screen.



After clicking **Set Featured Image**, you will be brought to the Media Library, where open the **Faculty Headshots** folder on the left to select your photo. (picture of this on next page.)

The screenshot shows the WordPress Media Library interface. On the left is a dark sidebar with navigation options: Dashboard, Posts, Courses, News, Faculty, Events, Media (highlighted), Library, Add New, Add From Server, External News, Forms (1), Pages, Comments (2), RFPs, TablePress, Appearance, Plugins (7), Users, Tools, WPBakery Page Builder, Settings, Custom Fields, WP Link Status, AddThis, CPT UI, and Directory Sync. The main content area has a 'Folders' section with a search bar and a list of folders with item counts: All files (4409), Unorganized (3958), Faculty Headshots (19), ported (2), AATC (73), About BMCC (3), Academics (2), Accounting (2), Admissions (10), Alumni Affairs (19), ASAP (1), BLIS (6), Business (4), Career Center (10), College Council (6), CETLS (1), Counseling Center (1), Criminal Justice (4), cuny-start-math-start (18), Faculty Affairs (9), Financial Aid (2), Human Resources (20), Immigration Support (13), Homepage Sliders (1), Information Resources and ... (4), Media Center (6), International Students (9), Internships (2), Learning Academy (1), and Learning Resource Center (2). At the top right, there are two notification banners: 'WordPress 5.0.3 is available! Please update now.' and 'An automated WordPress update'. Below these is the 'Media Library' header with an 'Add New' button. A notice asks if the user wants to receive automatic updates and unlock premium support, with an 'activate' link. Another notice says 'We don't mean to bug you, but you've been using Admin Columns for some time now, and we're happy with Admin Columns, please click here.' with 'Leave a review!' and 'Permanently hide notice' buttons. A large dashed box indicates a drop zone for uploading files. Below the drop zone are filters for 'All media items', 'All dates', and 'Bulk Select'. The main area displays a grid of eight faculty headshots. At the bottom right of the grid is a blue button labeled 'Set featured image'.

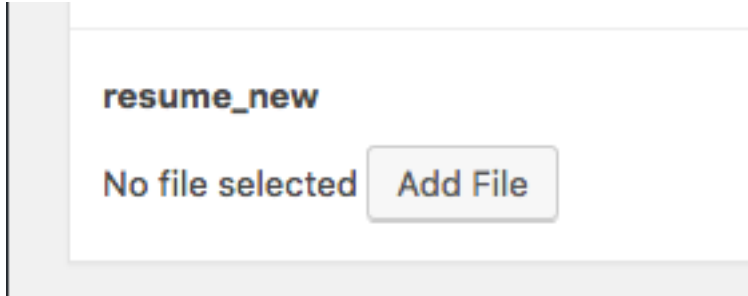
After you have clicked on your image, click on **Set Featured Image** at the lower right of the page to bring this image into your faculty page.





## RESUME

Scrolling down to the bottom of the page you will find a button to upload a resume or CV.



## **FORMATTING AND STYLE**

### **AP STYLE**

BMCC uses Associate Press (AP) style for print and website.

Some examples of AP style are:

#### **Time**

AP style uses periods for a.m. and p.m. and lower case letters.

Ex. 3:30 p.m. or 8 a.m. is correct

#### **Dates, Months, Years, Days of the Week**

For dates and years, use figures. Do not use st, nd, rd, or th with dates

Ex. May 12 is correct . . . not May 12<sup>th</sup>

#### **Technological Terms**

Here are the correct spellings for some common technological terms:

- e-book
- e-book reader
- e-reader
- email
- cellphone
- Facebook

#### **Numbers**

Spell out numbers used at the beginning of a sentence, except for years.

Ex. Two hundred students volunteered for the program.  
2018 was the year the college president stepped down.

#### **Headings**

- \* Capitalize principal words in headings and subheads
- minor words such as for, of, a, an, at, are not capitalized
- see [AP Style Title Case](#) for more information

#### **AP Style References**

A more complete summary of the AP style can be found in the following:

- The [Purdue Online Writing Lab](#)
- The [State of Colorado AP Cheat Sheet](#)

## **Formatting Style**

### **Use of Bold Type**

Use *occasional* bold type to emphasize **one** or **two words**, not a whole sentence or paragraph.

### **Use of ALL CAPS**

This is not a style we use on the BMCC website. It is more difficult to read than mixed case.

### **Use of Underlining**

Underlining is not used on our website, because it can easily be mistaken for a hyperlink

## **OFFICE OF PUBLIC AFFAIRS**

**Main Number:** (212) 346-8501

**Email:** [publicaffairs@bmcc.cuny.edu](mailto:publicaffairs@bmcc.cuny.edu)

**Location:** Room F-1230U, Fiterman Hall

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Annette Maccarone, *Office Assistant*

### **Publications**

Tom Volpe, *Director of Publications*

Sharmela Bhagwant, *Graphic Designer*

Jamal Jones, *Graphic Designer*

Jeff Wong, *Graphic Designer*

### **Marketing**

Roslynn Pieters, *Associate Director of Marketing*

Louis Chan, *Photographer/Social Media*

David Pangburn, *Videographer*

### **Public Relations**

Lynn McGee, *Communications Manager*

John Cody Lyon, *Writer*

### **Web and Multimedia**

Cynthia Blayer, *Web Content Manager*

Rob Gizis, *Graphic and Multimedia Design*