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## UMaine Website Owners and Managers, October 2021 update

Division of Marketing & Communication

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## UMaine Website Owners and Managers — October 2021 update

1 message

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**UMaine Digital Communications** <um.weboffice@maine.edu>  
Reply-To: UMaine Digital Communications <um.weboffice@maine.edu>  
To:

Tue, Oct 19, 2021 at 9:59 AM



[View this email in your browser](#)

# UMaine website managers

## Community update • October 2021

You are receiving this email because you have an account in UMaine's public website system, WordPress. If you no longer manage web content, please contact us at [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu)

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### In this email:

- Digital Communications staff update, November basic training
- Support request form available
- Reminder: VPN for website editors working remote
- Video captioning workshop November 10
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: WP Campus 2021 session recordings available

[If you have a question you would like to see answered, let us know.](#)

## Quick links:

- [User guide for UMaine websites](#)
  - [Contact Digital Communications for support](#)
  - [University of Maine System Digital Content Management guidelines](#)
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## Digital Communications staff update, November basic training

We have bid a fond farewell to our Digital Applications Specialist, Chris Clark— in September he accepted a new position as an Information Security Analyst at a cybersecurity firm. We wish Chris well.

If you had any outstanding projects with Chris, please email us at [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) and we can identify next steps. The staff here in Digital Communications are always available for support, training, and consultations for your campus website.

## WordPress basics training in November

As the calendar luck would have it, our WordPress basics training falls on Thursday holidays in November (Veterans Day November 11, Thanksgiving November 25). If you are new to WordPress or want a refresher in the basics, we can accommodate a training in our 1:30 p.m. November Friday consultation slots. Email us at [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to request training.

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## Support request form available

With our staffing reduced, we are working to better streamline our support requests going forward. Our "[Request website services](#)" form has been updated to include support requests in addition to website and account requests. Please use this form going forward, as it will help us gather information needed for website support.

[Request website services form](#)

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## Reminder: VPN for website editors working remote

As the most popular web content management system (WCMS), WordPress is a regular target for cyber threats. UMS IT has seen an uptick in attempts to login to our WordPress environment, and while these attempts are unsuccessful, the volume of these incidents has an impact on the overall performance of our website.

In an effort to better secure our website from malicious attacks like this, we will be restricting logins to WordPress to computers that are on the UMS network. If you are working on campus, this change will not affect you, and you will be able to access the WordPress editor as you have in the past. If you are working off campus and have not already installed the University System VPN, you will need to do so by following the instructions at <https://vpn.net.maine.edu/>.

### **When will this change occur?**

Anyone who accesses the UMaine Machias website must access the website dashboard with VPN enabled as of September 2021. UMaine website users will be notified as this change approaches for our other campus locations.

If you need assistance setting up the VPN, you can contact the IT Help Desk at:

Email: [help@maine.edu](mailto:help@maine.edu)

Phone: 1-800-696-4357

Live chat: [itsupport.maine.edu](https://itsupport.maine.edu)

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### **Video captioning workshop November 10**

With videos published to the campus websites, transcripts should be created and offered alongside the video. For many popular services (including campus systems such as Brightspace), transcriptions and closed captioning can be created automatically. While these services are improving over time, it is still necessary to review the captions created in the video, and edit for clarity and punctuation.

We will conduct a workshop to show how to work with video captions in Youtube on Wednesday, November 10 at 10:00 a.m. If you are interested in joining us either in-person or via Zoom, please email [mike.kirby@maine.edu](mailto:mike.kirby@maine.edu) to be added to the invitation.

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### **Training and consultations via Zoom**

Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, [their online tutorials are helpful](#). For faculty who need help with adopting this technology for classroom instruction, [training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning](#), as is a [helpful quick start guide for students](#).

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## Upcoming training dates

Training is currently conducted via Zoom videoconferencing. [More information about Zoom is available.](#)

**UMaine WordPress Basics:** Alternating Thursdays, 10:30 a.m.–noon  
October 28, December 9

This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to join one of the upcoming sessions.

**UMaine WordPress Beyond the Basics:** Alternating Thursdays, 10:30 a.m.–noon  
November 4 and 18

If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to register for one of the upcoming dates.

**Friday consultations:** Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)

October 29, November 5, 12, and 19

Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. [Email us at um.weboffice@maine.edu](#) and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

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## Training topics by appointment

These training topics are available for our Friday consultations on request, and are held via Zoom videoconferencing.

### Google Analytics Workshop

Do you know how much traffic your website receives? Have you looked at Google Analytics for your website and don't know where to start? Digital Communications can create interactive data reports or dashboards with your website's data using

Google Data Studio. During the workshop we will work with your website to create filterable dashboards to represent your website data in a way that is useful and meaningful. Email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to schedule this workshop for an upcoming Friday consultation slot.

### **UMaine Map Training**

If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to schedule.

### **SEO Workshop**

What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to schedule.

### **Using Monsido to Improve Your Website**

The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email [mike.kirby@maine.edu](mailto:mike.kirby@maine.edu) to get started, and review your site's scan results.

### **Creating Accessible Content for the Web**

Are you new to web accessibility and want to understand best practices for your website? Do you want to better understand how to write alt text, check color contrast ratios and provide an accessible PDF for download? Digital Communications is now offering a two-hour crash course in how to ensure your digital materials for the web and website are accessible. During the workshop we will go over accessibility tenants and have an opportunity to review some of the content on your website for accessibility. Please email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to schedule.

### **Website consultations**

Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu) to schedule.

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## **Accessibility and inclusion: WP Campus 2021 session recordings available**

Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter. Ensuring your content is accessible is part of an inclusive communication strategy.

This month, we feature [accessibility events](#) from the [2021 WP Campus conference](#).

### **Get real: authentically reinforcing diversity, equity and inclusion through your digital marketing**

When your institution commits to cultivating an inclusive, diverse community, your communications are both a critical window into your community and a tool to advance your DEI goals. Presenting authentic diversity and priorities around inclusion on the website may yield affinity and engagement among key audiences while demonstrating commitment to equity. [Learn more and watch "Get real..." online.](#)

### **Interacting and engaging with students using accessible apps from EmTechWIKI**

This session introduces participants to a checklist to evaluate the accessibility and privacy/security of emerging technologies. This checklist complements the EmTechWIKI crowdsourced collection of emerging technology tools, tutorials, and resources. The WIKI is a component of the [SUNY Exploring Emerging Technologies for Lifelong Learning and Success](#) (#EmTechMOOC). [Learn more and watch "...using accessible apps" online.](#)

### **Inclusive design: thinking beyond accessibility**

This session details the importance of having an inclusive mindset in the creation of our digital projects. It explains how Inclusive Design allows for producing positive experiences for a wider audience. Attendees will learn four simple guidelines that they can follow to apply Inclusive Design principles across all project phases including: ux, development and content creation. Attendees will leave with the tools they need to reach a bigger user base while also building towards an accessible and inclusive digital world. [Learn more and watch "Inclusive design..." online.](#)

### **What does accessibility mean for multimedia?**

This session will cover WCAG accessibility requirements for different types of multimedia; captioning/transcript do's and don'ts; audio descriptions vs extended audio descriptions; sign language interpretation for live events; tips and tricks on how to make your video or live-stream more inclusive. [Learn more and watch](#)

["accessibility... for multimedia" online.](#)

### **How to incorporate human audits into your accessibility workflow and why it matters**

Join visually impaired, fully dependent screen reader user, Eric Yarberry, Digital Media Program Manager, Amy Cole, as they share best practices for accessibility audits. Attendees will learn how to utilize their campus community to incorporate live audits using local people who regularly depend on assistive technology or have special (physical or cognitive) needs. [Learn more and watch "incorporate human audits into your accessibility workflow" online.](#)

### **The new mobile site and native app accessibility testing guidelines**

Accessibility is important to all – not everyone using your mobile app, device or wearable will be fully functioning: either because they have a disability or they are simply engaged elsewhere. Gian Wild talks about the things that are essential to avoid when designing mobile apps, devices, and wearables to ensure that everyone can use them. She talks about specific mobile accessibility features: pinch zoom, native screen readers, haptic keyboard, etc, and system accessibility settings: font size, screen rotation, high contrast, etc. [Learn more and watch "...app accessibility testing guidelines" online.](#)

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at [um.weboffice@maine.edu](mailto:um.weboffice@maine.edu).

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We hope you have found this update from Digital Communications helpful.  
Feel free to forward this newsletter to a colleague:



Forward this newsletter

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