ATI Web Committee Meeting
April 14, 2015

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619-594-4952
Agenda

Panel Discussion “Content on the Web”

Panelists:
• Ginger Shoulders, College of Arts and Letters
• John Petreikis, College of PSFA
• Diane Slagle, Communications Services
Upcoming Dates

May 12 – CMS Panel to discuss the pros and cons of three CMS products - **Tool Box or Dream Box** (Manny Uribe, College of Education), **Drupal** (Alex Herbias, Library) and **WordPress** (Eric Ackerman, College of Sciences)

**June 9** – (Upcoming CS Scan, other topics: SDSU ATI Statement (code snippet), ?
**July 1** - Annual CS Scan
**July 10** – Annual Scan Results posted on access.sdsu.edu (Chris Friedl)
**July 14** – ATI Roadmap and Exemption Process
Panel Discussion: Content on the Web

Ginger Shoulders, John Petreikis, and Diane Slage
Thanks!

Please email any questions or other ideas to Riny Ledgerwood <rledgerw@mail.sdsu.edu>
According to web usability expert, Jakob Nielsen:

- Web users will read about 20% of the text on the average page.

- Web users read half the information only on those pages with 111 words or less.

- Web users spend 80% of their time looking at information above the page fold.

- The average page visit lasts a little less than a minute.
Welcome to the College of Arts & Letters!

The College of Arts and Letters is central to liberal arts education at San Diego State University. We offer undergraduate and graduate degrees in the humanities and social sciences that allow students to gain competencies required for professional careers, citizenship in global communities, and meaningful life-long learning. The liberal arts explore the dynamics of human experience, personal identity, cultural and cross-cultural expressions and practices through the study of history, economics, literatures, languages, religions, gender and sexuality, ethnicity, class and race, social and political actions, and philosophical understandings of human life and existence. Courses are taught from transnational and global perspectives and are informed by concerns for sustainable societies; that is, societies that promote social and economic justice, civic responsibility, and environmental resilience.

Students in the College of Arts and Letters learn skills in writing, critical thinking, communication, evidence-based reasoning and the use of technology, preparing them for careers in a variety of fields in public, private and nonprofit sectors. Students learn to think independently, participate in active inquiry, integrate multiple kinds of knowledge, solve problems creatively, and thereby fully engage the challenges of the twenty-first century.

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News & Events

**CAL Welcomes New Faculty**

As the Fall semester is fast approaching, the College of Arts and Letters is pleased to announce the addition of nine new tenure-track hires to our faculty. We would like to welcome our newest faculty members in Classics and Humanities, Economics, Geography, Political Science, Religious Studies, Rhetoric and Writing, Sociology and Spanish and Portuguese. The new arrivals bring records of excellence in both teaching and research and will be a tremendous asset to our students. These talented scholars will start in the upcoming 2014/2015 academic year. Learn more about our newest faculty members.

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**Faculty Monty Awards**

The San Diego State University Alumni Association recently announced the Awards for Outstanding Faculty Contributions to the University, more commonly known as the Montys. Each year, the group honors one outstanding faculty member from each of the university’s colleges. The awardees will be recognized at the All-University Convocation in August 2014. Congratulations to Esther Rothblum, for receiving this year’s Monty for the College of Arts and Letters. Esther is currently a professor and advisor in Women Studies and LGBT Studies. Read more about this award.
The Liberal Arts explores the dynamics of human experiences, personal identities, cultural and cross-cultural expressions and practices, and philosophical beliefs regarding human life and existence. As a community of learners, students deepen their understanding of history and prehistory, literatures, languages, religions, gender, ethnicity, class and race, and social and political actions.

Central to liberal arts education at San Diego State University, the College of Arts and Letters offers undergraduate and graduate degrees in the humanities and social sciences through 18 academic departments and through interdisciplinary programs. The courses are designed to help students gain competencies required for professional life, lifelong learning, and citizenship in a global community.
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Helpful Tips?

1. Make Your Text Scannable
   - Use headings.
   - Use bulleted lists.
   - Keep each paragraph to only one idea.
   - Use lots of white space.

2. KISS-- Keep It Short and Simple
   - Put most important information at top. Lead with your conclusion and then explain it.
   - Use half the words as conventional writing.

3. Quality Counts
   - Write in active voice.
   - Proofread your work. Check for errors and consistency.
Writing Links

Writing for the Web
- http://www.chapterthree.com/blog/how-write-web
- http://ucm.rutgers.edu/web-ecommunications/web-writing

Writing Links

Writing Headings/Headlines
- http://www.copyblogger.com/magnetic-headlines
Style/Editorial Guides

University of Nevada, Las Vegas
• https://www.unlv.edu/identity/editorial

Hampshire College
• https://www.hampshire.edu/communications/editorial-style-guide
• https://www.hampshire.edu/communications/web-writing-style-guide
WebDev Group

April 2015
Writing Skills Important, but State Employees lack skills

• States spend nearly a quarter of a billion dollars a year on remedial writing instruction for their employees, according to a new report that says the indirect costs of sloppy writing probably hurt taxpayers even more.

• The National Commission on Writing, in a March 2015 report says that good writing skills are at least as important in the public sector as in private industry. Poor writing not only befuddles citizens but also slows down the government as bureaucrats struggle with unclear instructions or have to redo poorly written work.

• This year, the commission surveyed human resource directors who oversee nearly 2.7 million state government employees, and found writing skills even more important than in the private sector.

• "You have to be able to write, convert an idea and turn it into words," said Bob Kerrey, the former U.S. senator and governor from Nebraska, who is chairman of the commission.

[Link]
"Technology on its own will transform nothing. Without human-designed and managed processes that focus on harnessing the technology, no improvements in efficiency and productivity can be made. It's down to that old computing adage: garbage in, garbage out. If your website is full of badly structured, poorly written, out-of-date garbage, then the first result, the second result, and the third result from your fancy new search engine will always be garbage."

"In most web teams people who work with words get very little respect.... Most web writers think that their job is about writing articles. But it must be much broader and deeper than that. What is the navigation of the website made up of? Words. What are the links on the website made up of? Words. What are the applications on the website made up of? Words."

"Nothing can work on the Web without written words. No page. No link. No classification, navigation or menu. No application or software. Nothing."

"The essence of the Web is action. We go to the Web because we have a task; there is something we need to do; there is a problem we need to solve. What helps us do? What helps us act? Written words. The oxygen of the Web is written words. There is no life on the Web without written words."
Financial Aid & Scholarships

- Table of contents = [site map]
Financial Aid & Scholarships

• **Index**

A-Z Index for Financial Aid and Scholarships

- 529 College Savings Plan (see ScholarShare)
- AB 540
- About Us
- Academic progress
- Active military service and education loan deferment
- Adding or dropping units
- AidLink
- Alternative (private) loans
- Announcements
- Appeal, satisfactory academic progress
- Appeal, change in financial situation after FAFSA
- Apply for financial aid, how to
- Authorize release of personal information
- Award adjustments
- Award, when you can view
- BIA grant
- Bureau of Indian Affairs (BIA) Grant
- CAL Grants A and B
- Calculating your eligibility
- California Dream Act, financial aid
- California Dream Act, scholarships
- California resident grants
- Cancellation of loan repayment
- Certificate program students
- Certification period, work study
- Chafee Grant
- Change in financial situation after FAFSA
- Citizenship
- Concurrent enrollment at another college
- Conditions you must meet to receive funds
- Consolidating loans
- Contact us
- Cost of attendance
- Cost of attendance tables
You can even look in the index under “G” for a link to the Glossary. Easy!
- **Financial Aid & Scholarships**: Find information for . . .
- **Compact for Success**: Content in Spanish for the parent audience

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**Compact for Success**

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**Información para padres/guardianes**

**Curriculum de preparación universitaria**

La fortaleza del Convenio del Éxito se debe a las materias de preparación universitaria del currículum a-g que constan de un elevado rigor académico y que están disponibles para todos los alumnos.

<table>
<thead>
<tr>
<th>Materiales A-G</th>
<th>9° Grado</th>
<th>10° Grado</th>
<th>11° Grado</th>
<th>12° Grado</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Historia del mundo</td>
<td>Historia de los Estados Unidos</td>
<td>Civismo</td>
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<tr>
<td>B</td>
<td>Ingles 9</td>
<td>Ingles 10</td>
<td>Ingles 11</td>
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</tr>
<tr>
<td>C</td>
<td>Algebra</td>
<td>Geometría</td>
<td>Algebra Intermedia</td>
<td>es recomendable</td>
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<tr>
<td>D</td>
<td>Biología</td>
<td>Química o Física</td>
<td></td>
<td>es recomendable</td>
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<tr>
<td>E</td>
<td>Lengua Extranjera</td>
<td>Lengua Extranjera</td>
<td>es recomendable</td>
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</tr>
<tr>
<td>F</td>
<td>Bellas Artes</td>
<td>Un año de Bellas Artes que el alumno puede cursar en cualquier grado escolar. Debe cursar la misma materia ambos semestres, p.ej., Drama, Arte, Música, etc.</td>
<td></td>
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</tr>
<tr>
<td>G</td>
<td>Electivo</td>
<td>Un año extra de un curso a-g satisface el requisito de electivos</td>
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</tbody>
</table>

*El suceso de cursos pueden comenzar durante la secundaria.

**Cursos de ciencia pueden ser designados para comenzar en el 9° grado.**
DIRECTIONS TO PARKING STRUCTURE 1 (PS 1):

Coming from Interstate 5, 163, 805 or 15: Take 8 East to College Avenue. Get in the lane on the off-ramp marked for Alvarado Road. Turn right at the light onto College Avenue and immediately get into the left turn lane so you can turn left at the first light (College Avenue/Alvarado Road intersection). There will be a multi-level parking structure to your right. This is Parking Structure 1 (PS 1). Follow the road around to the west side of this structure and make a right turn into the structure. (Note: If you reach the second light, continue uphill and make a U-turn at the left turn only lane to make a right turn into the structure.) You can park in any stall in this structure for paper-based group exams. Visitor permits are not allowed. This assumes I know there even is a Parking Information Booth.

Coming from East San Diego County: Take 8 West to College Avenue. Turn left at the end of the off-ramp and cross the bridge that goes over Interstate 8. Turn left at the second light (College Avenue/Alvarado Road intersection) and follow the instructions above.

From the Parking Information Booth: Take a right as you exit the driveway. At the traffic signal continue straight ahead, across College Avenue, and follow the signs to the PS 1 entrance.

To get to the Education and Business Administration (EBA) Building: Take the stairs or elevator in the parking structure to the sixth floor and walk across the pedestrian bridge to the campus. Go up the next set of stairs until you get to street level. You'll be at the north end of the Education and Business Administration (EBA) building.

To get to the Geology, Mathematics and Chemistry Sciences (GMCS) Building: After EBA directions above - go to your right at the sidewalk. The next building on the right is the GMCS building.

To get to the Test Office/Computer-Based Testing Center in the Student Services Building (from the EBA building): Go to the south end of the EBA building. Cross the street and go up the stairs, through the archway and up the stairs (or elevator) at the clock tower. Go through the double doors to the right of the clock tower and down the hallway to SS 2549.

To get to the Adams Humanities Building: Follow the above directions to the Student Services building. Then, go through the outdoor courtyard and past the clock tower of the Student Services building. You'll be at a large walkway (Centennial Walkway) in the center of campus. Take a left at Centennial Walkway, and follow the Aztec Union construction detour at the south end of Manchester Hall. Adams Humanities will be the first building on your left, across from the Open Air Theatre.