



Pueblo D60

**Client:**

Dalton Sprouse

[dalton.sprouse@pueblacityschools.us](mailto:dalton.sprouse@pueblacityschools.us)

(719) 240-8466

Pueblo School District 60 Director of Communications

Renee Hahn

[Renee.hahn@pueblacityschools.us](mailto:Renee.hahn@pueblacityschools.us)

(719) 549-7199

Graphic and Web Design Technician

315 W. 11th St.

Pueblo, CO 81003

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## Introduction to the Bachelor of Innovation™



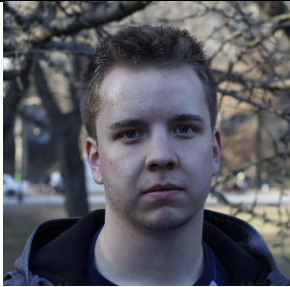

The Bachelor of Innovation™ is a degree within the University of Colorado Colorado Springs that fosters innovation by taking students from around the globe and places them in a degree plan that includes a core focus on major intensive courses, an innovation core, and one of four cross-discipline cores. Part of the innovation core places students on multi-disciplined teams working with real companies, with real world problems. This provides students a firsthand understanding of the innovation process and how it interacts with basic business principles, creating and following policies, and intellectual property. These firsthand experiences really drive in the centralized point getting on the court to transform ideas into impact.



While the Bachelor of Innovation™ includes the major intensive courses that a Bachelor of Science and Bachelor of Arts would include, it is the experience dealing with clients that helps set Bachelor of Innovation™ students apart. When leaving the Bachelor of Innovation™ program, students have an understanding that innovation creates room for improvement in all industries and creates the path for intersectionality to create new industries. When the lessons learned within the Innovation program are applied then students learn how to apply the mindset of an innovator to any situation. Innovation in UCCS and the BI is used to make the next batch of innovators for the world.

Part of the Bachelor of Innovation™ core courses are a set of three Innovation Teams courses. A student must go through each Teams course as part of a team, working for a real client. The difference between the three courses is experience level and what is expected out of the student. The first Innovation Teams course is a student's introduction to working for a client with real world problems. The second Innovation Teams course provides more exposure to working for a client and to aid the team-lead upon request. Lastly, the third Innovation Teams course creates

the space for students to become the team lead. Their teams are composed of students in the second and first course. The team leads are tasked with being the central point of communication for the client and the rest of the team, and the team lead must be accountable to their team and do what is possible for the whole team to succeed. These courses are designed to get the student accustomed to interacting with a client, creating workability with a team of different capabilities, and developing leadership skills. However, these Innovation Teams courses also provide valuable work to the clients that choose to trust the students and faculty. These clients benefit from a team of young adults with fresh perspectives approaching a problem or possibility which helps to maximize the client’s time and budget.

## Meet the Team

<p>Kevin Chandlee- Team Lead <a href="mailto:kchandlee@uccs.edu">kchandlee@uccs.edu</a> (817) 682-7836</p> <p>Major:</p> <p>Bachelor of Innovation Game Design and Development</p>		<p>Zachary Kwitek <a href="mailto:zkwitek@uccs.edu">zkwitek@uccs.edu</a> (719) 569-1426</p> <p>Major:</p> <p>Bachelor of Innovation Business Finance</p>	
<p>Gavin Urban- Team Lead <a href="mailto:gurban@uccs.edu">gurban@uccs.edu</a> (719) 651-5061</p> <p>Major:</p> <p>Bachelor of Innovation Business Marketing</p>		<p>Antonio Briggs <a href="mailto:abriggs@uccs.edu">abriggs@uccs.edu</a> (719) 205-1925</p> <p>Major:</p> <p>Bachelor of Innovation Business Marketing</p>	

<p>Cassidy Fairey  <a href="mailto:cfairey@uccs.edu">cfairey@uccs.edu</a>          (831) 673-0077</p> <p>Major:</p> <p>Bachelor of          Innovation in          Computer Security</p>		<p>Sean Geismann  <a href="mailto:sgeisman@uccs.edu">sgeisman@uccs.edu</a>          (630)-696-6027</p> <p>Major:</p> <p>Bachelor of          Innovation          International Business</p>	
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## Value

The D60 Innovation Team was a learning experience on communicating with a client while maintaining social distancing and finding ways of doing so. The D60 Innovation team’s ability to create meaningful content that the client, Pueblo School District 60, may use for years to come to assist in training their staff. The team used past experiences in video editing, problem solving, and education to create step-by-step instructions with videos and written documents. The team had to consider that users of the content had no prior experience with the subject. The team’s major time restrictions while consulting the client provided a healthy challenge to complete weekly work consistently. The D60 Innovation team has very little Blackboard experience, making the videos ultimately more effective because it was coming from individuals who are learning the program as well. The team was fortunate to work with a client who made an effort to check back with us on weekly basis and gave us suggestions, while accepting our suggestions.

## Executive Summary

The University of Colorado Colorado Springs Bachelor of Innovation team client is Pueblo School District 60, a public-school district located in Pueblo, Colorado. Our point of contact was Dalton Sprouse, the Director of Communications at Pueblo School District 60. The project was to create a series of videos that will instruct different faculty members how to edit their newly

designed website, as well as written documentation of each. We were also tasked with developing various ways that D60 can market their new website and eventual mobile application.

The team started by going through Pueblo School District 60's new website backend to get familiar with the different features that BlackBoard (software used to develop website) offered. We then created a list of the top editing features that Dalton and Renee believed would be the most useful to have a video tutorial for. Once we knew what different topics to focus on, scripts were created for each video.

The team then began recording using a software called ScreenRec that would record the user's screen and voice over. Once the videos were recorded showing how to edit certain areas of the website, a combination of Sony Vegas and Adobe Premiere Rush were used to edit the videos to include titles, credits, and transitions. Once we had a list of videos completed, we created written instructions of each video so a viewer could read the instructions instead of watching the video if they chose to.

The team was also tasked with developing ideas for various ways that Pueblo School District 60 could market to the public to raise awareness for their new website and eventual mobile app release. We were not to implement the ideas as the school district is still uncertain of what kind of budget they will have for marketing and the mobile app is still in beta-testing while working out bugs and technical errors. As a team, we developed over 10 ideas that Pueblo School District 60 could implement once they have a set budget for marketing and related materials.

## Statement of Accomplishments

The team was tasked at creating a series of videos and written documentation for those videos as well as a start of a marketing plan for their upcoming app. The team has brainstormed what

tutorials would be helpful for the district. Once that was completed, we narrowed it down to keep in scope for the project. The team then recorded and edited the tutorial videos as well as putting together a written documentation that follows the video. We brainstormed how to advertise their upcoming app and then put those ideas in a formal marketing plan for future reference.

## Innovative Discussions

The team has created a collection of videos and documentation to pass on for website editing. It is now up to the district and schools within the district to ensure they are easily accessible to those with editing access. Over time, if more topics arise that require tutorial or documentation then the Pueblo school district is welcome to reach out to this team or to the Bachelor of Innovation™ program for additional help.

The school district was able to develop a website sandbox for the innovation team to explore and develop these tutorials. We believe this hands-on experience was very helpful and the same sandbox access could be developed for others changing the website to get accustomed to the Blackboard editor. This could be a shared sandbox and even reserved for onboarding future employees that will also be working on the website in the future.

Along with the tutorials and documentation, we have provided an marketing plan for Pueblo District 60's mobile application launch. It should be noted that this marketing plan is not polished but includes research done on how to market a mobile application. We examined this research and marketing techniques and then tailored it to fit Pueblo D60's mobile application since this application is for community benefit rather than profit. This marketing plan also includes soft ideas that could be beneficial for the mobile application launch but are not

necessary. Instead, we directed most of the plan toward to non to low budget launch. This marketing plan should be examined by the district and modified as appropriate.

## Conclusion

Pueblo D60 accepted us as a client in the middle of the year and we were happy to have somewhere to work and provide while gaining experience and team skills. Alone we are weak, but we are able to communicate together to grow ourselves and produce results larger than we can do alone. We were happy to help contribute to the ability for other students to communicate remotely during a crisis, especially students directly in our community. We respect educators and pray they are successful at innovating, and as Coloradans, we know we will rise to meet the occasion.



## Supporting Materials

**Scope of Work**  
**Pueblo School District 60**  
**Team Leads: Gavin Urban & Kevin Chandlee**

**Name of the project:** Pueblo School District 60

**Name and contact information about the client:**

*Dalton Sprouse*

Office: 719-549-7187

Cell: 719-240-8466

[radford.sprouse@pueblocitieschools.us](mailto:radford.sprouse@pueblocitieschools.us)

**Purpose of the project:** *The purpose of this project is to create a series of videos and documentation for Pueblo School District 60 that will allow backend users to become educated on how to edit their newly built website. One separate video will be made for website users that introduces the new website layout. The client has also asked that the team creates a marketing strategy to spread the word through their new mobile application as well.*

**Objectives and Success Criteria:**

- Objective 1: The BI team objective is to create a series of videos and documentation that will educate users how on their newly built website
  - Success Criteria: This objective will be successful if the team creates a series of videos and documentation that are directed toward front end users focusing on how to edit the website front end. These videos must be easy to understand and learn from, so users can make changes and edits to the website with ease, user friendly.
  - Success Criteria: This objective will be successful if the team creates a short video for a general website user audience that highlights the main components of the website.
- Objective 2: The BI team is to research and develop a marketing plan for a mobile application.
  - Success Criteria: This will be successful if the team is able to deliver a document outlining successful methods of integrating the application as a tool for regular use.

**High-level requirements – the deliverables:**

- Requirement 1: Develop a marketing plan on how to reach the district audience when launching a new application.
  
- Requirement 2: Deliver a series of educational videos and documentation to the client that will teach users how to navigate, edit and change the website.

**Assumptions:**

- Assumption 1: We assume that the client will be open minded to our suggestions for the marketing plan
- Assumption 2: We assume that we will have access to necessary login information for the website
- Assumption 3: We can assume that the client will be responsive and helpful when trying to go through the backend of the website.

**Constraints:**

- Constraint 1: The team does not have much experience editing tutorial style videos.
- Constraint 2: The team is working with a limited version of the backend website.
- Constraint 3: Given the new online, non-contact nature of the school, marketing will be done digitally with unproven methods.
- Constraint 4: The team was assigned to work with our client, Pueblo School District 60, more than halfway through the semester. This brought about a time constraint to complete tasks in a timely matter that would normally take an entire semester for a team to complete.

**High-level Project Description and Boundaries:**

Items considered to be inside of the scope of work would be to create a series of videos and documentation to instruct D60 on how to edit and view their website and create a marketing plan for the launch of their new mobile application.

Items that will be outside of the scope of work would be creating any content within the website, changing any sort of platform, and communicating with final users.

**High-level Risks:**

- Risk 1: Unresponsive client. If our client is too busy with managing the school district and forgets about our team, communication will lack, and objectives will not be completed.
  - Description: The team needs to be prepared for inattentive clients.
  - Probability that it will occur: Medium
  - Impact on the project: High
  - Planned mitigation actions – In order to limit the possibility of this, we are going to follow up with the client after every meeting and continuously email the client if he does not answer the first one within five days.
- Risk 2: Lack of Editorial Skills or Funds for Appropriate Tools: Not being able to find a usable recording platform and editing software to create the videos
  - Description: The team will need to find feasible software that will allow the team to record and edit screen captures to demonstrate different website features.
  - Probability that it will occur): Medium
  - Impact on the project: High

- Planned mitigation actions - The team will research and experience different editing platforms and recording software programs to find one that will provide the best results for the client.
- Risk 3 Time Management: Not being able to use the remaining time in the semester to effectively learn video editing software, blackboard templates, and produce deliverables.
  - Description: Due to onboarding with client late in the semester, there is the risk of ineffective time management when it comes to learning the three key aspects of this project – video editing, blackboard website builder, video tutorials.
  - Probability that it will occur: High
  - Impact on the project: High
  - Planned mitigation actions – We will work on work as a team to plan effectively by collaborating calendars and delegate appropriate tasks to individual team members. All team members agree to complete their tasks by the agreed upon data and reach out to the team as soon as possible if there is a delay.

### **Summary of the Milestone Schedule:**

- Milestone 1 Title: Complete website tour video
  - Description: Create a video and documentation that will give the user a virtual tour of the newly designed website.
  - November 30, 2020
- Milestone 2 Title: Develop at least one other tutorial video and documentation for D60 depending on what topics they would like covered
  - Description: Create a tutorial video that will show school secretaries how to edit a certain area of the website (topic to be decided by Dalton)
  - November 30, 2020
- Milestone 3 Title: Develop 3 methods of communication for the new D60 app that is being released
  - Description: Develop numerous ways to gain awareness for the app D60 is being released soon to increase downloads
  - November 30, 2020

### **Stakeholder List**

- The Team
  - We, as a team that are assigned directly to this project, want to see the project succeed.
- D60
  - Relationship to the project: Pueblo School District 60 is the client for this project. They will be directly affected by how the team does, whether it be positive or negative.

- Bachelor of Innovation Program:
  - The Bachelor of Innovation Program has an interest in the success of all projects along with enjoyable experience for all clients.

## Signatures and Emails

*Gavin Urban*

[Gurban@uccs.edu](mailto:Gurban@uccs.edu)

*Kevin Chandlee*

[Kchandlee@uccs.edu](mailto:Kchandlee@uccs.edu)

*Sean Geismann*

[Sgeisman@uccs.edu](mailto:Sgeisman@uccs.edu)

Antonio Octaviano Briggs

[Abriggs@uccs.edu](mailto:Abriggs@uccs.edu)

*Cassidy Fairey*

[cfairey@uccs.edu](mailto:cfairey@uccs.edu)

*Zachary J. Kwitek*

[zkwitek@uccs.edu](mailto:zkwitek@uccs.edu)

## Team Charter

### Team Charter of Expectations and Firing Policy Pueblo School District 60

#### Definitions:

##### Statement of Purpose:

*The primary objective of the team is to create a series of website training videos for Pueblo School District 60 and create a marketing plan for Pueblo School District 60 to advertise their future mobile app.*

##### Team Core Values:

- *Integrity - Being honest and fair towards all members, professors, and clients in order to do your best work to achieve the client's goals.*
- *Timeliness - Arriving to class and client meetings on time, ready to work with all materials.*
- *Work ethic - Completing assignments by the due date on the agreed upon timeline.*
- *Responsibility - Working your best to meet the expectations of clients and being honest and flexible when you fail to meet those expectations.*

##### Team Member Expectations:

- Division of workload
  - As much as is possible, work will be split equally amongst the team. Collaboration on work is encouraged to increase the value of the product produced.
- Expected mode and frequency of communication
  - *Text:* All team members will respond to Email or text messages within six hours of receiving the message, even if it is a trivial response to signify delivery.
  - *Phone call:* If a phone call is missed, a return phone call will be made within six hours.
  - *Email:* Emails will be responded to within six hours. Official emails will be sent to each team member's UCCS email.
- Quality of project work acceptable
  - *Product Development:* Developments will be well-documented, in order to ensure readability for future production.
  - *Writing:* Individual contributions will be edited for grammar and content; formal reports will be edited by the group to ensure continuity and professional quality.

- Feedback structure
  - All feedback will be constructive, positive, and solution based.
- Due dates and presentations
  - *Deadlines:* Team members are expected to meet deadlines set by the team for when work should be completed. However, if this is not possible, early, honest, and open communication is expected from team members in order to compensate.
  - *Presentations:* All team members must be prepared to give their portion of the presentation and attend all meetings to prepare with the team.

Current Core Competencies of Team Members:

Gavin Urban

- Marketing major
- Has experience in marketing with social media, print ads, etc.
- Works well with teams
- Gets things done on time
- Communicates well and constantly
- Has experience in earlier Teams courses

Kevin Chandlee

- Positive attitude towards this project, the ideas, and towards my group member
- Punctual to when tasks need to be done for the team
- Will provide constant support for my team
- Strong work ethic and passion for this project
- Business cross core so I experience through those classes
- Will generate ideas, but won't hold on to that idea if another team member has come up with a better idea regarding the project as I am open-minded to ideas in the project

Antonio O. Briggs

- Sales Experience // Strait Line Sales Certified
- Tai Lopez Search Engine Optimization Course / Social media marketing course
- Relationship Marketing / Ergonomic Design Impact Courses
- Knowledge of Impulse Marketing
- Social Media Marketing Accolades with Internship Experience
- Real Estate Knowledge (Unlicensed)
- Video Editing Knowledge through Sony Vegas
- Photoshop and Graphic Design Experience through Instagram and Adobe
- Certified in MS Word and basic Information Systems
- Capable of SWOT and TOW analyses
- Team player

Cassidy Fairey

- Accountability
- Deadline-Motivated
- Small-budget marketing experience including SEO and Google Ads
- Experience and connections working with contractors in the construction field
- Computer skills relevant – web design, analytics
- Meeting facilitation experience
- Previous relationships with relevant businesses and leads

Sean Geismann

- International Business major
- Worked on marketing plan in INOV 2010
- Strong communication skills
- Former independent contractor landscaper
- Works in a sales department at a restaurant
- Values hard work and strength of collaboration

Zachary Kwitek

- Finance major
- Sales experience, puts customers' needs first
- Start-up business experience
- Angel investor and entrepreneur relations
- Dependable
- Communicates well with team
- Determined to produce the best possible outcome

Conflict Resolution Strategy and Process

Disagreements between team members:

- 1st Offense: Team lead and team members will sit down and work to resolve the issue through open and honest communication.
- 2nd Offense: If the problem persists the team lead and team members will consult with the professor to resolve the issue.
- 3rd Offense: If the mediation fails, firing process described in the BI Firing Policy will be enforced.

Issues between the client and the team:

- 1st Offense: Team lead will discuss issue with client to reach resolution.
- 2nd Offense: If the problem persists, the client and team will meet with the professor to resolve the issue.
- 3rd Offense: If the previous attempts at mitigating the issue fail, the team will pursue the process described in the BI Firing Policy.

Team members who do not follow the team member expectations:

- 1st Offense: Will result in meeting with team lead to set expectations.
- 2nd Offense: Will result in meeting with team lead and professor.
- 3rd Offense: Will begin the Firing Process described in the BI Firing Policy.

Documentation:

Any problem relating to absenteeism or lack of contribution or incomplete work needs to be documented in writing by the team lead. There must be a record of the issue and any attempts to rectify the issue in writing.

Copies of all correspondence and documentation will be requested by instructors should the team be unable to reach a satisfactory resolution. If the team lead is the team member that is not contributing, the team must agree on a system of assigning an alternative team member to oversee this documentation process

**Signatures**

Gavin Urban

*Gavin Urban*

Kevin Chandlee

*Kevin Chandlee*

Sean Geismann

*Sean Geismann*

Cassidy Fairey

*/Cassidy Fairey/*

Antonio O. Briggs

*Tony Briggs*

Zachary J. Kwitek

*Zachary J. Kwitek*



## Marketing Plan

VERSION 1  
11/30/2020



## MARKETING PLAN

### PUEBLO D60'S APPLICATION LAUNCH

BY THE BACHELOR OF INNOVATION™ TEAM: GAVIN URBAN, KEVIN CHANDLEE, ANTONIO BRIGGS, ZACHARY KWITEK, CASSIDY FAIREY

## MARKETING PLAN

We, the Pueblo D60's Innovation Team, have comprised the following marketing plan in anticipation of the Pueblo D60 mobile phone application. The following information has been researched, compiled, and tailored to fit Pueblo D60's specific audience and market needs. Some suggestions for marketing within this document are reliant on the question of campaign funding but these components are optional.

### PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Pueblo D60 Mobile Application Launch

### OBJECTIVE

As the Pueblo D60 mobile application launch date approaches, our objective is to engage our audience, create awareness, and the end goal leading to active downloads.

### TARGET MARKET

The target market for this application is largely the parents of children enrolled within Pueblo District 60 schools. This market extends to school faculty and students.

### MESSAGE SUMMARY

The Pueblo D60 Mobile Application is a mobile-friendly companion of Pueblo D60's refactored website. This application is a way for parents, students and faculty to stay connected and updated on all happenings within the school district easily from a mobile device.

## **CALL TO ACTION**

Buzz phrases and call to action for advertisements:

"Download Now", "Connect on the go", "Try the application", "Check the app store", "Learn More"

## **WHAT IS THE DESIRED OUTCOME?**

The desired outcome is a high percentage of downloads and user interaction. We want to see user's that would generally visit our website from a mobile browser to be able to transition to the mobile application.

## **WHAT IS THE PULL-THROUGH OFFER?**

Within longer advertisements we want to push the benefits of using the application. This includes the streamlined mobile experience and other special features within the application. Part of this highlight may also include real-time push notifications or personalized experience.

The first step to take is to create buzz about the application among users. Emails or banner alert on the website about an exciting new feature coming should be made. Applications should have buzz generated as soon as possible when the launch date is up to two months out. Many users need this much time to create curiosity and excitement about an application and prompt the download action. These promotional messages should begin around the two-month pre-launch time and build frequency up to the application launch.

Advertisement for the mobile application should be placed on all Pueblo District 60 school's social media and may even include a banner at the top of all affiliated websites. Grade levels with older students may even prompt students to download the application during a home room period.

Since this application is free and offers no sales for the school district the promotion budget is up to the school. However, some budget friendly promotion items would include QR Code print outs mailed to homes, emailed to homes, and displayed on school grounds. Other promotional items could include stickers, pencils, erasers. However, the climate of COVID-19 must also be considered with the distribution of such items.

## **PROCESS**

### **LIST DEVELOPMENT**

Pueblo D60 already has a strong list development of a complete database separated by groups. These groups include by school and by parents, student, and faculty. The primary target list would be parents at all schools within the district.

## **PRE-EVENT FOLLOW-UP**

During this phase targeted emails should be sent to parents and faculty. This is part of the buzz-creation phase for the application. As the event (application release date) gets closer then “Save-the-Date” announcements can be sent out. A virtual launch party could be hosted by the district that provides an application tour.

Direct, physical mail can be sent. A postcard or simple flier would be appropriate.

Online advertisements on every platform that the district has available. These social media posts can also contain short video announcements about the application promoting why it is beneficial to download.

Community outreach would also be beneficial – contact local business, school supporters, and local news stations to see what they can do about helping to get the word out about the application.

## **POST-EVENT FOLLOW-UP**

This phase comes at the time of application launch and a period after.

Advertisement for the application must continue through all avenues. For older mobile users, the school may want to distribute a video tour on downloading the application and how to use it.

Based on budget, this may be the time to invest in promotional product for individuals that did download the application.

Communication should be open with application users. Users should be prompted for feedback and reviews. During this process, user’s should be asked to promote the application among other parental peers in the district.

## **BUDGET**

A budget for promotional items is not necessary to enact this plan. All budgeting on physical items are optional. However, this plan will require the actual labor from faculty to enact. The time commitment budgeted for this plan can range from minimal to several hours weekly.

## Video Scripts

### Calendar Tutorial Script

Time (seconds)	Visual	Audio
0:00-10:30	From home screen show login process	This video will demonstrate how to edit, add, or remove events from the calendar application. The first thing you will want to do is make sure you are signed in.
0:00-8:10	Show calendar from site manager and click on edit	Once signed in, from the site manager click on 'calendar' then click on the 'edit' icon to make changes to your calendar.
0:00-18:30	Double click to add an event then back out and click New Event. Cycle through other buttons at the top	To add an event, either double click the date you want to add or click the 'new event' button at the top of the page. The buttons at the top of the page allow you to change the view of the calendar, and the "today" button allows you to return to today's date.
0:00-18:30	Click on Import Events and show process of where to upload CSV file	On the 'import events' tab, you can import basic, mandatory, or registered events. But note you cannot import recurring events. To import an event, you will need to import a compatible CSV file that contains the start date and title of the event
0:00-14:00	Click event queue and show how to filter different events awaiting approval (no events will currently show up though)	On the event queue tab, you can either approve or decline calendar event requests from other editors. In the drop-down menu, you can filter the

		different events that may or may not need approval.
0:00-13:00	Click Event Categories. Scroll through to show the different color categories that users would see	In the events categories tab, you can choose different color categories for events. Visitors can use these categories to filter events. Such as, basketball games being orange, for example.
0:00-12:00	Click on Rosters. Show how you can change the date range to find different events. (no events will show up)	On the rosters tab, you can view a list of registered calendar events. You can choose to view, export, or print a list of registered users for each event.
0:00-20:00	Click App Options in top right corner and click on different tabs within it. Show the functionality of each tab	In the app options window, you can add a description, set up a Google calendar, and schedule other integrations. On the sharing tab, you can share your calendar with other users. On the social elements tab, you can choose different social media elements you would like to include in your app.
Total: 114 (sec), 1.9 (min)		

Editing Page Content Script

Time (tentative)	Visual	Audio
0-5	Home screen	This video will teach you how to edit the content on your school's website.
5-10	Login then click on site manager then click on homepage	From the homepage, you will login then click on site manager. From there you click on what page you want to edit. In this case we will edit the homepage
10-20	Scroll through apps on the homepage and show extra apps on the right	When you click on Homepage, you will see all of the apps that are currently enabled on the homepage of the website, as well as all of the other apps you can enable as well.
20-30	Click on the edit button on the multimedia gallery and show all of the pictures that are currently posted	If you click on the pencil icon on one of the enabled apps, it will allow you to edit the content that is in that app. Lets look at the multimedia gallery app
30-35	Exit out of multimedia gallery edit and show the announcements app that is currently enabled on the left	Some apps allow you to either edit or add additional content. For example, on the announcements app, you can either edit current announcements or add a new announcement to be posted
35-40	Exit out of announcements app and scroll through all extra apps on the right	Each app has different features, so it would be best to look through each one and find out which app might be relevant to share on your homepage

Editing Account Settings Script

Time	Visual	Audio
0-5	Press on “Login”	Scroll down to the bottom right of the page, where it says “Login” and proceed to enter your credentials.
5-10	Press on personal icon on top left of the home page	Once logged in, you will notice that a personalized, circular icon will appear on the top left of your left-side tool bar.
10-15	Personal Information	Once in your personal information edit mode, you will be able to change your username (name displayed to your peers), email address (most likely school email). You can also adjust your name along with your title.
15-20	Personal information	In this window you may also add a profile picture for everyone to see. Once all changed are made under the information window, remember to save changes.
20-25	“Subscription”-->“Sites”	Once you press on subscriptions, select “Manage” then select “sites” on the upper left-hand side. This will take you to a list of every school in Pueblo D60. You may chose any school that you wish to participate in.
25-30	“Subscription” -->“Other Areas”	Next to “sites” on the upper left, is the “other areas” tab. Here, you may subscribe to specific grade levels, distance learning, PTO, Principal’s messages, and many more. Once you select all your relevant categories to receive information from, press “I’m Done.”
30-35	“Change Password”	The change password tab requires your old password. If you forgot your password, as you login, the option will be available there.

Embed Videos Script

Time	Visual	Audio
0:00	Hub to the editing tool	Welcome, this video is a tool intended to teach how to embed a video into the multimedia gallery
0:00-0:20	Click 'homepage', then 'multimedia gallery' then 'edit multimedia gallery'	From the site manager click the homepage, then edit the multimedia gallery
0:00-0:20	Multimedia edit area	Click New Record, then scroll down to box link video or box embed video
0:00-0:30	Link video	Copy the desired link on the website and then paste that URL in the [Area]. You can also label the video with custom text.
0:00-0:40	Link Embed	Go to the video you want to embed, click share, and then click embed code. Copy the entire code and then paste that code in the [Area]. You can also label the video with a custom text.
0:00-1:00	Display duration	You have the option to have a video displayed on your homepage for a duration of time. You can set a start date and an end date, along with a specific time of day. The drop-down menu will display a calendar that the user can select specific dates.
	Select specific viewers	You may also choose to display the videos to a specific group or school. Under



		<p>“viewers” select “Assign Group.”</p> <p>For example: Select School 1, scroll to “Students” and press “select.” this will make the video viewable for only students in School 1</p>
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Uploading and Linking Files Script

Time	Visual	Audio
0-5	D60 main page	Welcome, this video will demonstrate how to upload a file and how to link a file to a text on the website.
5-15	Once logged in, D60 main page	Once signed in, click on the Site Manager button on the far left of the screen. It will open a new tab.
15-20	Site Manager main page	Click on Files and Folders on the right of the screen under common tools. This will open a new tab.
20-25	Files and Folders tab	To upload a file, click on Upload near the top of the page. A window will pop up.
25-35	Upload file window will open	Either drag the file that you want to upload in the designated area or click Select Files where you can browse a file on your computer.
35-50	Linking file	Once chosen, the file will appear in the list. Now if you want to link that file somewhere on the website. Click the More dropdown. Then click Get Link from that list.
50-55	Copying the file link	A new window will pop up. Copy the Relative Web Address and then close the pop-up
55-65	Adding a link to text	Once you are at the editing section, highlight the word or

		words you want the link to be associated with. Then click Insert Link. A new window will pop up.
65-75	Insert Link window	On the left side of the pop up, click on web address. Once that is done, paste the previous copied link into the Web Address section and then click Insert Link. Then save the edit and that is how you insert a file onto the website.

Website Overview Script

Estimated Times	Voice-over	Visual
0:00 – 0:05	“Welcome to the new Pueblo School District 60 website! This video will demonstrate the new features of the website.”	Home-page transition showing familiarity in central hub.
0:00 – 0:05	“If you would like to view the website in a different language, the ‘District Home Translate’ function will accommodate for your primary language.”	District Home - Translate
0:05 – 0:15	“You can use this tab to locate your personal school to find local events and information. Each school’s website will look very similar to the D60 website.”	Locate your school highlighted by edits or fluid visual.
0:15 – 0:25	“This rolling banner will feature upcoming events and important topics pertaining to D60 or your given school.”	Carousel
0:25 – 0:40	“Beneath the rolling banner, you will find important embedded apps and links. The apps you see in this section can vary when you navigate to your home school, like the link to Infinite Campus.”	Embedded apps/links Insert about infinite campus
0:40 – 0:55	“The calendar lets you know about upcoming district events and school events. If you would like to reference past events or events that are further in the future, then click on the calendar icon and it will take you to a month-view.”	Calendar

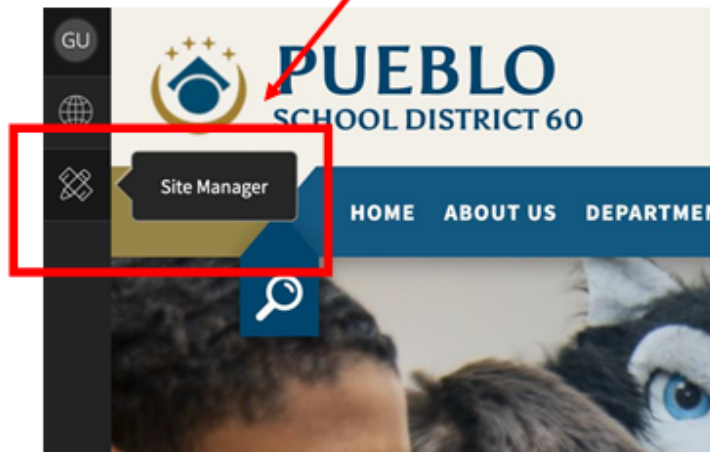
To 0:55 – 1:10	The newsroom module will bring you to a page with the most recent headlines and topics. Once you enter the module, there is a link on the top right of the page labeled “departments” that conveys the news on specific departments to the viewer. “School, Culture, Wellness and Safety” are examples of sub-categories in the Newsroom. Entering a specific department will give the reader specific knowledge they were looking for.	Newsroom Video Demonstrating alerts (?) Insert link to departments and specific page “School, Culture, Wellness and Safety”
1:10 – 1:20	“For any residual questions pertaining to navigating the basic functions of the new D60 website, there is a phone number and link to the district email if additional help is needed.”	Contact Info
1:20 – end (couple seconds)	None	Credits/Outro

## Written Instructions

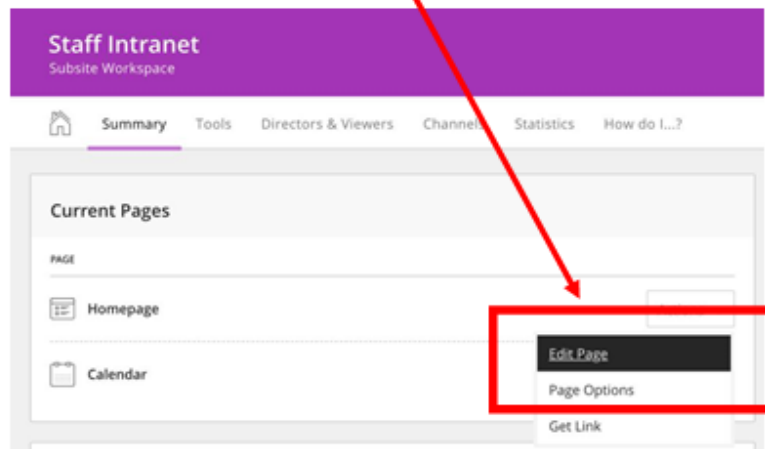
### Adding Images to Content

#### Adding Images to Content Application

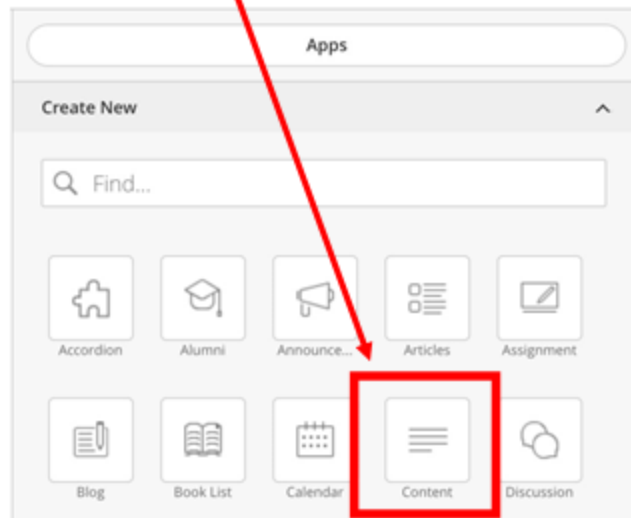
- 1) Once logged in, click on 'Site Manager'



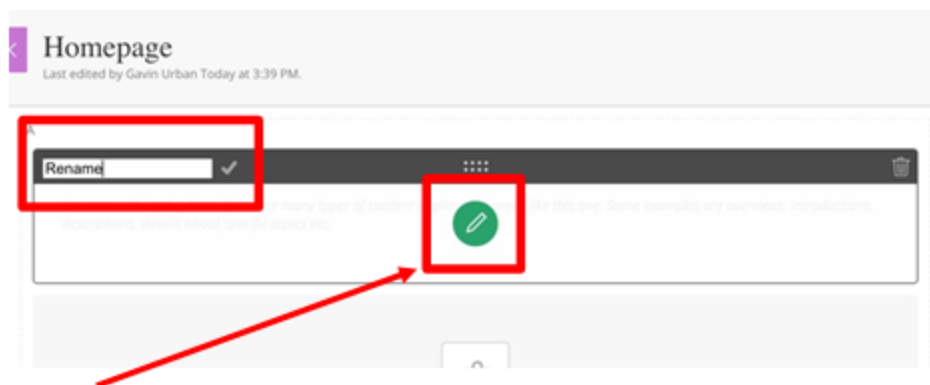
- 2) Find the 'Homepage' section under the 'Current Pages' heading, and using the drop-down menu on the right, click 'Edit Page'



- 3) On the right side of the 'Homepage' editor, find the 'Content' icon. Click on the application icon and while holding, drag the 'Content' icon to be placed anywhere on the home screen deemed fit



- 4) From there, the new 'Content' application will be editable, and can be renamed. Click the check box to confirm the re-name



- 5) The content application is successfully created and can now be edited using the green pencil icon to enter text, change, underline or bold the text or even insert an image

- 7) Before selecting where the image will be taken from, ensure that the 'no resizing (original size)' option to the right is selected, as the system will alter the image size and may make it blurry with a pre-set size format

Image Size:

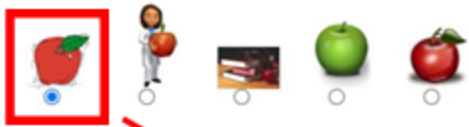
- Thumbnail Size (150px width)
- Medium Size (300px width)
- Large Size (500px width)
- Custom Size (User defined)
- No Resizing (Original size)

- 8) Next, click the image location and find the image that is intended to be uploaded. Press 'continue' once the image is selected

Clipart Search:

All Images  Search

Copy image to my files & folders



Continue Cancel



- 9) The site will direct to an 'image attributes tab' which is where fine-tuning adjustments are made before inputting the image into the 'Homepage'
- 10) First, name the image file. Decide if the 'height' or 'width' dimensions need to be adjusted. 200 pixel-width will allow the image to be seated near the text. For photos intended to be in line with the text, use 500 pixels for 'width' and the 'height' adjustment will align accordingly.

**Insert Image**  
Set your image attributes.

Alternative Text:

Height (pixels):

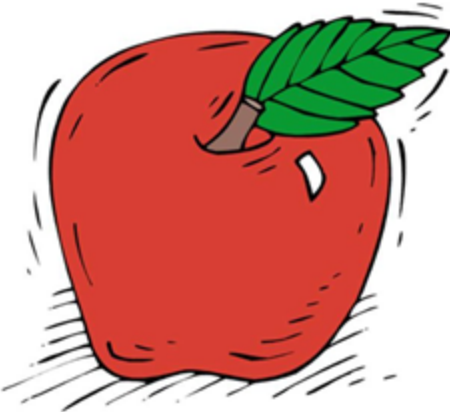
Width (pixels):

Alignment:

Border (pixels):

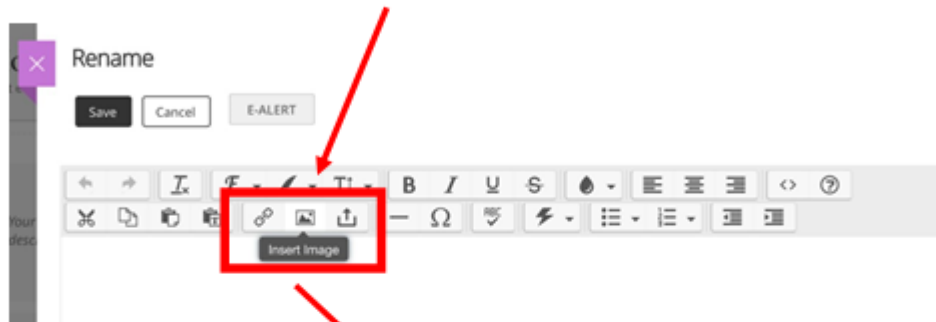
Vertical Padding (pixels):

Horizontal Padding (pixels):








- 11) To 'wrap' the text with the image, add the number 10 to each vertical and horizontal 'padding' boxes.
- 12) Click 'insert image' and ensure the image and text align properly, and press 'Save' to publish the content to the website page.

- 6) To insert an image, click the 'Insert Image' icon in the toolbar, which will allow you to either upload a local image file (off of your device), upload a cloud image from the local cloud storage drive, re-enter an already-entered image on the site, select from the 'Shared Image' library, or even search/select clipart from Web



### Insert Image

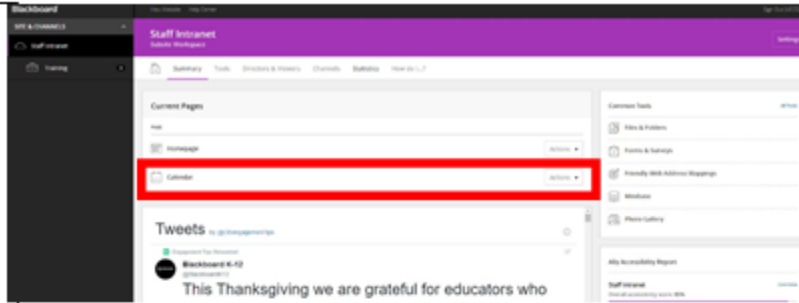
Select an image location then choose your image.

-  **Upload Image**  
Upload an image from your computer or network.
-  **Cloud Image**  
Upload a image from your cloud storage provider.
-  **Existing Image**  
Select an image that has already been uploaded.
-  **Shared Image**  
Select an image from the shared library.
-  **Clipart**  
Select an image from the Web Community Manager Clipart Library.

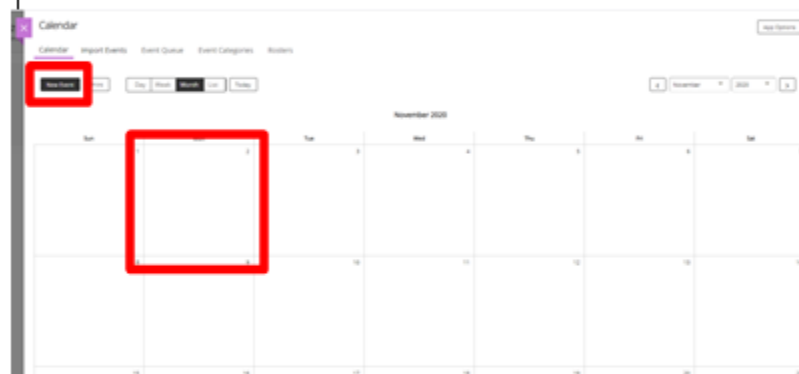
## Calendar App

### Calendar Editing

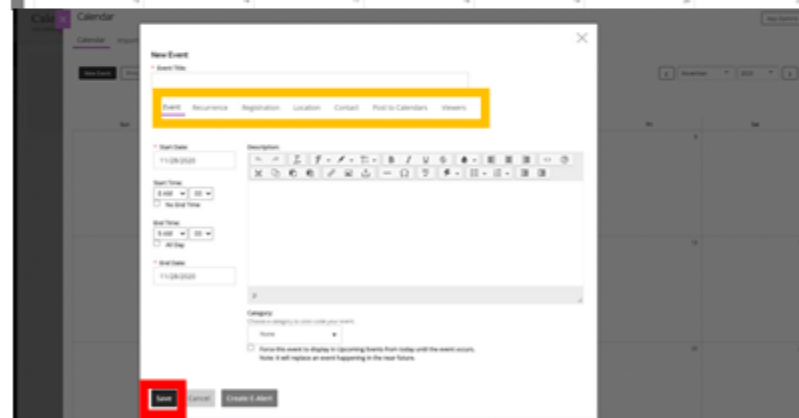
1. After signing in and navigating to the site manager, select Calendar from your Current Pages list. This will direct you to the calendar editor. You can also select 'Edit Page' from the Actions drop down list.



2. To add an event, double click on the calendar date of the event or click 'New Event'.



3. A pop-up window will appear. Here you can give the event a title, a description, and the time and dates. You can then utilize the tabs (highlighted by the yellow box) at the top to edit other event configurations. When your event is complete, click 'Save'.

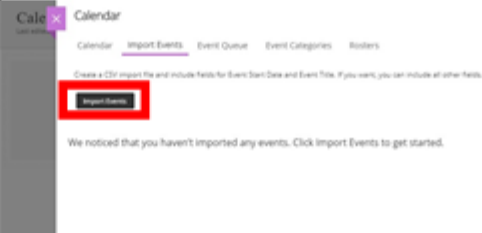


4. Back on the calendar editor, you can select the 'Import Events' tab for an alternate way to create events.



Calendar Editing

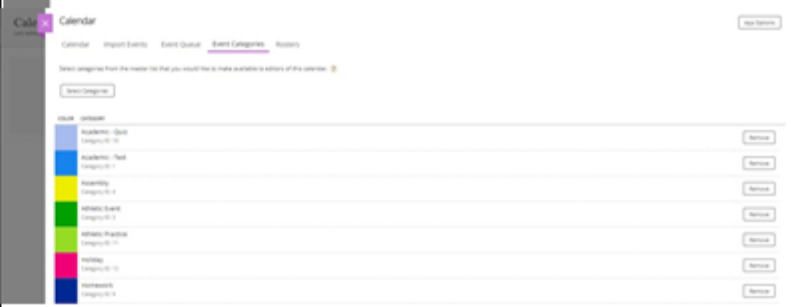
5. To import events, you must upload a compatible file (CSV) with the event start date and time along with the event title. When you click 'Import Events' a new window will prompt you to browse your local computer for the compatible file.



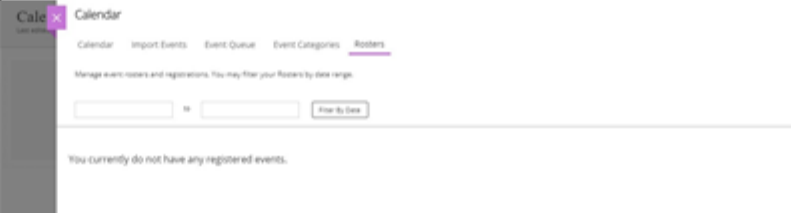
6. The next tab, Event Queue, will list out events that other moderators or admins have requested to post to your calendar. Here you can accept or deny these requests.



7. The next tab, Event Categories, lists out all the available categories you can attach to an event along with the associated color.



8. The next tab, Rosters, allows you to change the date range to find different events.



9. Click on 'App Options' (outline in yellow) at the top right corner of the window. Under the General tab, you can edit an events description and integrate it with a Google calendar. The Sharing tab (is pictured highlighted in red) has options to share your calendar app with assigned groups and users. This tab will also list the user's or groups that you are sharing your calendar with. The Social Settings tab enables you to add commenting, rating, and feed integrations.



## Editing Account Information

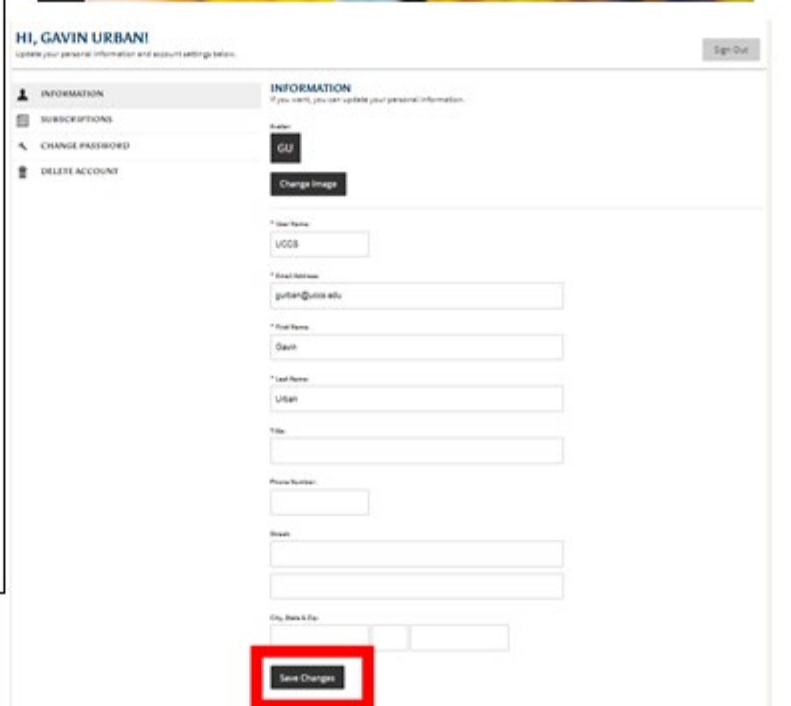
1. Click on "Login"



2. Click on the Personal icon on the top left of the home page



3. Edit your display name, email address, name and title as wanted.

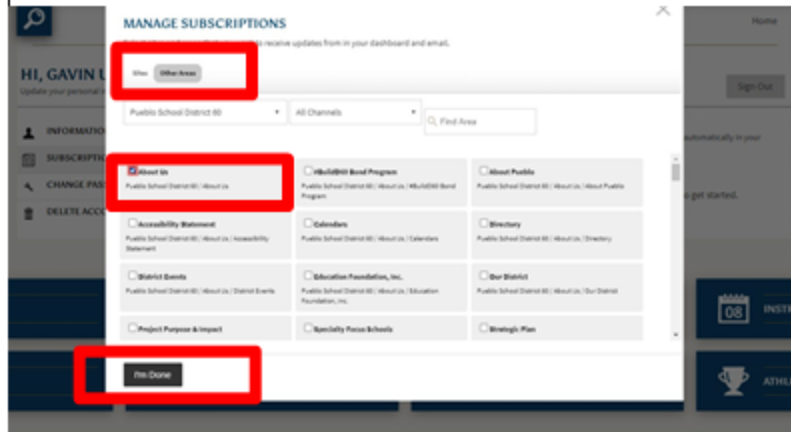


4. Save changes.

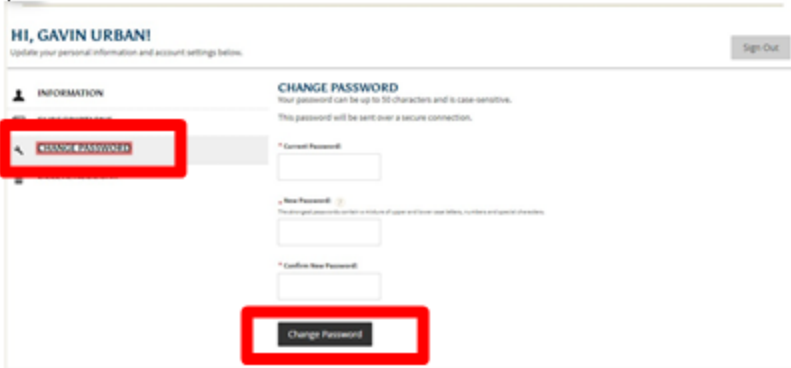
1. Navigate to "Subscriptions" and then "Manage".



2. Under "Other Areas", you may select other topics and categories to receive information. When you are done, select "I'm Done".



3. To change your password, navigate to "Change Password" which will require you to input your old password. If you have forgotten your password, then you must do so from the login page.



## Embedding a Video

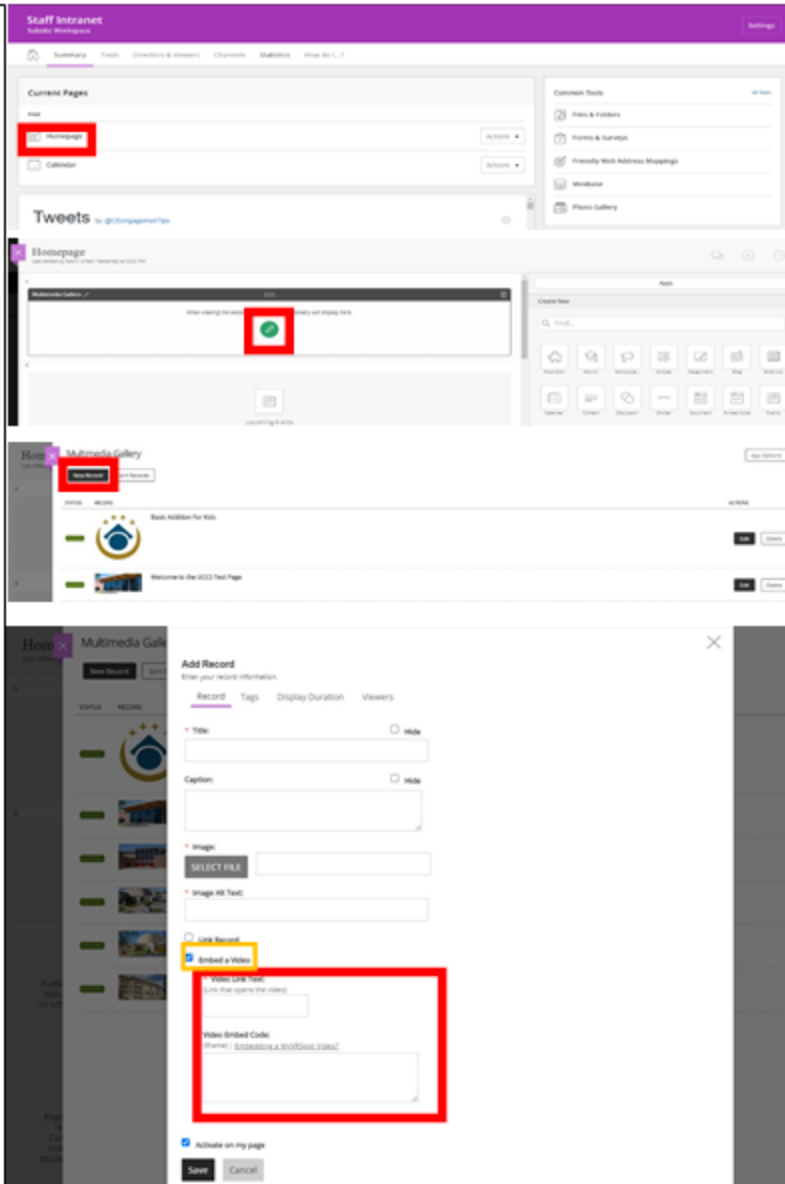
### Embedding a Video

1. From the site manager, click on 'Homepage'.

2. Hover over the multimedia gallery, then click 'Edit'.

3. Click on 'New Record'.

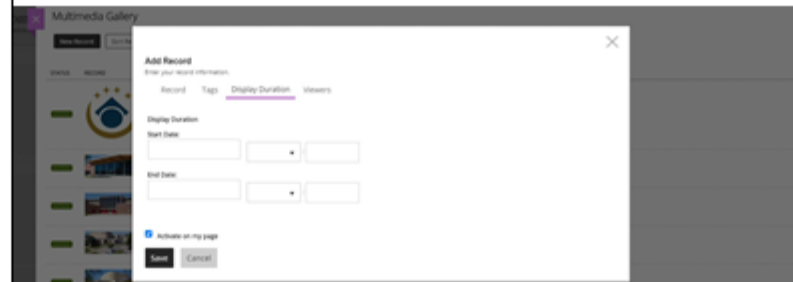
4. A new popup window will appear. For video, make sure the 'Embed a Video' is checked (highlighted in yellow). This will make the Video Link Text and Video Embed Code boxes to appear, both highlighted in red. Use the first box if you have a link to the desired video. The second box is to paste in the embed code to the video.



5. To edit the settings of the video, use the top tabs in the popup window. The first tab, Tags, allows you to enter keywords that help searchability and filtering.



6. The next tab, Display Duration, allows you to set a start date and end date for the content, along with a specific time of day. The drop down menu will display a calendar that allows you to select specific dates.



7. The last tab, Viewers, allows you to choose to display the videos to a specific group or school only. Under the Viewers tab, click on 'Assign Group'. You can search for just specific users or select groups, and this will list select groups or users or school groups.

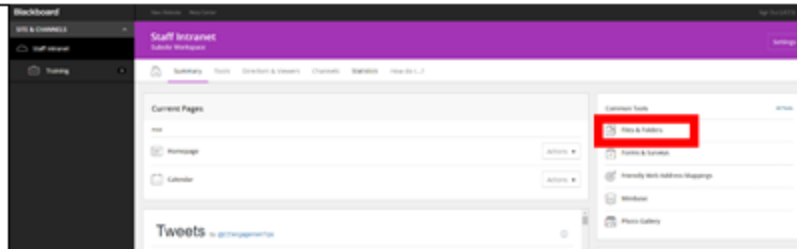




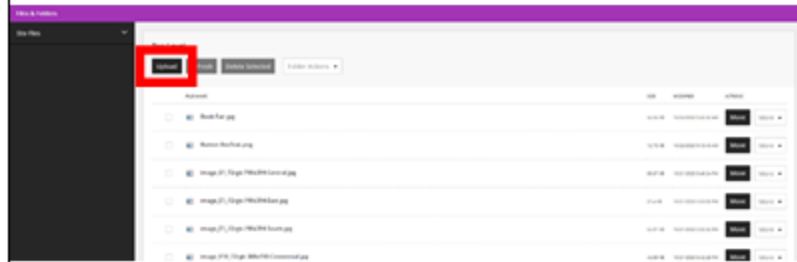
## Uploading and Linking Files

### Uploading and Linking Files

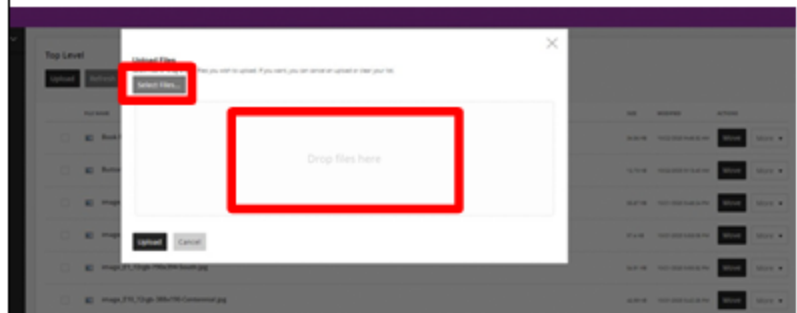
1. After signing in and navigating to the Site Manager, click on the 'Files & Folders' button.



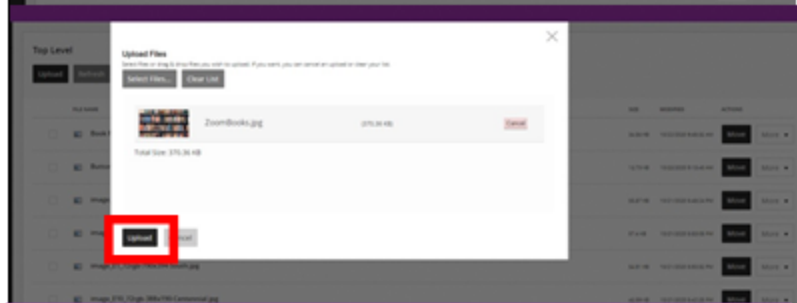
2. To upload a file, click on the 'Upload' button for the upload window to pop up.



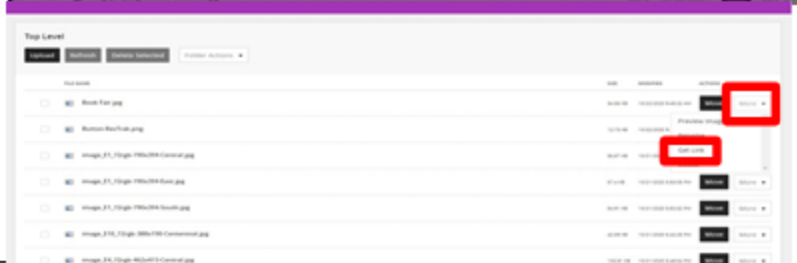
3. Here, you can either drag the file that you want to upload in the designated area or click Select Files where you can browse a file on your computer.



4. When a file has been added, it will be listed in the window. When finished selecting files, click 'Upload'.

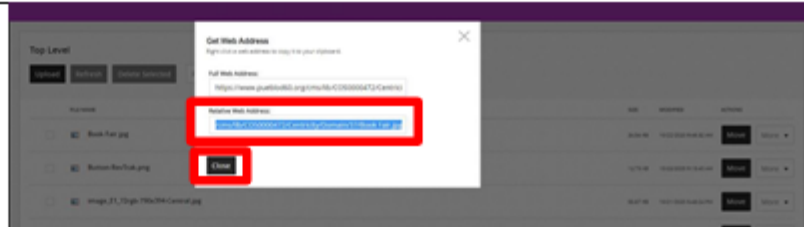


5. If this file is going to be listed on the website, navigate to the 'More' dropdown and then click 'Get Link'.

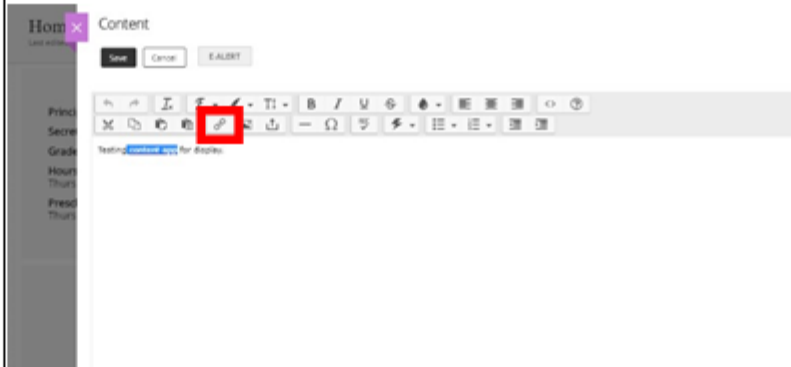


Uploading and Linking Files

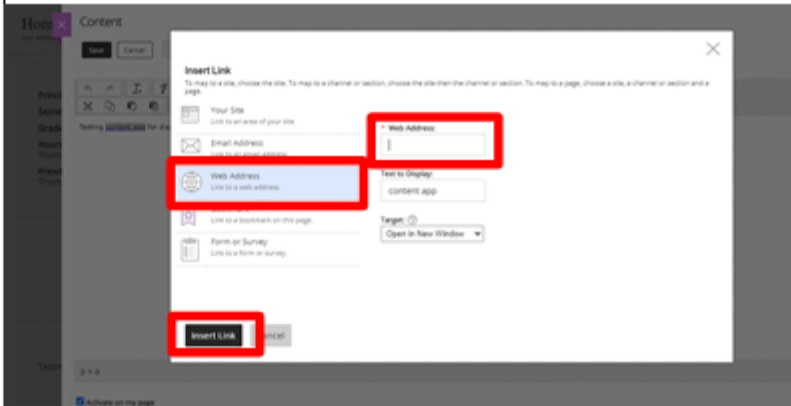
6. From the popup, copy the Relative Web Address. Then, click 'Close'.



7. Navigate back to the site manager, the page you want to edit, and select with app you would like to add the file link to. For this example, we are editing Content. Highlight the words you would like associated with the link, then click on the hyperlink button. The hyperlink button icon looks like two chain links interlocked.



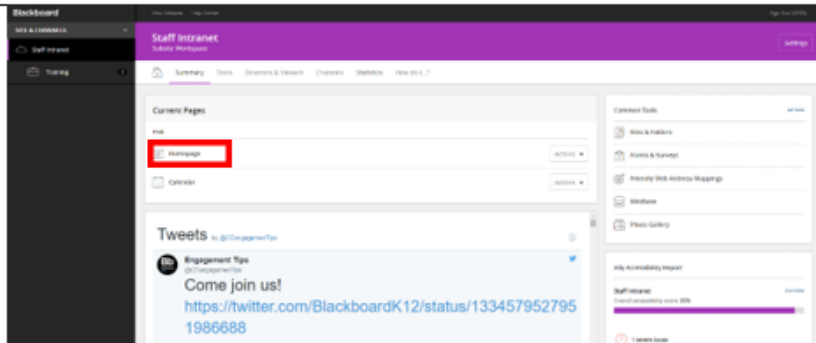
8. After clicking on the hyperlink button, a new window will appear. Select 'Web Address' from the side bar navigation. Then, paste the Relative Web Address that was previously copied in the Web Address text box. When finished, click 'Insert Link'.



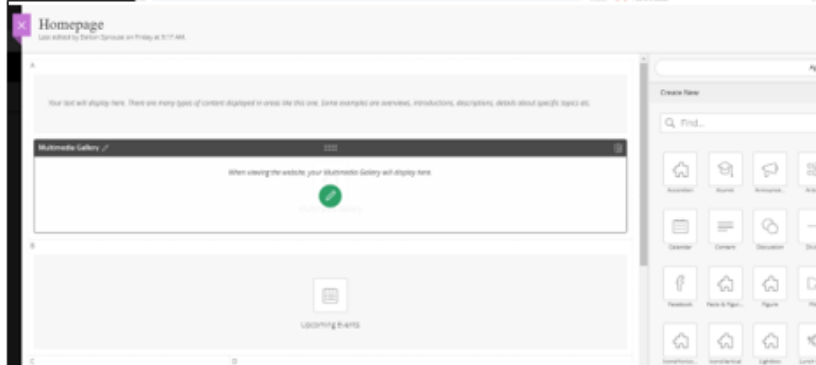
## Editing Page Content

### Editing Website Content

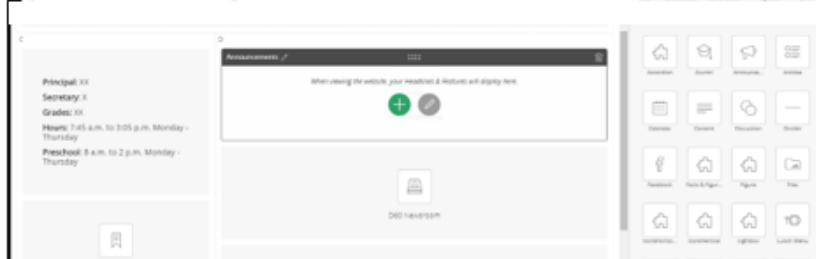
1. After logging in and navigating to the site manager, select which page you would like to edit under Current Pages. For this we will work on Homepage.



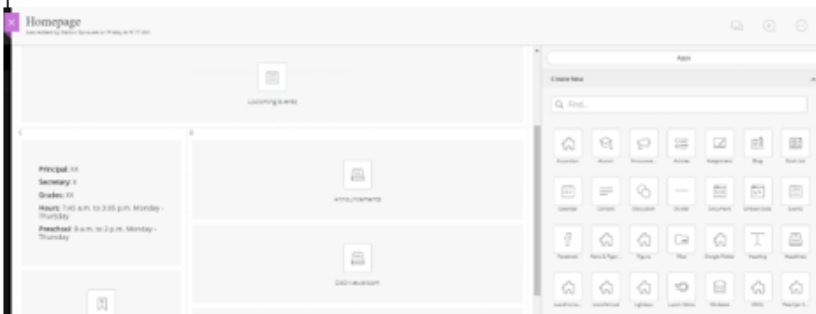
2. The next page displays all of the enabled apps on that page. Hover over the app you would like to edit and a pencil icon and a green pencil icon will appear. Click on this icon to edit the content of that app.



3. Some apps allow you to edit and add content. For example, the announcements app has the pencil icon and a plus icon because you can edit or add announcements.



4. On the right hand side of the page is the available apps that can be added to the current page. Each app has its own abilities and different ways to edit. The editing process will be similar for each app but it is always best to look up documentation for each app since there can be slight variations.



## **Team Hours**

### **Gavin Urban**

10/19 - 1 hour  
10/26 - 1.5 hours  
10/28 - 0.5 hours  
11/2 - 1.5 hours  
11/4 - 0.5 hours  
11/9 - 2 hours  
11/10 - 0.5 hours  
11/11 - 0.5 hours  
11/16 - 2 hours  
11/19 - 1 hour  
11/22 - 1 hour  
11/30 - 2 hours  
12/2 - 1.5 hours

### **Kevin Chandlee**

10/19 - 1.5 hours  
10/26 - 1.5 hours  
10/28 - 0.5 hours  
11/02 - 1.5 hours  
11/09 - 2 hours  
11/15 - 1 hour  
11/16 - 2 hours  
11/30 - 1.5 hours  
12/1 - 0.5 hours  
12/2 - 1.5 hours

**Antonio Briggs**

10/19- 1.5 hours  
10/26- 2 hours  
10/28- 2 hours  
11/2- 90 Minutes  
11/9- 2 hours  
11/14- 1.5 hours  
11/19-1 hour  
11/20- 1.5 hours  
11/21- 1 hour  
12/1- 1 hour  
12/2- 1.5 hours

**Sean Geismann**

10/19- 1.5 hours  
10/26- 1.5hours  
10/28- .5 hours  
11/2- 1.5 hours  
11/9- 2 hours  
11/10- .5 hours  
11/16- 2 hours  
11/18- 1 hour  
11/30- 2 hours  
12/1- 1.5 hours  
12/2- 1.5 hours

**Cassidy Fairey**

10/19 - 1.5 hours

10/25 - 1 hour

11/7 - 45 mins

11/9 - 2 hours

11/10 - 30 mins

11/11 - 1 hour

11/16 - 2 hours

11/21 - 1.5 hours

11/23 - 30 minutes

11/28 - 2 hours

11/30 - 2 hours

12/2 - 2 hours

12/6 - 0.5 hours

**Zachary Kwitek**

10/19 - 1.5 hrs.

10/26 - 1.5 hrs.

10/28 - 35 min

11/2 - 50 min , 40 min

11/4 - 30 min

11/9 - 2 hours

11/14 - 30 min

11/10 - 30 min

11/16 - 2 hours

11/30 - 2 hours

12/1 - 30 min

12/2 - 1.5 hours

## **Tutorial Videos**

[https://drive.google.com/drive/folders/1Gd1mOM3ww0l0ZkSC7GUwuKq9lI64Us\\_q?usp=sharing](https://drive.google.com/drive/folders/1Gd1mOM3ww0l0ZkSC7GUwuKq9lI64Us_q?usp=sharing)

## **Written Instructions from Videos**

<https://drive.google.com/drive/folders/1T0lMre5I9IL5YnMzkfPCEeFnrQzRdR7m?usp=sharing>