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# A. Articles for Feature Story, News, Internal Event & Op Updates

## A.1 Article with Intro Paragraph / No Byline

Article is written with a title, intro paragraph, body headings and call to action. No byline. It has an active link formatting

The screenshot shows a web page with a dark header containing 'Our Selkirk what's news', 'Departments & schools', and 'Tools & resources'. Below the header is a breadcrumb 'Our Selkirk > Featured Stories'. The main article title is '5th Annual Top Chef Serves Up Sensational Cuisine'. The intro paragraph is bolded. The body contains a sub-heading 'Showcasing our Students' followed by several paragraphs of text. At the bottom, there is a call to action: 'FOR FULL STORY AND PHOTOS, VISIT TOP CHEF MEDIA RELEASE.' with a hyperlink. The article is published on 'Wed, 20 Mar 2013 13:13:00 PDT'. Six callout boxes provide specific formatting instructions: 1.0 Title: Ensure has caps in all consonants. No longer than 1 line. NEVER ALL CAPS. 2.0 Intro Paragraph: Bold. No extra line spacing after. Use especially if no byline. Must be summary of page or catchy intro. Should NOT have contact info or links in it. 3.0 Headings/Titles: H3. No extra line spacing after. NEVER BOLD. 4.0 Links: Embed the hyperlink under link title, ensure it opens in new window. Do not write out link but name them so they are easy to scan & informative, even if read outside of the context of the page. Don't make links a 'verb phrase' or deal with the mechanics of the site (eg. http://selkirk.ca/somecrazysection/lostpeople/andveryugly). Contact Info: add people's title first, then their name. Link their names to the external directory on Selkirk.ca which is a more robust directory with resources to update it. This strategy may not be true with MySelkirk 2.0. 5.0 Text Editor: Paste into Text Editor/Notepad (.rtf) from any source first. Then use the text editor within T4 (clipboard with T) Otherwise fonts, spacing will have errors. Note, sentence smaller font than body font. 6.0 Call to Action: H4. No extra line spacing after, but two lines below final paragraph. NEVER BOLD.

## A.2 Article with Byline

Article's written with a title, byline, intro paragraph, body headings and call to action. Follow rules 1.0 – 6.0 as well, as 7.0 Byline below. If no intro paragraph, omit rule 2.0. Best to include an intro paragraph if possible.

Our Selkirk  
*what's news*

Departments  
& schools

Tools  
& resources

Our Selkirk ) Featured Stories

### Last Week's Career Fair A Great Success

**Selkirk partnered with BC Jobs for largest career fair yet**

On February 21, over 1,100 attendees and 35 exhibitors attended our BC Jobs/Selkirk College Career & Education Fair held in the Pit on Castlegar Campus. The event was well timed for high school students considering course selection for 2013/2014 soon within their Planning Classes. Our CEEES (Co-op & Employment Services) department connected current students with internships, work placements and job opportunities, both in person and by introducing their newly launched Online Career Portal. The Career Fair was delivered in partnership with BC Jobs.

Approximately 250 high school students' (gr 10-12) attended from LV Rogers Secondary in Nelson, Stanley Humphries Secondary in Castlegar, Salmo Secondary, Rossland Secondary and Grand Forks School. Local employers exhibiting and presenting included BC Ambulance, BC Public Parks, Kalesnikoff Lumber, Canadian Forces, and Terus Construction. See full list of [exhibitors](#).

#### Co-op Introduced Online Career Portal

Our [Co-op & Employment Services \(CEES\)](#) department connected current students with internships, work placements and job opportunities both in person and by introducing their newly launched Online Career Portal. Check out the [CEES Facebook](#) for more information about their latest activities.

#### Programs Connected With Future Students

Numerous Programs (Hospitality & Tourism, Business & Aviation, Selkirk International, University Arts & Sciences and Health & Human Services) connected future students looking for education options or workplace training. Check out the [event pictures](#).

#### A Key Piece Of Our Strategic Vision

The Career & Education Fair & Online Career Portal are key initiatives within Selkirk's 2013 [Strategic Plan: Beyond Imagination](#) to help increase student enrolments, develop innovative employment services and impact community development.

The [Career Fair](#) was delivered in partnership with [BC Jobs](#). As a member of [BC Colleges](#), these initiatives are part of Selkirk College is helping students' gain the essential and advanced skills needed to fill the skills gap and evolve with an ever-changing workplace.

TO VIEW PICTURES OR LEARN MORE, VISIT THE [MEDIA RELEASE](#).  
Published Mon, 11 Mar 2013 11:09:00 PDT

**7.0 Byline:** No caps within line unless required for names. Not end with punctuation. Not to go more than 1 line. Must add extra line after to space away from next paragraph.

## A.3 Article with Inset Picture


Article's with pictures inset should still follow rules 1.0 – 7.0, as well as 9.0 Inset Pictures.

**Selkirk Performs Well at KAST Spirit of Innovation Awards  
Congratulations to SGRC for taking top honours!**

Four finalists from Selkirk College went up against some of the region's most innovative businesses at the recent Kootenay Association of Science and Technology (KAST) Spirit of Innovation Awards and one took home the Innovative Organization award at the end of the evening.

Held only every four years, the KAST Spirit of Innovation Awards set out to recognize the best science and technology businesses, organizations and innovators in the West Kootenay-Boundary region. The awards honour local businesses, organizations and individuals who have demonstrated innovation through research and development and/or the application of science and technology through four categories: Top Innovator, Most Promising Emerging Company, Innovative Company and Innovative Organization.

**SGRC took home the award for Innovative Organization.**  
Selkirk College had three finalists in two of the categories. Selkirk College's School of the Arts and Selkirk Geospatial Research Centre (SGRC) were both finalists in the Innovative Organization category, and Dr. Delia Roberts, Selkirk College UAS faculty member, was nominated in the Top Innovator category. SGRC took home the award for Innovative Organization.



*Photo: Left to right, Dr. Brendan Wilson, Chair, SEG, Ian Parfitt, Coordinator, SGRC, Rena Vandembos, Instructor, SEG, Stacy Doyle, Coop Intern, SGRC, Justin Robinson, Research Assistant, SGRC, Kylie Morin, Coop Intern, SGRC.*

"I'm very honoured and quite surprised," said SGRC coordinator and Selkirk College School of Environment and Geomatics Instructor, [Ian Parfitt](#), after winning the award. "I'm very proud of my team and of Selkirk College for all the work we've done to put this organization together."

**About the Selkirk Geospatial Resource Centre**  
The [Selkirk Geospatial Resource Centre](#) is a centre of excellence in computer mapping that has grown into a leading research and development facility, which links Selkirk College's [Geographic Information Systems](#) (GIS) teaching programs with community needs and business opportunities

Parfitt said that the SGRC is part of Selkirk College's fourth [Strategic Direction](#) to "Expand our impact on community development and innovation", and the

### 9.0 Inset Pictures:

Picture should be 500 px x 300 – 500 px high. Less than 500 kb. It should not go directly under or above an H3. It should not be less than 300 px high (banner) as these are only used at top of general pages with feature links. Photo cut lines (if req'd) should be formatted with Address.

## A.4 Article with Thumbnail (Feature Story & News only)

Article's with pictures inset should still follow rules 1.0 – 9.0 where it applies. For News & Feature Articles, a thumbnail is required (100 px x 100 px, no greater than 50kb).

### Top of Mind

Click on a story title below to learn more.



**5th Annual Top Chef Serves Up Sensational Cuisine**  
The Fifth Annual Top Chef Competition was a sold-out success. The event is made possible by dedicated level one Professional Cook Training and Resort & Hotel Management students. The 21 first-year students put together over 5,000 bites in four and a half hours. The teams cooked under stressful conditions creating a tasty menu.—*March 20, 2013*



**Last Week's Career Fair A Great Success**  
On February 21, over 1,100 attendees and 35 exhibitors attended our BC Jobs/Selkirk College Career & Education Fair held in the Pit on Castlegar Campus. Approximately 250 high school students' (grades 10-12) attended. Numerous Programs connected future students looking for education options or workplace training.—*March 11, 2013*



**Change Making from the Inside Out — Discovery Day 2013**  
Selkirk College Discovery Day is Friday, February 15, at Mary Hall in Nelson. Besides great food, drink, and some laughs with Lucas Myers as your entertainment at the Social, this year's Discovery Day event will be a variety of workshops and surprises you will not want to miss.—*January 25, 2013*



**Selkirk Saints Having Amazing Year**  
Our Selkirk Saints picked up their 13th consecutive victory this season on Saturday Jan 13th, setting a new record for the longest winning streak in BC Intercollegiate Hockey League play. They came out of the gates slowly in their first game of 2013 but picked up momentum as the night wore on and eventually completed a dramatic 4-3 come-from-behind victory over SFU at the Castlegar Recreation Complex.—*January 18, 2013*



**Selkirk Performs Well at KAST Spirit of Innovation Awards**  
Four finalists from Selkirk College went up against some of the region's most innovative businesses at the recent KAST Spirit of Innovation Awards taking home the Innovative Organization award!—*November 2, 2012*



**Airborne Alumnus drops by in a CF-18 Fighter Jet**  
Our Aviation Program was having a reunion celebration for its class of 2002 on Friday when, as a surprise to most, the party was crashed by a grandstanding pilot in a CF-18 fighter jet. Max Cameron, who was enrolled in the course from 2001-03 made an appearance to liven up the festivities, and did it ever work.—*September 28, 2012*



**SGRC Upgrading Their Biodiversity Atlas With Exciting Features**  
The Selkirk Geospatial Research Centre, as part of their ongoing development of the Columbia Basin Biodiversity Atlas, has rolled out a new release of the site with exciting citizen science, reporting tools and map interface updates.—*March 7, 2013*

**9.0 Intro:** Length of intro will affect formatting on article listing page (left). Approximately 50 words or 5 lines on left formats best.

- Career Fair is a good example.
- Kast Spirit Awards is an example of where another sentence in intro would space better.

**10.0 Thumbnail:** Size is important for formatting. Square photos (100 px x 100 px) otherwise text will wrap underneath. 50 kb is largest T4 will accept. It should visually coincide with any pictures used in articles (feature/banner or inset)

## A.4 Article with Thumbnail (Continued)

Compare visual appearance of Top Of Mind page of articles versus the News and Updates page on left hand side. The lack of consistency of thumbnails, length of titles and length of intros leaves the News and Updates page looking messy and disengaging.

### News and updates

*Click on a story title below to learn more.*



**Call for Humanitarian Award Applications**  
Call for Humanitarian Award applications. In 2009, Selkirk College established a Humanitarian Award as a means for the following connect the College with community humanitarian efforts, to participate in global humanitarian efforts, enrich the learning experiences of local learners.—March 19, 2013

**Join Environment Students at Castlegar Community Planning Open House Thursday**  
Selkirk Environmental Planning students invite you to the City of Castlegar Official Community Plan Open House event, Thursday, March 20 at 7:00 pm at the Castlegar Community Forum. Students will be showcasing and getting input on their Official Community Plan - Implementation Plans for Castlegar.—March 20, 2013

**Celebrations of Life events Planned for Kim Kratky**  
Long-time retired Castlegar campus English Instructor Kim Kratky has passed away after battle with cancer. Two Celebrations of Life for Kim are planned for March and April in Nelson. The next Celebration of Life is being held Saturday April 6 at a location to be determined.—March 20, 2013



**New Spirituality and Aging Online Course Begins April 1**  
Spirituality and Aging online course on the importance of how the two impact each other begins April 1. This Certificate in Gerontological Nursing credit course will also be of interest to seniors, health care providers and students, and people interested in the topics.—March 20, 2013



**Dinner Presentation Explores the E-advantages of Electric Cars**  
"Electric Cars: Delivering the Triple Bottom Line of Efficiency, Economy and Environment" dinner presentation by John Stonier, Signature Renewables Inc., takes place in Nelson, on Thursday, March 28th. This entrepreneur, consultant, and EV driver, builder, and advocate will share information about his passion. Learn how this intriguing new technology brings benefits to consumers and communities.—March 18, 2013



**Annual BOG Awards Call for Nominations**  
Please consider joining together with colleagues to nominate individuals who you believe are worthy of these awards. It is a wonderful way to honour members of our Selkirk College community.—March 8, 2013



**Diamond Jubilee Medal Award**  
Diamond Jubilee Medal Award to Selkirk College faculty retiree, Dr. Peter Wood, a ceremony took place at South Slocan.—March 8, 2013



**Selkirk College Wellness Committee Kicks Off TGIF Events**  
The Wellness Committee presented TGIF this Friday March 1 2013, in Staff Lounge on Castlegar Campus.—March 7, 2013



**Connect Day in Castlegar a Big Success for ABE**  
You were all invited to ABE Connect Day for a special day with our ABE students. We celebrated this special event!—March 7, 2013

**Top Chef is Sold Out!**

### Top of Mind

*Click on a story title below to learn more.*



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**Discovery Day: Change Making From Inside Out**  
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### 11.0 Chronological Ordering of Articles/Events

Order of events is listed in chronological order with top of list being the event that will occur the soonest.

\*This must be manually done for every article/event entry. It does not automatically go to top of list.

(Note: Within T4, ensure the article/event is between the 'Start Article List' and 'End Article List'.

## A5. Internal Event Details

**Some upcoming activities**  
*Click on an event listed below to learn more.*

**Fistful of Dollars and Django Unchained Showing at Nelson's Civic Theatre**  
Nelson's Civic Theatre is screening a new restored print of *Fistful of Dollars* tonight (Thursday) and Tarantino's, *Django Unchained* March 22 -23, Friday and Saturday, at 7:30. If Spaghetti Westerns aren't your favorite dish, we'll be screening *Escape From Planet Earth* for the kiddies Saturday and Sunday at 1pm.—March 21, 2013 to March 23, 2013. [Read on...](#)

**March 23: Support Earth Hour - Turn Your Lights Off**  
Millions of people will turn off their lights and electronics during this annual global event, inspiring themselves and others to reduce their energy consumption every day.—March 23, 2013 to March 23, 2013. [Read on...](#)

### 12.0 Date Within Event Heading

The event heading must be written date: heading. The date is written with month abbreviated.

The *Fistful of Dollars* event is an example of how hard it is to tell the date of event without following this process.

**Some upcoming activities**  
*Click on an event listed below to learn more.*

**Mar 21: Spaghetti Western's Showing at Nelson's Civic Theatre**  
Nelson's Civic Theatre is screening a new restored print of *Fistful of Dollars* tonight (Thursday) and Tarantino's, *Django Unchained* March 22 -23, Friday and Saturday, at 7:30. If Spaghetti Westerns aren't your favorite dish, we'll be screening *Escape From Planet Earth* for the kiddies Saturday and Sunday at 1pm.—March 21, 2013 to March 23, 2013. [Read on...](#)

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Millions of people will turn off their lights and electronics during this annual global event, inspiring themselves and others to reduce their energy consumption every day.—March 23, 2013 to March 23, 2013. [Read on...](#)

**Mar. 28: 8th Annual Business Competition**  
Staff are invited to attend the Business Administration program's 8th Annual Business Competition on Thursday, March 28, 2013 at Selkirk's Castlegar campus in the Pit area.—March 28, 2013 to March 08, 2013. [Read on...](#)

**April 29: President's Update Castlegar**  
Please join President Angus Graeme, and your colleagues, for his college update,

The *Fistful of Dollars* event revised to start with date and better title and now the list of events is easier to scan.

**Internal Events**

Mar 23 8 PM All Campuses  
March 23: Support Earth Hour - Turn Your Lights Off

Mar 28 9 AM Castlegar Campus  
Mar. 28: 8th Annual Business Competition

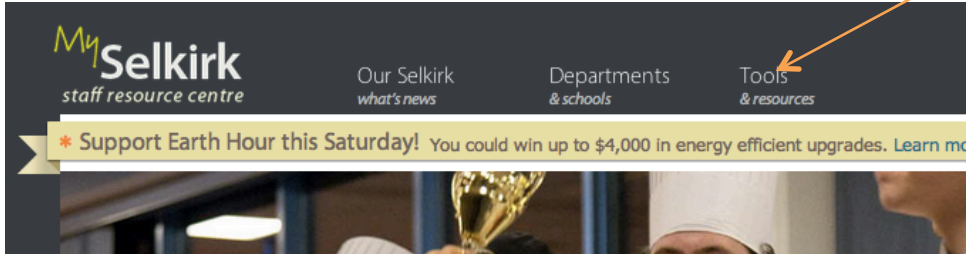
[More Events](#) ▶

A drawback of this process, is that the date is repeated within the event box on homepage. As this is not overly obvious or negative, the benefit of doing this is greater.

## B. Homepage Content

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### B.1 Header Ribbon



#### 14.0 Announcement Ribbon

The Announcement is in H3 & explanation is in paragraph.

The link is usually Learn more and must go to a Selkirk College website.

### B.2 Footer Boxes



#### 15.0 Footer Boxes

Headings should be one line, so that all 4 boxes are aligned consistently across top.

The text should be paragraph and have a line spacing after it and the last line/call to action.

The C2A should be written as 'Learn more about LINK'.

Pictures should be square 75 px and right aligned with padding of 5.



## C. Important Text & Feature Image Templates

General templates have option of having

The screenshot displays the MySelkirk staff resource centre website. The header includes the MySelkirk logo, navigation links for 'Our Selkirk what's news', 'Departments & schools', and 'Tools & resources'. The main content area is titled 'Our Social Campus' and features a large blue banner with social media icons (Twitter, LinkedIn, Facebook) and the text 'Social Media'. Below the banner is a paragraph about students using social media to learn. To the right is a 'Social Media Campaign' box with text about a focus on BCColleges.ca during the first week of April. Below this is a section titled 'Future Students Look At Our Facebook! Connect by becoming a fan/follower' with a list of 16 social media links. At the bottom, there is a call to action: 'NOT CONVINCED? WATCH SOCIAL MEDIA REVOLUTION...IT'S QUITE EYE OPENING.' and a 'CONTACT DETAILS' section.

MySelkirk  
staff resource centre

Our Selkirk what's news

Departments & schools

Tools & resources

Our Selkirk Our Social Campus

Our Social Campus

- Featured Stories
- Internal Events
- News
- Operational Updates
- HR Matters
- Celebrating The Learner
- Our Social Campus**
- The Classifieds

HR Matters

Featured Stories

News

Internal Events

**Social Media**

Our students, both current and future, are using social media to learn about what is going on in the college and to learn more about the world. Social media will help you connect better with the students we serve, by seeing their thoughts on many things, as well as learn more about all the things going on in the larger Selkirk community!

**Social Media Campaign**

Selkirk College will be focused on BCColleges.ca during the first week of April in a Social Media campaign.

Check it out on twitter at @selkirkcollege or on the Selkirk College Facebook.

**Future Students Look At Our Facebook!**  
**Connect by becoming a fan/follower**

- Selkirk College Facebook
- Selkirk College Twitter
- Student Central at Selkirk College Facebook
- Selkirk College Continuing Education
- Selkirk College Alumni Association
- Selkirk International Facebook
- Aboriginal Students at Selkirk College Facebook
- Aviation - Professional Pilot at Selkirk College Facebook
- Business Administration at Selkirk College Facebook
- Contemporary Music & Technology at Selkirk College Facebook
- Cooking - Professional Training at Selkirk College Facebook
- Co-op & Employment Services (CEES) Facebook
- Digital Arts & New Media at Selkirk College Facebook
- Environment and Geomatics at Selkirk College Facebook
- Kootenay Studio Arts Facebook
- Mir Centre for Peace at Selkirk College Facebook
- Resort & Hotel Management at Selkirk College Facebook
- Ski Resort Operations & Management at Selkirk College Facebook
- University Arts and Sciences at Selkirk College Facebook

CONTACT DETAILS

Content change requests

NOT CONVINCED? WATCH [SOCIAL MEDIA REVOLUTION](#)...IT'S QUITE EYE OPENING.

## D. Feature Links, How Do I & RHC Boxes

General templates have option of having

Asdkflkajsf;laksjdf

The screenshot displays the MySelkirk staff resource centre website. The header includes the MySelkirk logo and navigation links for 'Our Selkirk what's news', 'Departments & schools', and 'Tools & resources'. The main content area is titled 'Our Social Campus' and features a central banner for 'Social Media' with icons for Twitter, LinkedIn, and Facebook. Below the banner, there is a text block about social media usage by students, followed by a section titled 'Future Students Look At Our Facebook!' with a list of social media links. A sidebar on the left contains a menu of links, and a right sidebar features a 'Social Media Campaign' announcement. The footer includes contact details and a note about content change requests.

**MySelkirk**  
staff resource centre

Our Selkirk  
what's news

Departments  
& schools

Tools  
& resources

Our Selkirk > Our Social Campus

Our Social Campus

- Featured Stories
- Internal Events
- News
- Operational Updates
- HR Matters
- Celebrating The Learner
- Our Social Campus**
- The Classifieds

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**Future Students Look At Our Facebook!**

**Connect by becoming a fan/follower**

- Selkirk College Facebook
- Selkirk College Twitter
- Student Central at Selkirk College Facebook
- Selkirk College Continuing Education
- Selkirk College Alumni Association
- Selkirk International Facebook
- Aboriginal Students at Selkirk College Facebook
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- Environment and Geomatics at Selkirk College Facebook
- Kootenay Studio Arts Facebook
- Mir Centre for Peace at Selkirk College Facebook
- Resort & Hotel Management at Selkirk College Facebook
- Ski Resort Operations & Management at Selkirk College Facebook
- University Arts and Sciences at Selkirk College Facebook

**CONTACT DETAILS**  
Content change requests

**NOT CONVINCED? WATCH SOCIAL MEDIA REVOLUTION...IT'S QUITE EYE OPENING.**

## E. Next

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Asdkflkajsf;laksjdf