



Faculty Page Guide

Office of Public Affairs

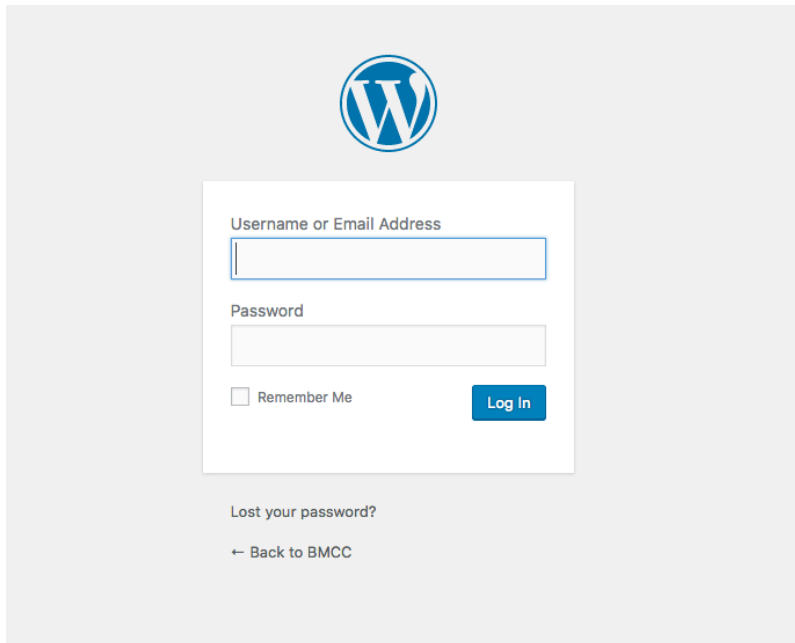
Updated April 2019

WordPress Content Management System

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

1) Go to the URL <https://www.bmcc.cuny.edu/wp-admin> to log in to WordPress.

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



Username or Email Address

Password

Remember Me

[Lost your password?](#)

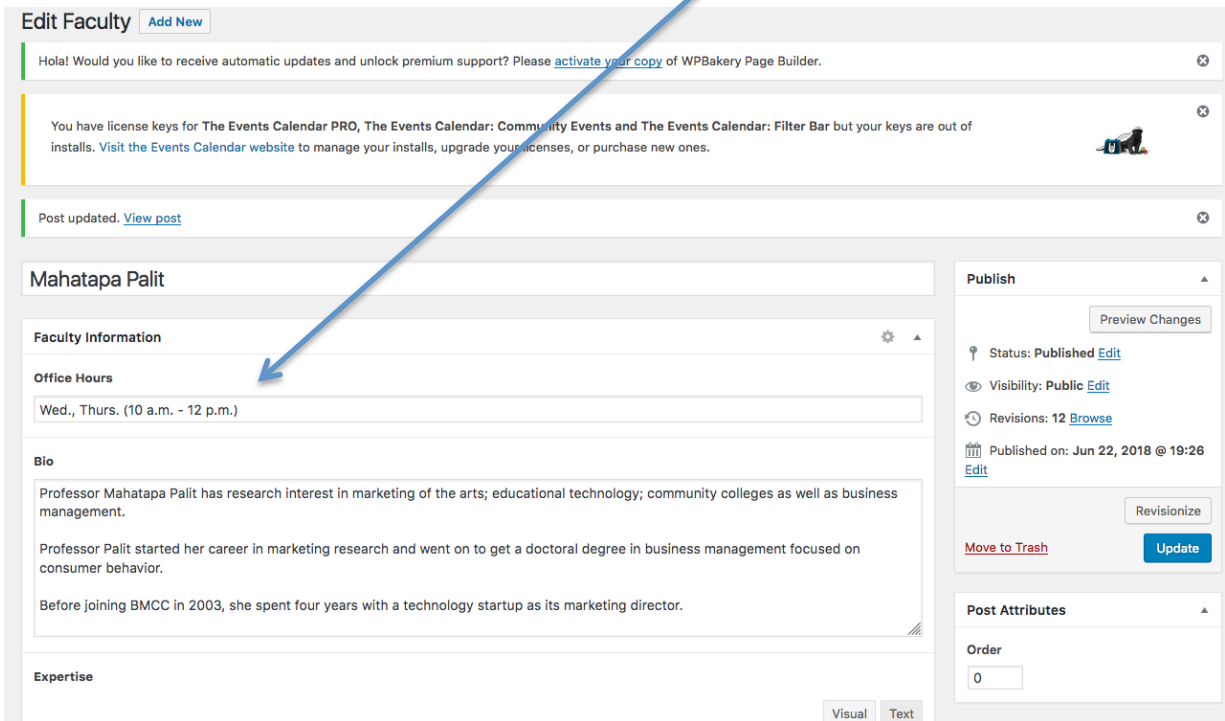
[← Back to BMCC](#)

3) You will see your faculty profile from the backend of the site, where you can add or edit information.

4) Editing a Page

Type or edit text in the boxes provided.

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

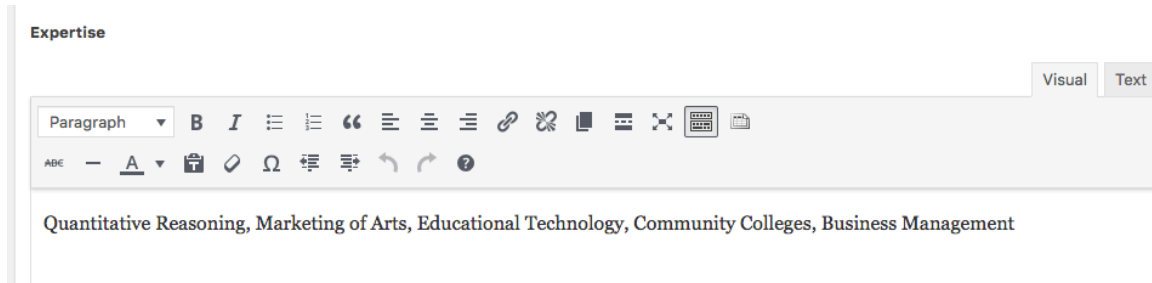


Biographical Description

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

5) Expertise

Add your areas of expertise.



Expertise

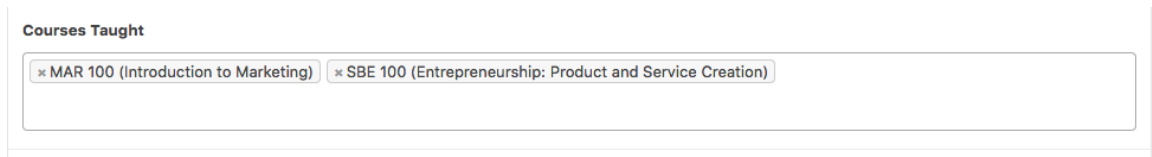
Visual Text

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

ABC - A [Color Picker] [Link Icon] [Unlink Icon] [Undo Icon] [Redo Icon] [Help Icon]

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


6) Adding Courses Taught



Courses Taught

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

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



Courses Taught

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

MAR

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

MAR 100 (Introduction to Marketing)

MAR 210 (Consumer Motivation)

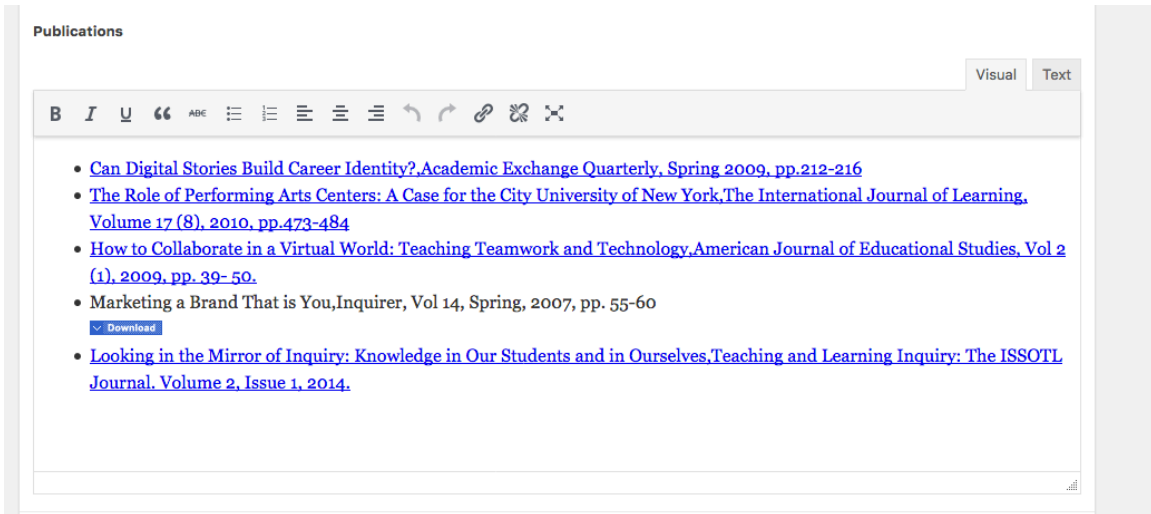
MAR 220 (Essentials of Advertising)

Changing Course Order

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

6) Adding Publications

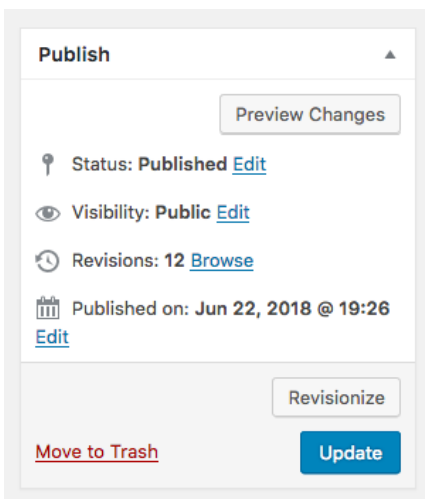
Type or cut and paste your publications in the Publications box.



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

You can hyperlink to online versions of your publication.

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



FORMATTING AND STYLE

AP STYLE

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

Some examples of AP style are:

Time

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

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

Dates, Months, Years, Days of the Week

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

Ex. May 12 is correct . . . not May 12th

Technological Terms

Here are the correct spellings for some common technological terms:

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

Numbers

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

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

Headings

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

AP Style References

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

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

Formatting Style

Use of Bold Type

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

Use of ALL CAPS

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

Use of Underlining

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

HEADSHOTS

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

OFFICE OF PUBLIC AFFAIRS

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