



Website Guide

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Concept Overview:

Newberry Arts Center (NAC) seeks an aesthetically pleasing and user-friendly website with good use of white space, clean lines and appealing graphics. The site should appeal to a variety of users who may be seeking information or action on one or more of the following primary areas of interest:

- **Art programs** such as in person classes, workshops, virtual classes
- **Art exhibits** in the Art Center Shop (current and upcoming)
- **Special events** such as plein air events, private events and clay conference

Secondary areas of interest/action related to the above will also be included for:

- Online registration for art programs
- Instructor application process
- Scholarship sponsorship
- Scholarship application
- Private event application/booking
- Online Newberry Arts Center calendar
- Volunteer application
- Purchase of Gift Certificates
- Arts Center Shop artisan application
- Ability for visitors to sign up for email notifications to keep up with NAC news
- Payment functionality for online registrations, donations, gift certificate purchases via existing Square account
- Link to 501(c)(3) foundation
- Link to Clay Conference website

Administrative functionality provided for Newberry Arts Center Staff, including:

- Ability to add, edit, remove art programs in online registration system
- Ability to add, edit, remove relevant functions/events in online calendar

**See attached initial planning meeting notes for additional detail*

MEETING NOTES

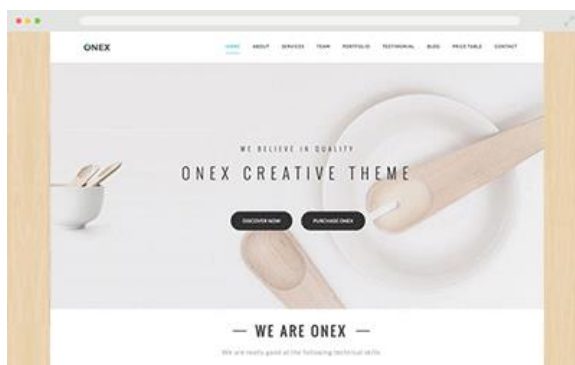
May 6, 2020

Website Element	Likes/things to include
Home Page	<ul style="list-style-type: none"> • Balance of white space • Good use of images (like Callanwolde) • Use photos to lead to pages as well as through menu • Fixed menu at top of page (like Charleston Artist Guild) • Include phone and email at top of header • Use logo in header • Stay in Touch/Subscription Box • Photos linked to Pages: ABOUT, ART PROGRAMMING, EXHIBITS & EVENTS, SHOP, SUPPORT, CLAY CONFERENCE, CALENDER • Dislikes: Too busy, moving slideshows, text heavy
Footer	<ul style="list-style-type: none"> • Include: address, blurb about being part of city, hours, contact (like Greenville Art Centers?) • Link to Facebook (Side note: put Google Calendar on Facebook page too)
About Page(s)	<ul style="list-style-type: none"> • Overview/intro paragraphs (who we are, what we do, why we do it, how we do it, why it matters, etc.) • Mission Statement • (see Callanwolde) • Friends of... (overview, link when ready) • Team (Marguerite, Sharon) • Instructors • History?? • Image Link to events/exhibits • Image Link to Art Programming • Image Link to Clay Conference Website • Image Link to Contact Us
Art Programming Page(s)	<ul style="list-style-type: none"> • Welcome/about statement (overview - lays out philosophy/approach (e.g. professional instructors, etc.)) • Link to calendar of events (put all classes, workshops, etc on calendar) • Gift certificates • Classes, workshops, virtual classes • Link to Online registration for upcoming classes etc. • Instructor Proposals (application process/form) • Scholarships (overview, how to support, online application process/form) • Testimonials? • Instructor reviews?

Exhibits Page(s)	<ul style="list-style-type: none"> • Upcoming/current exhibits in the Art Center Shop • Put all exhibitions/dates, events etc on calendar • Plein Air events • Meetup Groups • Application process/form to be considered for an exhibit??
Events Page(s)	<ul style="list-style-type: none"> • Calendar (like Charleston Art Guild's) (see also related exhibits) • Art Programming (classes, workshops, virtual, etc.) • Plein Air Events (see also related exhibits) • Booking Private events (parties and programs, overview/example & application form) • Blurb about/Link to Clay Conference Website
Online Registration Page(s)	<ul style="list-style-type: none"> • Event Title • Event Description • Event Teaser Image • Dates/time • Instructor bio • Event Disclaimer (must fill, etc.) • Link to Register/pay online • Automatic registrant emails (confirmation, payment, deadline reminders, etc)
Support Page(s)	<ul style="list-style-type: none"> • How to donate for scholarship program • Intro/link to Friends of 501c3 • Volunteering (overview, application form) • Buy gift certificates to store
Calendar Page(s)	<ul style="list-style-type: none"> • Calendar (like Charleston Art Guild's) • (Note: City is using JEM/Eventbrite)
Art Center Shop Page(s)	<ul style="list-style-type: none"> • About the shop (local artists, etc.) • How to become an exhibiting artist • How to buy (come in, get gift certificates, etc.)
Link to Clay Conference Website	
Other Notes	<ul style="list-style-type: none"> • NAC uses Square. Set up to receive payments through website. • NAC doesn't currently use an electronic calendar. Help as needed to set up Google Calendar and link to Facebook as well as website.

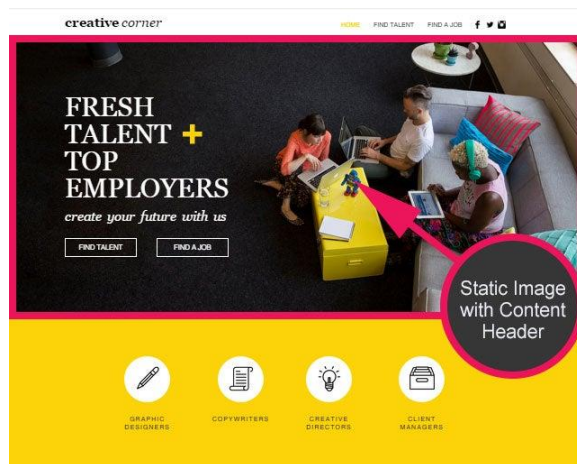
Design Plan:

- 1. Domain name:** NewberryArtsCenter.com. Domain name is currently owned and maintained by City of Newberry Parks and Recreation Department. The URL will be redirected to the new site when ownership is transferred to NAC and the site is deployed. Ongoing domain name registration to be maintained by City of Newberry Parks and Recreation Department (Confirmed by phone with Colin Shealy on June 9, 2020.)
- 2. Site Hosting:** Site will be developed and hosted on WIX. Initial design to be prepared on Barbara Teusink's WIX account. Site ownership and control to be transferred to City of Newberry Parks and Recreation account upon completion and delivery. Ongoing WIX subscription to be maintained by City of Newberry Parks and Recreation (Confirmed by phone with Colin Shealy on June 9, 2020.) In order to utilize the desired functionality, a Business Basic Premium level subscription must be maintained at a minimum.
- 3. Payment Processing:** Client payments for classes, gift certificates, etc. will be accepted online to NAC's existing Square account.
- 4. Box width concept design** (content has a visible frame to the left and right side of the screen so it feels like the content is "boxed" into a set area)
 - Traditional website design with a professional, business-oriented feel
 - Provides a fixed width for the content. This allows the content display and position to remain relatively the same across different monitor sizes and resolutions, so you don't have worry about different people having different visual experiences.
 - Allows content display to be consistent and predictable across all monitor sizes and resolutions.
 - Example:



5. Static Image With Content Home Page Header Layout Design

- Contains four essential elements to effectively describe what NAC is about, directly Above-The-Fold (on the initial loading screen):
- Headline (punch phrase or keywords telling what NAC is/is about)
- Short supporting paragraph (telling a bit more to support the headline)
- Call to action (what you want your visitors to do next (register for classes, etc.)
- Supporting header image (should play a supporting role rather than be the main focus)
- The page header will display your headline, subparagraph and primary call to action along with an image that reinforces your business mission. Additional information and actions will be “below the fold” meaning users will scroll down to see more.
- Example:



6. Fixed Position Top Mounted Menu Bar (menu bar is permanently fixed at the top of the page)

- Allows visitors to quickly switch between pages without the need to scroll back to the top

7. Fixed corner Position Logo In-line with Menu Bar (left position)



- Gives the logo a position of prominence, but allows more room for and focus on promoting products and services, and less focus on NAC branding.

8. Site Colors

Logo Primary Colors:

- Green: 589B67 (R:88, G:155, B:103)
- Red: D24D3F (R:210, G:77, B:63)
- Blue: 439EB8 (R:67, G:158, B:184)

Logo Secondary/Accent Colors:

- Yellow: F0EA71 (R:240, G:234, B:113)
- Dark Blue: 4C5699 (R:76, G:86, B:153)

- **Site Background Color:** White

- o Keeps the focus on the content, rather than the design of the website. The background color is only a backdrop to help make the content more visible and readable.
- o Best color scheme to use for information intensive and ecommerce websites is a white or light background, with bold dominant & accent colors. The bold dominant and accent colors give the website personality and focal points, while the plain background color keeps visitors' focus on content.

- **Site Predominant Text Color:** Deep Blue: 16353D (R:22, G:53, B:61)

- **Site Dominant Colors:**

Medium (logo) blue: 439EB8 (R:67, G:158, B:184)

- o Secondary Page Content Headers

Medium (logo) green : 589B67 (R:88, G:155, B:103)

- o Top Home Page Content Headers
- o Current (selected) Tab in Menu Bar
- o Secondary Page Content Headers
- o Buttons (including Call to Action Buttons)
- o Accent container boxes for testimonials

Deep blue: 16353D (R:22, G:53, B:61)

- o Top Home Page Headline: Green: 589B67 (R:88, G:155, B:103)
- o Default paragraph text

- **Site Accent Colors:**

Medium (logo) red: D24D3F (R:210, G:77, B:63)

- Divider lines
- Links within text blocks
- To Highlight Critical Information

Light blue: B6DCE7 (R:182, G:220, B:231)

- Colored accent container boxes
- Icons (e.g., phone and email symbol)

10. Site Fonts

- **Site Dominant Fonts:**
 - Font style for Headline or Page Titles: Chelsea Market
 - Font style for Business Data Forms and subtitles: Avenir
 - Font style for body content areas: Arial
- **Font Sizing:** (Modular Scaled Font Sizes: 8, 16, 24, 32, 48, 64, 95 to be used)
 - Top level content headers:
 - Secondary level content headers:
 - Business data form headers:
 - Main body text: 16
- **Font style for quotes:** Arial 14, italicized, white text on medium green container box for accent
- **Line Spacing:** Set to 1.4 for main body text (better white space buffering and readability)

Style Guide:

H1 (Heading 1): Use for Top of Home Page Title
Avenir 38, color #589B67

H2 (Heading 2): Use for Top Level Page or Section Titles
Chelsea Market 34, color #589B67

H3 (Heading 3): Use for Page or Section Secondary Titles
Chelsea Market 26, color #439EB8

NOTE: Change to Chelsea Market 20 for Service Title on Booking Pages

H4 (Heading 4): Use for Page or Repeater Third Level Titles
Futura 18, text Color #D24D3F

H5 (Heading 5): Use for Forms Titles
Avenir 30, text color #16353D

H6 (Heading 6): Use for Data Collection Page Titles
Arial 40, text color #16353D

P1 (Paragraph 1): Use for routine body content text paragraphs
Arial 16, #16353D, line spacing 1.4

P2 (Paragraph 2): Use for Impact paragraph
Avenir Light 20, line spacing 1.7

P3 (Paragraph 3): Use for Links
In context font, underlined, text color #589B67 (use text color #FFFFFF on dark backgrounds)

Other Style Elements:

Site Header Menu:

Futura 18 text color #16353D

Testimonial Quote Boxes:

Title above box: Chelsea Market 20, color #439EB8

Arial 14 Italic, quote shaped container box, background color #589B67, text color #FFFFFF

Name below box: Arial 16, text color #16353D

Buttons on routine body content areas:

Arial 16, ALL CAPS, background color #589B67, text color #FFFFFF, no border

Buttons on top of photos:

Arial 16, ALL CAPS, background color #439EB8, text color #FFFFFF, border color #FFFFFF width 2

Divider Line:

Color #D24D3F, line width 2

Workflow/Process Guide

Manage Staff Database:

You currently have three roles (categories) of staff. All are tracked in the NAC Staff Master List database:

- “Admin” – people who administer/operate NAC
- “Storefront Artists” – artists who have works for sale in the store
- “Instructors” – people who teach classes, courses, or lead events or workshops

Note: Instructors should all be tracked in the master staff database AND must be maintained as Staff in the Bookings system (see **Manage Classes & Events**).

Add New Staff to the database:

1. Open the NAC Dashboard.
2. Click **Content Manager** at the bottom of the list of options on the left.
3. Click on the box for **NAC Staff Master List** from the collections shown.
4. Note (there are TWO versions of every dataset – Live and Sandbox (used for testing). Be sure you are looking at LIVE (shown at the top near the name).
5. Click on “+ **New Item**” in upper right corner of screen.
6. Complete all the relevant fields. (Note: Staff_Title and Staff_SortOrder are only necessary for “Administration” role staff.)
7. Click **Save** in upper right corner of screen.

Edit Existing Staff in the database:

1. Open the NAC Dashboard.
2. Click **Content Manager** at the bottom of the list of options on the left.
3. Click on the box for **NAC Staff Master List** from the collections shown.
4. Note (there are TWO versions of every dataset – Live and Sandbox (used for testing). Be sure you are looking at LIVE (shown at the top near the name).
5. Locate the record for the staff to be edited. You can either edit within the ROW for that record **OR** Open in Form by clicking on the “**Open in Form**” icon (with two arrows) that shows under “Submission Time” when you have that row selected. Be sure to click **SAVE** if you open it in the form to do the edits.
6. I recommend you sync the Live to Sandbox whenever you make edits to the Live data so that you retain a backup copy.

Delete Staff from the database:

1. Open the NAC Dashboard.
2. Click **Content Manager** at the bottom of the list of options on the left.

3. Click on the box for **NAC Staff Master List** from the collections shown.
4. Note (there are TWO versions of every dataset – Live and Sandbox (used for testing). Be sure you are looking at LIVE (shown at the top near the name).
5. Locate the record for the staff to be deleted. Put a checkmark in the white box on the leftmost side of the row for the staff to be deleted. Click on the red “Delete 1” button that appears on the upper right of the table.
6. Click Delete in the window that appears to confirm the deletion.
7. I recommend you sync the Live to Sandbox whenever you make edits to the Live data so that you retain a backup copy.

Manage Classes and Events:

You currently offer four different services:

- “**For Kids**” – this consists of all courses or classes targeting children only
- “**For Teens**” – this consists of all courses or classes targeting teens only
- “**For Adults**” – this consists of all courses or classes targeting teens and adults
- “**Events**” – this consists of all non-course/class events (e.g., Plein Air day)

You can have:

- **Appointments** (you most likely won’t use this) for things like 1-on-1 consultations or private lessons.
- **Classes** for regular recurring sessions (e.g., every Tuesday at 4pm) and where clients can join any sessions they want – they don’t commit, for example, to attending 10 weekly sessions.
- **Courses** (what you will want to use for almost everything) for multi-session courses or workshops that start on a particular day and end on a particular day and clients sign up for the entire course (and not just one session). This would also be used for one-day activities by choosing the same date for the start and end date.

All three types will have “Sessions” on the calendar. These are the dates and times participants will attend.

You will also need to manage your STAFF within the Bookings App to be able to assign them to your course offerings. This is separate from Managing your staff database. This will include anyone who is teaching a course or class or leading an event.

Add New Bookings Staff:

8. Under Booking Calendar on the Dashboard select **Staff**.
9. Click on + **Add Staff** button. Add staff photo, name, description, email, phone and (optionally) custom hours for this staff member. Click **SAVE**.
10. Don’t worry about “Set Permissions” or “Sync Google Calendar”. If you decide you want to start using these options we can talk through it all together.

Edit Existing Bookings Staff:

1. Under Booking Calendar on the Dashboard select **Staff**.
2. Locate the appropriate staff member and hover over them with your mouse.
3. Click **EDIT**.
4. Edit all relevant fields and click **SAVE**.

Delete Existing Bookings Staff:

1. Under Booking Calendar on the Dashboard select **Staff**.
2. Locate the appropriate staff member and hover over them with your mouse.
3. Click the trashcan symbol to delete.
4. Click **DELETE** in the confirmation window that appears to confirm you want to remove them (be sure you're ready – this cannot be undone).

Add New Class/Event:

5. Go to Dashboard Booking Services Page
6. You can either duplicate an existing offering (and then edit the duplicate) OR create a new offering from scratch.
 - a. To **DUPLICATE** an existing offering (to use it as a template):
 - i. Locate the existing offering in your services list.
 - ii. Click on the three dots on the right hand side of that offering and select Duplicate.
 - iii. Click on the title (Copy of ...) OR click on the three dots on the right and select Edit to open it.
 - iv. Edit/complete all the relevant data fields. Add a new good photo. Under Location, Business Address will put the NAC address.
 - v. Be sure you select the correct service category.
 - vi. If still in draft form, turn **OFF** the Visible on your site switch. If it is complete, be sure the switch is **ON**.
 - vii. **SAVE**.
 - b. To **ADD** a new offering from scratch:
 - i. Click on Add a New Service
 - ii. Choose Multiple Participants option.
 - iii. Choose Class or Course (pretty much everything you do will be Course)
 - iv. Complete all the relevant data fields. Add a good photo. Under Location, Business Address will put the NAC address.
 - v. Be sure you select the correct service category.
 - vi. If still in draft form, turn **OFF** the Visible on your site switch. If it is complete, be sure the switch is **ON**.
 - vii. **SAVE**.
7. Now you need to add/edit the sessions (dates, times and staff) associated with this offering.
 - a. Locate the existing offering in your services list.

- b. Click on the title (Copy of ...) OR click on the three dots on the right and select Edit to open it.
- c. Scroll down until you see **Add Sessions to Get Booked**. You can either Add Sessions by data entry here OR directly from your calendar.
 - i. To add your sessions here:
 1. Click the **Add Sessions** button.
 2. Click **Save & Continue**.
 3. Select the appropriate staff (instructor/leader).
 4. Complete remaining data fields.
 5. Click **Save OR Save & Add New** to keep adding sessions.
 - ii. To add your sessions from the calendar: (same process but you can see them on the calendar as you add them)
 1. Click the **Add From Calendar** link.
 2. Click on **Continue to Calendar ->** button.
 3. Complete all the data as above.

Edit Existing Class/Event:

1. Go to Dashboard Booking Services Page
 - a. Locate the existing offering in your services list.
 - b. Click on the three dots on the right hand side of that offering and select Duplicate.
 - c. Click on the offering title OR click on the three dots on the right and select Edit to open it.
 - d. Edit/complete all the relevant data fields.
 - e. Be sure the correct service category is selected.
 - f. If still in draft form, turn OFF the Visible on your site switch. If it is complete, be sure the switch is ON.
 - g. SAVE.

Hide/Show Existing Class/Event from Website:

1. Go to Dashboard Booking Services Page
 - a. Locate the existing offering in your services list.
 - b. Hover over the right side of the box for that service.
 - c. Click on the Eye symbol to Hide this service from your website. A eye with a slash through it will appear to show you that this service is hidden.
 - d. Click the Eye again to Show this service to make it visible on your website again.

Delete Existing Class/Event:

1. Go to Dashboard Booking Services Page
 - a. Locate the existing offering in your services list.
 - b. Click on the three dots on the right hand side of that offering and select Duplicate.
 - c. Click on the title (Copy of ...) OR click on the three dots on the right and select Delete. Click on Delete to confirm you want to remove it (be sure you're ready – this cannot be undone).

Edit Existing Course Session:

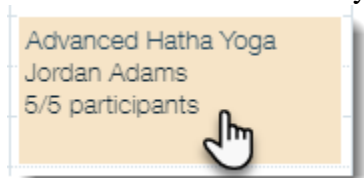
1. Under Booking Calendar on the Dashboard select **Calendar**.
2. Locate the course session you need to edit and click on it.
3. Click the Edit button in the window that pops up.
4. Edit the relevant data.
5. If you want to update the participants click the checkbox and add the message you want to send them. (this is optional)
6. Click the **SAVE** button.

Delete Existing Course Session:

1. Under Booking Calendar on the Dashboard select **Calendar**.
2. Locate the course session you need to edit and click on it.
3. Click on the **Cancel Session** button.
4. If you want to update the participants click the checkbox and add the message you want to send them. (this is optional)
5. Click the **Yes, Cancel Session** button (be sure you're ready – this cannot be undone).

Manage Participant List for Class Session:

1. Under Booking Calendar on the Dashboard select **Calendar**.
2. Click the relevant Class in your calendar.



3. Click **Manage** to: mark attendance, update payment status, manually add a participant, manually remove a participant, manage a waitlist, email the participants, or manage a stored client's contact card. See <https://support.wix.com/en/article/wix-bookings-managing-the-participant-list-for-class-sessions> for more details.

Manage Gift Certificates/Coupon Codes:

Add New Gift Certificate:

When a user submits data & pays an email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to create a coupon code for that gift certificate.

1. NAC creates coupon code.

- a. You can access Coupons by two different routes: Go to Dashboard Booking Services and Click the “**More Actions**” button and select “**% Create Coupon**” – OR – Go to Dashboard Marketing & SEO and click on Coupons.
 - b. Select “+ **Create New Coupon**”
 - c. Complete the form:
 - i. Choose \$ **Discount** option.
 - ii. Enter a unique Coupon Code (syntax: NACGC-00x where each new gift certificate is one number higher than the last so it is always unique. For DONATED gift certificates add a D at the end so you will know they are not usable in the store for art purchases.)
 - iii. Enter “Gift Certificate” for Coupon Name
 - iv. Enter Amount of Gift Certificate
 - v. Choose Apply to All Services
 - vi. Leave blank “Don’t set an end date” selected (unless you want it to expire)
 - vii. Turn on “**Limit the total number of uses for this coupon**” and set it to 1
 - d. Click “Create Coupon”
2. NAC provides Purchaser with Gift Certificate according to the option picked:
 - a. Print and sign Gift Certificate and hold for pickup
 - b. Email Gift Certificate code and usage instructions to email provided
 - c. Print and sign Gift Certificate and mail to address provided

Edit Existing Gift Certificate:

1. You can access Coupons by two different routes: Go to Dashboard Booking Services and Click the “**More Actions**” button and select “**% Create Coupon**” – OR – Go to Dashboard Marketing & SEO and click on Coupons.
2. Locate the appropriate Gift Certificate and click on it to open it.
3. Change relevant data and click Save
4. Notify purchaser of changes made to their Gift Certificate (if applicable)

Deactivate (and Reactivate) Existing Gift Certificate:

1. You can access Coupons by two different routes: Go to Dashboard Booking Services and Click the “**More Actions**” button and select “**% Create Coupon**” – OR – Go to Dashboard Marketing & SEO and click on Coupons.
2. Click on the three dots in the upper right hand corner of the Gift Certificate to be Deactivated (or reactivated) and select **Deactivate** (or reactivate)
3. Notify purchaser of changes made to their Gift Certificate (if applicable)

Delete Existing Gift Certificate:

1. You can access Coupons by two different routes: Go to Dashboard Booking Services and Click the “**More Actions**” button and select “**% Create Coupon**” – OR – Go to Dashboard Marketing & SEO and click on Coupons.
2. Click on the three dots in the upper right hand corner of the Gift Certificate to be Deleted and select **Delete**.

3. Click the **Yes, Delete** button (be sure you're ready – this cannot be undone).
4. Notify purchaser their gift certificate has been cancelled (if applicable).

Reissue Gift Card for Remaining Balance after partial use:

1. You can access Coupons by two different routes: Go to Dashboard Booking Services and Click the “**More Actions**” button and select “% **Create Coupon**” – OR – Go to Dashboard Marketing & SEO and click on Coupons.
2. Click on **Show Expired Coupons** to view all coupons that have been used or expired.
3. Click on the Coupon to be reissued with a balance due.
4. Change the “**Limit the Total number of uses**” field from 1 to 2.
5. Adjust the coupon amount to the new balance remaining amount.
6. Click the **SAVE** button. The coupon will reappear under the active coupons listing until it has been used a second time.

Issuing/Using Donated Gift Certificates:

When creating a donated gift certificate: Assign a unique Coupon Code (syntax: NACGC-00x where each new gift certificate is one number higher than the last so it is always unique. For DONATED gift certificates add a D at the end so you will know they are not usable in the store for art purchases.)

Gift Certificates with the D ending to their code cannot be used for store purchases. They will work fine for doing online payments for classes.

Manage Scholarship Requests:

When a user completes and submits the “Scholarship Request” form a notification email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to review and respond to the application received. An automatic email also goes to the client thanking them for submitting their request and promising NAC will get back to them as soon as possible.

Review Scholarship Request Received:

1. The data submitted with the request will all be included in the email you receive. From that you should be able to determine whether or not to award the scholarship.
2. Follow up with them regarding their scholarship award or denial. You can reply to them directly from the email received.
3. To record the result in the database:
 - a. Open the NAC Dashboard.
 - b. Click **Content Manager** at the bottom of the list of options on the left.
 - c. Click on the box for **Scholarship Requests** from the collections shown.
 - d. Note (there are TWO versions of every dataset – Live and Sandbox (used for testing). Be sure you are looking at LIVE (shown at the top near the name).

- e. Locate the record for the request received and record the decision or award data under the “**Awarded?**” data field. You can either do that on the ROW for that record or Open in Form by clicking on the “**Open in Form**” icon (with two arrows) that shows under “Submission Time” when you have that row selected.
- f. I recommend you sync the Live to Sandbox whenever you make edits to the Live data so that you retain a backup copy.

Manage Volunteer Applications:

When a user completes and submits the “Volunteer Application” form a notification email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to review and respond to the application received. An automatic email also goes to the client thanking them for submitting their request and promising NAC will get back to them as soon as possible.

Review Volunteer Application Received:

1. The data submitted with the application will all be included in the email you receive. From that you should be able to determine whether or not to ‘hire’ the volunteer.
2. Follow up with them regarding their volunteer application. You can reply to them directly from the email received.
3. To record the result in the database:
 - a. Open the NAC Dashboard.
 - b. Click **Content Manager** at the bottom of the list of options on the left.
 - c. Click on the box for **Volunteer Applications** from the collections shown.
 - d. Note (there are TWO versions of every dataset – Live and Sandbox (used for testing). Be sure you are looking at LIVE (shown at the top near the name).
 - e. Locate the record for the request received and record whether or not they passed the Background Check in the “**Passed Background Check**” field and their hire data under the “**Hired**” field. You can either do that on the ROW for that record or Open in Form by clicking on the “**Open in Form**” icon (with two arrows) that shows under “Submission Time” when you have that row selected.
 - f. I recommend you sync the Live to Sandbox whenever you make edits to the Live data so that you retain a backup copy.

Manage Instructor Applications:

When a user completes and submits the “Instructor Application” form a notification email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to review and respond to the application received. An automatic email also goes to the client thanking them for submitting their proposal and promising NAC will get back to them as soon as possible.

Review Instructor Application/Proposal Received:

1. The data submitted with the application will all be included in the email you receive. From that you should be able to determine whether or not to hire the applicant.
2. Follow up with them regarding their instructor application. You can reply to them directly from the email received.
3. To record the result in the database:
 - a. Open the NAC Dashboard.
 - b. Click **Content Manager** at the bottom of the list of options on the left.
 - c. Click on the box for **Instructor Applications** from the collections shown.
 - d. Note (there are TWO versions of every dataset – Live and Sandbox (used for testing). Be sure you are looking at LIVE (shown at the top near the name).
 - e. Locate the record for the request received and record whether or not they passed the Background Check in the “**Passed Background Check**” field and their hire data under the “**Hired**” field. You can either do that on the ROW for that record or Open in Form by clicking on the “**Open in Form**” icon (with two arrows) that shows under “Submission Time” when you have that row selected.
 - f. I recommend you sync the Live to Sandbox whenever you make edits to the Live data so that you retain a backup copy.

Manage Online Donations:

When a user completes and submits the “Donation” form a notification email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to review and respond to the donation received. An automatic email also goes to the client thanking them for submitting their donation. No further action is required but a personal follow up is recommended.

Review Online Donation Received:

1. The data submitted with the application will all be included in the email you receive. From that you should be able to determine what additional follow up you may want to do with the donor. You can reply to them directly from the email received.
2. Each donor is recorded in the Donor Input Form database which is accessible under Content Manager on your NAC Dashboard. They are also recorded in your Contacts.
3. To access your Contacts:
 - a. Open the NAC Dashboard.
 - b. Click **Customer Management** in the list of options on the left.
 - c. Click on **Contact List** in the list of options on the left.
 - d. Locate the donor in your contact list (you can use the search field if needed).
 - e. Click to **View** that contact. Edit if needed.
 - f. Click **Send Message** to email them directly.

Manage Email Subscriptions:

When a user completes and submits the "Email Subscription" form a notification email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to review and respond to the subscription received. An automatic email also goes to the subscriber thanking them for their subscription. At this point you will need to create labels for their areas of interest in your contact list. Once labels have been added, no further action is required until you wish to send an email to subscribers.

Note: To prevent being labeled as spam, WIX will automatically 'clean' your subscription list whenever you send new messages. This means that users who have previously subscribed but are no longer opening or interacting with your emails will be relabeled as 'inactive' and no longer receive automated emails. It is not recommended to send automated emails to clients who have been labeled inactive.

Create Label in Contacts for Area of Interest:

1. When the email notification about a new subscriber is received, open their Contact Card by clicking on the Respond Now button in the email. It will open the 'conversation' with the new client on your NAC dashboard. Click on their name (where it is in bold, near the top) to open their Contact Card on the right side of the screen. About halfway down click ADD to add new labels to this contact. Add a new label for each interest area they selected (viewable in the email registration summary shown on center screen). Doing this will allow you to search by and send email to contacts that have a particular area of interest in the future.

Send email to single subscribers:

1. The data submitted with the email subscription will all be included in the email you receive. From that you should be able to determine what additional follow up you may want to do with the subscriber. You can reply to them directly from the email received.
2. Each subscriber is recorded in the Email Subscription Form database which is accessible under Content Manager on your NAC Dashboard. They are also recorded in your Contacts.
3. To access your Contacts:
 - a. Open the NAC Dashboard.
 - b. Click **Customer Management** in the list of options on the left.
 - c. Click on **Contact List** in the list of options on the left.
 - d. Locate the subscriber in your contact list (you can use the search field if needed).
 - e. Click to **View** that contact. Edit if needed.
 - f. Click **Send Message** to email them directly.

Send email to Select subscribers (by area of interest):

1. Open the NAC Dashboard.

2. Click **Customer Management** in the list of options on the left.
3. Click on **Contact List** in the list of options on the left.
4. Click on the “**Filter by**”: dropdown and select the Interest Area you want to contact by email.
5. Click to put a check box beside all contacts you want to contact (note: the checkbox in the blue header row will select all).
6. Click on **Send Email Campaign** to design and send your email from inside WIX – OR – click on **MORE ACTIONS** then **Export Contacts** choose **By Label** and the label you want to send email to, copy the list of emails from the CSV file and paste into your TO field on your email client window so you can send an email your usual way.

Send email to ALL subscribers:

1. Open the NAC Dashboard.
2. Click **Customer Management** in the list of options on the left.
3. Click on **Contact List** in the list of options on the left.
4. Click on the “**Filter by**”: dropdown and select **Email Registration**.
5. Click to put a check box beside all contacts you want to contact (note: the checkbox in the blue header row will select all).
6. Click on **Send Email Campaign** to design and send your email from inside WIX – OR – click on **MORE ACTIONS** then **Export Contacts** choose **By Label** and the label you want to send email to, copy the list of emails from the CSV file and paste into your TO field on your email client window so you can send an email your usual way.

Manage Clients Contacting NAC through Website:

When a user completes and submits the “Contact Us” form a notification email will be automatically sent to arts@cityofnewberry.com. This tells you that you need to review and respond to the message received. An automatic email also goes to the client thanking them for their email and promising NAC will get back to them as soon as possible.

Respond to email contacts received:

Open the notification message you received. It will contain text similar to this:

BARBARA Teusink just submitted your form: ContactForm
on [NewDraft-NAC](#)

Message Details:

First Name: BARBARA
Last Name: Teusink
Email: bteusink@gmail.com
Subject: test
Message: test

Reply directly or go to your site's Inbox:

[Respond Now](#)

You can answer the message by either:

1. Reply to the notification email using your normal email client with your responding message. Wix will redirect your reply back to the client.
2. Reply to them via the WIX inbox interface by clicking the **Respond Now** button inside the notification message.
 - a. The WIX Inbox on your Dashboard will open with the ‘conversation’ with this client window open. Type your reply message into the box at the bottom of the page where it says “Type your message...” and click the **Send** button. Using this method will retain the full conversation message history between the two of you.

Manage (Add, Edit, Delete) FAQ Questions and Answers:

Editing your FAQs page requires use of the WIX editor.

Add New FAQ Question & Answer:

1. Open the NAC Dashboard.
2. Click **Edit Site** in lower left corner.
3. In the editor, use the Switch Page dropdown in the upper left corner to select the FAQ Page.
4. Click anywhere on the white FAQ widget box to select it.
5. Click on the **Settings** button that appears.
6. Click on the **Manage Questions** button in the WIX FAQ settings box that appears.
7. In the Manage Questions box that appears, click on the + Add Question button in the upper right corner of the box.

8. Add the question and the answer. *Note you can highlight text and add some limited formatting (e.g., bold or italic).*
9. Click the checkmark button in the lower right corner of the box to save your changes.
10. When done editing questions, click the **Done** button in the upper right corner of the box.
11. Click **Publish** in the upper right hand corner of the screen. Double check the live site to be sure it looks how you want it to appear and that the link is working. *(Note: You may have to refresh the live site to see the changes.)*

Edit Existing FAQ Question & Answer:

1. Open the NAC Dashboard.
2. Click **Edit Site** in lower left corner.
3. In the editor, use the Switch Page dropdown in the upper left corner to select the FAQ Page.
4. Click anywhere on the white FAQ widget box to select it.
5. Click on the **Settings** button that appears.
6. Click on the **Manage Questions** button in the WIX FAQ settings box that appears.
7. In the Manage Questions box that appears, click on the question you want to edit.
8. Edit the question and/or answer as needed. *Note you can highlight text and add some limited formatting (e.g., bold or italic).*
9. Click the checkmark button in the lower right corner of the box to save your changes.
10. When done editing questions, click the **Done** button in the upper right corner of the box.
11. Click **Publish** in the upper right hand corner of the screen. Double check the live site to be sure it looks how you want it to appear and that the link is working. *(Note: You may have to refresh the live site to see the changes.)*

Reorder Existing FAQ Questions:

1. Open the NAC Dashboard.
2. Click **Edit Site** in lower left corner.
3. In the editor, use the Switch Page dropdown in the upper left corner to select the FAQ Page.
4. Click anywhere on the white FAQ widget box to select it.
5. Click on the **Settings** button that appears.
6. Click on the **Manage Questions** button in the WIX FAQ settings box that appears.
7. In the Manage Questions box that appears, hover over the question you want to move. With your mouse over the vertical double row of dots on the far right side of the question *(it will change to a four way arrow when you're in the right spot)* click and hold then drag the question up or down until it is in the right location on the list then let go of the mouse. It will drop into that location and stay there.
8. When done rearranging questions, click the **Done** button in the upper right corner of the Manage Questions box.
9. Click **Publish** in the upper right hand corner of the screen. Double check the live site to be sure it looks how you want it to appear and that the link is working. *(Note: You may have to refresh the live site to see the changes.)*

Delete Existing FAQ Questions:

1. Open the NAC Dashboard.
2. Click **Edit Site** in lower left corner.
3. In the editor, use the Switch Page dropdown in the upper left corner to select the FAQ Page.
4. Click anywhere on the white FAQ widget box to select it.
5. Click on the **Settings** button that appears.
6. Click on the **Manage Questions** button in the WIX FAQ settings box that appears.
7. In the Manage Questions box that appears, hover over the question you want to move. Select the **circle with the three horizontal dots** in it then select **Delete**. Select the **Delete** button in the confirmation of deletion box that appears.
8. Click the **Done** button in the upper right corner of the Manage Questions box.
9. Click **Publish** in the upper right hand corner of the screen. Double check the live site to be sure it looks how you want it to appear and that the link is working. (*Note: You may have to refresh the live site to see the changes.*)

Manage Calendar:

Editing the content on your page requires use of the WIX editor.

Manage Calendar Through Bookings:

1. Add new session:
 - a. Open the NAC Dashboard. You can add sessions either through editing the individual class or course booking listing – OR – through the Bookings Calendar.
 - b. Once on the Bookings Calendar, either click on the Add Sessions button (upper right) – OR – click on the date/time you want to add the session and select to add a new Class Session or Course Session.
2. Edit existing session:
 - a. Open the NAC Dashboard. Click on an existing session on the calendar. Click on the Edit button. Select either “This Session” to edit this session only (and leave future sessions unchanged) – OR – “All future session” to change this session and all future sessions like it.
 - b. Enter all necessary edits and click SAVE.
3. Delete existing session:
 - a. Open the NAC Dashboard. Click on an existing session on the calendar. Click on the Cancel Session button. Select either “This Session” to delete this session only (and leave future sessions unchanged) – OR – “All future session” to delete this session and all future sessions like it.
 - b. Click Yes Cancel Session to delete it.

Manage Calendar Through Google Calendar:

1. The Google Calendar serves primarily to give you a viewable calendar that can be published on your site. The only change you can make to your Booking Calendar through Google Calendar is to Block time (e.g., when NAC is closed for the holidays). I recommend you fully manage your bookings calendar through the Bookings Calendar on the NAC Dashboard. If, however, you want to access your Google Calendar directly here's how:
2. Login to your Gmail Calendar at: <https://calendar.google.com/calendar/u/0/r?tab=rc> (login credentials → ID=newberryartscenter@gmail.com, PW=Art\$1200)
3. All the appointments from your Bookings Calendar will be visible. You can add new events on this calendar. Be sure to mark them as BUSY (not Free) under the options on Google Calendar. They will show up as blocked time on your Bookings Calendar. Any Google appointments you create that are marked "Free" (not Busy) will simply not show on your Bookings Calendar.

Note: Any BUSY appointments added through the Google Calendar can only be deleted on the Google Calendar and not from inside the Bookings Calendar.

Invite Instructors to Link their Availability Calendar:

You will see this as an option in Bookings. Given how you intend to use the system I do not recommend you attempt to implement this with your instructors.

Edit ClayCon dates on Home Page:

Editing the content on your page requires use of the WIX editor.

1. Open the NAC Dashboard.
2. Click **Edit Site** in lower left corner.
3. In the editor, be sure you are on the Home Page (it should come up as the default, select it if needed).
4. Scroll down until you see the Clay Conference section of the page.
5. Click on the textbox with the dates to select it.
6. Click **Edit Text** button.
7. Type in the new dates and delete the old dates.
8. Highlight the <YEAR> **SC ClayCon** words click the chain (link) symbol in the text settings box twice so the 'What do you want to link to box' appears.
9. Select Web Address on left and enter in the full URL for the ClayCon website in the field on the right. Set it to open in a new window. (*Note: to be sure you have the URL correct I recommend you open the link in another tab in your browser then copy the URL when you are on the correct page, then paste that into the URL field. Be sure to test it after publishing to be sure it is working correctly.*)
10. Click **Done** button.

11. Click **Publish** in the upper right hand corner of the screen. Double check the live site to be sure it looks how you want it to appear and that the link is working. (*Note: You may have to refresh the live site to see the changes.*)

Accessing the NAC Dashboard on WIX:

You will want to access your Dashboard to manage your bookings, contacts and databases.

You can access it at xxxxxxxxxxxxxxxxxxxxxxxx.