

# Communication Services (CS) Report May 2019

U. S. Department of  
Homeland Security  
United States  
Coast Guard Auxiliary

Communication Services  
District 11 Northern Region  
Supporting Utah, Nevada,  
and Northern California



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## REPORT DETAILS:

### New Smart Menu-Bar on District Web Pages

For the past few years the CS team has been telling members to login when visiting the District’s website. The District Website is more dynamic today that it’s every been. And it’s going to just keep growing more dynamic.

What is a dynamic website? It’s a website that can display various content depending on who is viewing the site. The web page can be changed to look and display information depending on who is viewing the site, the date, even the viewers office held.

Today the top Menu-Bar has two looks. One for visitors stopping by. It displays such links as “Prospective Members”, “New Members”, and “Membership Process” to name a few. Links we want to making available to anyone just visiting our site. The other look is for members, who don’t need to know how to join but need links to help them get the work done such as “District Calendar”, “Order Management (AOM)”, “7029 Form”, and “Forms & Downloads” to name a few.

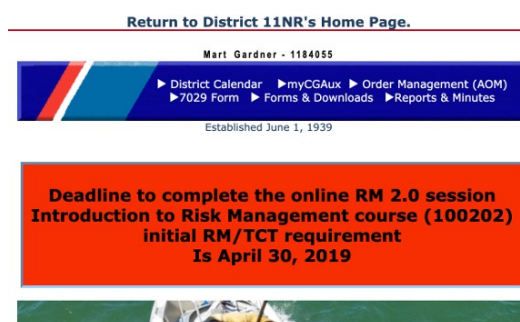
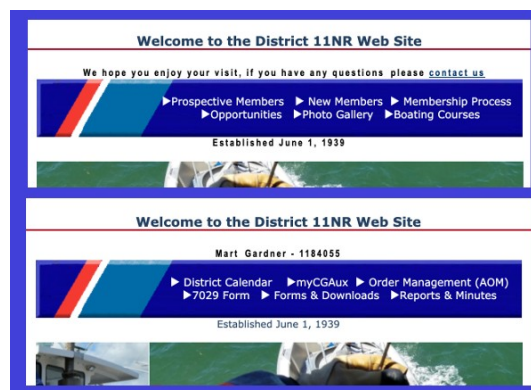
In time there will be even more looks to the top Menu-Bar as we add the ability to have a Menu-Bar that targets members based on the office they hold. Just think of this, the Operations DSO want’s to make special links available to Division and Flotilla Operations Officers i.e. OS-OP and FSO-OP. The DSO-OP want to make links available that point to pages, reports, forms, training, and/or more he/she can. This is real power we are putting in the hands of the District’s leadership and staff officers.

No longer is our District’s website just a simple static website like a photo, one look for all. Today the District’s website's has become dynamic, with more personal looks for each viewer.

### News Flash “Just for you”

With the new Menu-Bar the CS team has added an all new way to show “Whats New”. The old What’s New page is gone, it’s been replaced with an all new much more dynamic way to inform members, visitors, even staff officers at any level of things.

If you visited the District’s website in the last few weeks of April and log in, you would have seen a big red “New Flash” reminding you of the deadline for TCT. This is how the New Flash works. A News Flash can be put on any page and setup for any amount of time. The power of putting a News Flash on say the MT page can be

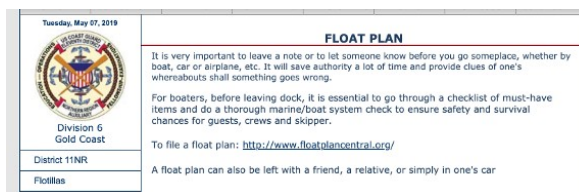


used to target just members visiting the MT page. Now the DSO-MT can post impotent events, dates, changes, requirement, and such to all MT officers or members that are involved in member training.

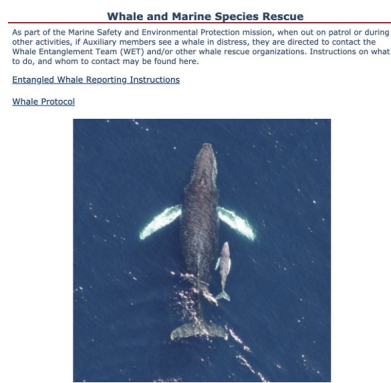
We are going to need to start training members to check out the DSO pages for anything they are involved in. This will improve communication flow from the DSO down to the OS and FSO as well as members who are involved in that area. It's our hope that the DSO's we see this power tool as one more way to get information down to the members.

### Division 06 New Float Plan Page

The Division has added a new "Float Pan" page. Along with this the SO-CS has add information on the "Consequences of not completing Risk Management"; also changed homepage's photos.



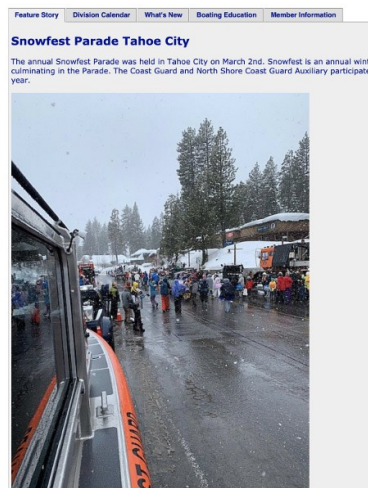
Alex, FC with the Monterey Flotilla has added pictures about whale rescue, whale photo and whale video along with some flotilla meeting photos.



William Hale, FC of Flotilla 3-9 is going to rebuild their website. The District CS team will be helping all we can in aiding his work.

### Division 11 all new Web Page Look

Division 11 has updated their home page with new photos and new articles.



### William "Bill" Hale New FSO-CS for Flotilla 08-39

Bill Hale is the FC for 08-39, and all-so the FSO-CS for his Flotilla. 39 does not have a website and therefor, Bill has asked for help from the District CS team in standing up a Flotilla website. We are vary happy to help Bill and Flotilla 39 get a WOW site up and going. More on as thing develop.



### New Unit Logos WOW Tip

If your unit has a logo or is developing one, you will want to show you logo on your website's pages. Here is how your CS officer can post the logo in the upper left corner of your WOW pages.

1. First, you will need to make sure your logo is sized right so it will fit in the area. 130px by 130px and not more then 150 pix/in (dpi).


2. Next, it must be named using this format. "unit\_icon.jpg"

For my flotilla 113-07-02 it would look like this "1130702\_icon.jpg"

Note, there are no hyphens "-" in the file name and one underscore "\_" before the word "icon." The graphic must be in Joint Photographic Experts Group (jpg) format.



3. Now open any WOW page on your site for editing
4. On the page anywhere add a new photo/graphic
5. When the add graphic dialog box opens upload the Icon to WOW from your computer.
6. Don't save the page. There is no need to add it to any page.  
Just Cancel out of the page without saving.



End of District CS Team Report  
Respectfully submitted,  
Mart Gardner, DSO-CS