

### ***A message from the Gamaliel Director of Communication***

*When I began this position my assignment from Gregory Galluzzo, our Executive Director, was to provide for online registration and provide a free website for every Gamaliel affiliate. We agreed that it had to be simple, and that a person who was interested and who could type would be able to provide a web presence for their local organization. Five years ago there was only one program that allowed a person to develop a good website without learning html code. The capacity of the World Wide Web has greatly increased since those days and so has what we have to offer our affiliates. Through Microsoft Office FrontPage combined with Microsoft SharePoint Services we are able to offer even more to our affiliates. This brochure will update you about Gamaliel's offerings to every Gamaliel affiliate and department by the Gamaliel Foundation without charge.*

*Don Burton  
Director of Communication  
The Gamaliel Foundation*

## **COMMUNICATION CAPACITY OFFERED AFFILIATES AND DEPARTMENTS OF THE GAMALIEL NETWORK**

### **Logos to Brand a National Organization**

We hope that the Gamaliel Communication Table will be able to commission a logo that will support our three-year plan. Like the logo used in Rolling Thunder, this logo will enhance the respect accorded members of the Gamaliel network by declaring our identity as a national power organization as we reach into the national arena.

The current logo is available to identified leaders and organizers of the network in the Leader Resource Center. All national and affiliate materials, print and electronic, will clearly identify the Gamaliel network.

### **Affiliate Domain Name Registry**

Each Gamaliel affiliate website will come with its own domain name. The Office of Communication will act as registrar to assist affiliates in choosing this name and assuring that these domain names are properly administered and renewed in a timely way.

## **Web Services**

### **Website**

Gamaliel affiliates are strongly encouraged to establish and maintain a website that supports their strategic plan and aids in sustaining the local organization. The affiliate's files will be stored in a sub web of [www.gamaliel.org](http://www.gamaliel.org).

The use of Microsoft Front Page web editor means that any page of an affiliate website can be edited by a person who is interested and can type.

A web master using a website template provided by the Gamaliel Department of Communication, can be up and running in several days.

Organizers or communication table members who collect the basic information necessary to tell their organization's story in a MS Word document will see results on their website at the end of the Department of Communication's one-hour basic web training. In this hour-long session, usually conducted over the phone, a person learns to:

- add, edit and remove text,
- add pictures and graphics,
- add new pages to their website, and
- use hyperlinks to provide navigation between pages, documents, and websites.

This capacity to edit web pages is invoked by using the "edit in FrontPage" command from the Microsoft Internet Explorer Browser and by using the basic word processing commands such as "cut" and "paste."

The websites offered affiliates are server-based. They are designed and edited on the server. Organizations who want to design and test their website before making it visible may do so in consultation with the Director of Communication.

### **Pictures**

Pictures are still worth a thousand words. A **basic picture editor** is included in FrontPage. Organizations wanting to include pictures on their web site can do so inexpensively by using disposable cameras and by processing the film in digital format.



### Partnership Domains and Webs

Affiliates may request the Director of Communication to establish temporary domains and websites to administer their partnerships when a neutral site is necessary. The partnership can have its independent identity. All of our capacities can be deployed at such a site after there is a clear working agreement with those involved in the partnership. The Director of Communication will be party to such an agreement.

### SharePoint Services

We are also offering a SharePoint web as part of each affiliate website. SharePoint is a powerful collaboration, communication, and data management software. This is the software introduced to organizers at their January 2006 training. **It is recommended affiliates first use SharePoint with their leadership tables.** This is a full version of this software except for those features that require the MS exchange server.

### What will you find in SharePoint Services 2.0?

The following features are just some of the additions and improvements for users of Windows SharePoint Services.

#### Alerts

Windows SharePoint Services uses alerts to tell you through e-mail about additions, deletions, and changes to lists, list items, libraries, and other parts of sites. You can receive alert results immediately, or request daily or weekly alert results summaries.

#### Lists

Issue lists, calendar views, group-by views, personal views, and rich text expand the possibilities of Windows SharePoint Services lists. You can use formulas and functions in lists to create calculated columns and views. Creating a list is even easier from the one-stop Create page. Lists can be set up to require the list owner's approval before new items appear.

#### Document Libraries

Document libraries now support different versions. You can choose to have SharePoint make a backup copy of the old file whenever you save changes to a file in the library. Important documents can be checked in and checked out. Users can create sub-folders within a document library to organize work.

Windows SharePoint Services include file viewers that enable you to view documents from programs (such as Microsoft Office 2003) even if you don't have the program installed.

#### Picture Libraries

You can store photos and graphics in new picture libraries. You can view pictures as thumbnails, film-strips, or in a standard files list.

#### Document Workspace Sites

New Document Workspace sites deliver sites that are centered on one or more documents. You can easily work together with co-workers on a document. You can work directly on the copy located on the Document Workspace site. Or you can work on your own copy, which you can update periodically with changes that are saved to the copy located on the Document Workspace site.

#### Integration With Other Programs

You can open files from, save files to, and upload multiple files to document libraries from programs that are compatible with Windows SharePoint Services, such as Office 2003. With SharePoint you can link events and contact information to compatible calendar and contact programs such as MS OUT-LOOK. Windows SharePoint Services lists can be manipulated with MS XL and MS ACCESS.

### ONLINE Access to Gamaliel and Affiliate Leadership Through SharePoint Services

Affiliates who avail themselves of this service have access to their important information 24 hours a day, seven days a week.

**IT IS BECAUSE OF AVAILABILITY OF THESE CAPACITIES that every affiliate is encouraged to establish an account at TechSoup, and then to secure MS Office Professional with Front-Page for their organizers and key leaders. At this writing, the service fee for one computer is \$27.00. Microsoft is bringing out a whole new line of software. We do not know how much longer this free software will be available.**

**Our web host is not an early adopter! While we have begun to test the Microsoft new software, it would be best if our affiliates updated to our current recommendations now. These will enable us to make good, unhurried decisions in the next year.**

## MOVING ISSUES AND BUILDING THE BASE WITH DIGITAL TOOLS



Department of Communication

**In addition it is hoped that affiliate offices and leaders who wish to use these services will upgrade their internet access to broadband. The cost is nearly the same as dial-up. This will increase the productivity of those who use our sites.**

Our SharePoint runs with SQL 2000. It does good lists. Affiliates may discover their sustainers' campaign can be managed from their SharePoint web. The ability to front-end SQL lists with Access or XL means that you can do powerful mail merges to support your campaign.

### PayPal

**PayPal** has been our recommended payment processing partner since before Rolling Thunder. It allows users to add simple fee and contribution collection medallions to any webpage. The money collected via PayPal is electronically deposited in the affiliate's bank account. The affiliate can administrate their PayPal account through a web interface. PayPal has a more complete offering that some statewide organizations may find useful. The cost of the service is competitive with other similar services.

### Now, BLOGS

BLOG is short for "Web Log." Organizations that want to test the use of Blogs in their organization may ask the Director of Communication to install a **Web Log Package** in your affiliate folder at gamaliel.org.

A Web Log is a site designed to help you share information. These Blogs can be used as news sites, journals, diaries, team sites, and more. It is your place on the World Wide Web.

Blogs are typically displayed in reverse chronological order (newest entries first), and consist of frequent short postings. With a Web Log it is also possible for your site visitors to comment on your postings.

Web Logs can be used as a team communication tool. A Blog can keep team members in touch by providing a central place for links and relevant news.

A web blog can be accessed from any page in the affiliate website. Those who wish to use a **weblog** as part of their affiliate website should think through very carefully the content and use of such a site. **It is a very public vehicle of communication.**

### List Serves

We have been offering simple listserv capability to our affiliates for nearly two years now. Links to the public and administrative interfaces to gamaliel.net list serves are included in the SharePoint link list on the affiliate's SharePoint website.

You can publish well-designed e-Advocacy with this list using MS Word or FrontPage as your editor.

Your [AffiliateNameOfChoiceListServe@gamaliel.net](mailto:AffiliateNameOfChoiceListServe@gamaliel.net) e-mail address can be used to send these documents to large numbers of people.

The affiliate list master may control the list's behavior using the online administrative interface.

Affiliates may request that additional lists be deployed for their issue campaigns and partnerships.

### E-mail Forms

Should an affiliate wish to receive content from a Front-Page form via e-mail, they may begin this process by requesting a gamaliel.org e-mail address. Our forms work best when we use a [mail@gamaliel.org](mailto:mail@gamaliel.org) address. You can configure this mailbox to forward the mail to a number of other e-mail addresses; i.e. your organizers and an event registrar, for example.

### RealServer

Affiliates who wish to stream from their website audio and video using real server, may request information on how to do this from the Director of Communication. The player is free. At the present time we are able to offer real audio files only. A person with a digital video camera and Windows Movie Maker (free with XP Professional), can edit video that can be shared through [www.gamaliel.org](http://www.gamaliel.org).

### Pod Casting

We are looking for several organizations that would like to explore Pod casting. Both the equipment and the software are either free or relatively inexpensive.

### Common Tools

These are the common tools we recommend for use by all Gamaliel affiliates:

## MOVING ISSUES AND BUILDING THE BASE WITH DIGITAL TOOLS



- Microsoft XP Professional
- Microsoft Office Professional with MS Publisher and FrontPage

These tools will enable full participation by any organizer or leader in the use of the Gamaliel Communication Model.

These tools allow anyone who has no knowledge of html or any other web programming language, but who is interested and who can type, the capability of building useful and helpful websites at [www.gamaliel.org](http://www.gamaliel.org).

From the beginning we have welcomed programmers who wished to develop webs from code. FrontPage has a very useful code editor.

Microsoft recently began to provide MSDN subscriptions through TechSoup at a greatly reduced cost!

Those who want to experiment can download the express editions of this software at no cost. Express editions appear to be robust enough to allow someone to make a good decision about their need for an MSDN subscription.

An MSDN subscription gives your organization access to Microsoft's whole array of web programming tools.



**Visual Web Developer 2005 Express Edition** is an ideal environment for dynamic Web development.



**SQL Server 2005 Express Edition** is a powerful and easy-to-use database to complement visual studio.

## The Future

In the coming year FrontPage will become **Microsoft Office SharePoint Designer 2007**. The Office of Communication is involved in the Beta testing of this software. This software is built on FrontPage. The interface, while more complex, looks and feels much like FrontPage. This means that affiliates will continue to be able to design web pages without writing code. Because the new designer also employs the technologies that support SharePoint, we will also be able to present and edit data from SharePoint lists in powerful ways. More information will be provided as we continue to assess the possibilities.

## The Gamaliel Communication Capacity

We are delivering our web content with a double virtual server on Windows server 2003. Regular backups are made of our website in the Chicago office of the Gamaliel Foundation and in the off-site office of the Director of Communication. We have access to a shared video server and a shared SQL server. In addition to the SQL that supports SharePoint, a design SQL has been deployed for the next stage of our database design project. We maintain a second domain on a Linux server at [www.gamaliel.net](http://www.gamaliel.net) that houses our list serve, gamaliel.net e-mail, and the capacity to test our database design with mySQL. We believe that what we have designed is scalable and will grow as our network grows. It costs the Gamaliel Foundation about \$300.00 per month to maintain this capacity.

This integrated model is possible because of incredible advances in digital and other technology being applied to the tools used to work in print. The print aspects of our model are being tested in a model territory office. This model contains a model organizer's portable office and a single organizer office. About \$30,000.00 has been invested in this equipment that supports the production of web, print, audio, and video media. The cost of materials appears to be between \$5,000.00 and \$10,000.00 per year, but we are not using this office at its full capacity.

The 24-hour training offered by the Director of Communication in the Communication Office is designed to acquaint people with this model.

