

Introducing the “Green Clark” Web Page



Clark recently launched a new “Green Clark” web area to make it easier to share and learn about environmental sustainability at the college.

Attention, Green Penguins! Now there’s a great new way to learn and share information about events and resources at Clark College that support environmental sustainability. The college’s new Green Clark web page was recently launched to help centralize information for everyone—employees, students, and community alike—interested in knowing about options Clark offers to be more environmentally responsible.



To add a keyword to your event, simply add it in the “Search Keyword” field in the online form on ClarkNet. (Click image to enlarge.)

Are you organizing an event that you think belongs on the Green Clark page? It’s easy to add it to the page’s calendar feed. Just add the keyword “greenclark” (all one word, all lower-case) to the “Search Keyword” field of your listing on the online Events Calendar. (See highlighting in the image to the left.)

As a refresher, any Clark employee can add an event to the college’s online Events Calendar through ClarkNet. Once logged into ClarkNet, simply select “Tools” from the main menu, then scroll down to “College Calendar” and select “Add Events.”

Once you've filled out the simple form, your event will be added to the college's main online calendar, where it will be accessible to anyone visiting the website and will appear on the clark.edu home page when it becomes one of the two closest upcoming events on the calendar.

If you've already created an event that you think belongs on the Green Clark page, it's easy to add the "greenclark" search term to your event—all you have to do is log into ClarkNet, select "Tools," and then under "College Calendar" select "Update/Delete Event."

Clark.edu just got better



Clark's new website features improved navigation and a mobile-friendly format.

Clark College is launching a new website today that will help improve navigation, expand access for students, and ensure timely updates to content. The website, which uses the same clark.edu address as the college's former website, features a new, mobile-friendly format that can be viewed on a variety of platforms and devices.

The new site also includes a variety of helpful features to aid students in navigating to the information they need. A prominent box on the home page includes links to frequently used pages; for more detailed searches, the website's "Clark A-Z" page has been expanded to offer visitors direct links to even more services. This page and other navigation tools are

now easily findable through the “Directories” link on the right side of the top navigation menu found on every page.

For students, the “Current Students” page (also easily found in the top navigation menu that appears on every page, under “Clark Students”) has been improved with a clean layout that helps students easily access the information they need—including schedule planning, online registration, and student email.

Behind the scenes, a new content management system has streamlined departments’ abilities to update information on their web pages, ensuring that important departmental information gets updated regularly by the people who understand it best. The college’s Communications & Marketing Department will continue to oversee the website’s look and operation.

The new site is the work of not just Communications & Marketing, but of dozens of Clark staff and faculty members who collaborated on content and navigation, trained to become content managers, and worked to improve the content on their respective departments’ pages. Many months in the making, this new website will continue to develop after launch, with new features like a mobile-friendly online map to the main campus already in the works.

Visitors to the site are encouraged to contact commark@clark.edu with any questions, notes for improvement, or concerns.

Tools of the Trade: Clark's Events Calendar

✖ Have an event happening at the college you want to publicize? There are lots of ways to get the word out, but one of the easiest and most effective is to add it to the college's Events Calendar.

When you add an event to the Events Calendar, not only does it make that information accessible to anyone visiting the clark.edu website, but it also feeds into the events listings shown on the clark.edu home page, where the next four upcoming events are always listed. Considering that the home page gets tens of thousands of visits a day, this is a highly effective way to spread the word about your event.

Adding an event to the Events Calendar is easy. From the ClarkNet home page (login required), click the "Tools" button on the left-hand menu; scroll down to "College Calendar" and click "Add Events." From there, you simply fill in the fields, and your event is automatically posted onto the calendar. One thing to remember: The program that imports this data cannot read "special characters" including curly quotes, diacritical marks (accents, umlauts, etc.), ampersands, and long dashes, so don't include those in your text.

Once your event is posted to the Events Calendar, you can click on the event's title to bring up a web page for that particular event listing. You can share that page's URL in emails or on social media as an easy way to direct people to information about your event.

Adding events to the Events Calendar is a quick, easy, and efficient way to get the word out about upcoming events at the college. Try out this handy tool the next time you need to advertise an event!