

threespot.

DOS05

Content template: Alumni Story

Alumni Stories are personal accounts of how participating in an ECA exchange has affected the lives and careers of an individual State Alumnus since completing their exchange program(s). It may also focus on how they have continued their involvement with ECA.

Note: This differs from a Participant Story because of the story focus – a Participant Story is about an individual's experience while on an exchange program, while an Alumni Story focuses more on the longer-term benefits and ongoing opportunities of having participated in an ECA exchange program.

Note: Any character limits specified below are tentative until the design phase is complete.

Story Data	
[Title]	Title indicates the focus of the story. Should not include individual's name, program name, home country, or location. 80 character max w/spaces.
[Notable alumni?]	Indicate whether this person has been featured as an Alumnus of the month.
[Alumnus of the month?]	Indicate whether this person has been featured as an Alumnus of the month.
[Alumnus of the month timeframe]	If the person has been featured as an Alumnus of the month, the enter month and year they were featured. Leave blank if the person has not been an alumnus of the month.
[First name]	First name

[Last name]	Last name (may not be shown-TBD)
[Career role]	General professional/academic role or title (e.g., Non-Profit Communications Director or Public Interest Advocate). It does not have to specify the organizational affiliation of the alumnus but can, if appropriate.
[Current country]	Country where individual currently resides (to be viewed on Alumni site only-- TBD).
[Current city]	City where individual currently resides (to be viewed on Alumni site only--TBD).
[Organization]	Current organization/employer (to be viewed on Alumni site only-- TBD)
[Home country]	Individual's home country

Program Information	
Enter information for up to three programs that the alumnus has participated in.	
[Program 1 name]	ECA program name (primary- the one the story focuses on or the most recent)
[Program 1 location]	Program 1 location
[Program 1 start]	Year program 1 started (may not be displayed)
[Program 1 end]	Year program 1 ended (may not be displayed)
[Program 2 name]	ECA program name 2 (optional)
[Program 2 location]	Include if including program name 2
[Program 2 start]	Year program 2 started (may not be displayed)
[Program 2 end]	Year program 2 ended (may not be displayed)

[Program 3 name]	ECA program name 3 (optional)
[Program 3 location]	Include if including program name 3
[Program 3 start]	Year program 3 started (may not be displayed)
[Program 3 end]	Year program 3 ended (may not be displayed)

Photo field	
[image file]	Upload the Alumni Story photo. Specifications to be determined through design.

Story Content	
[Body]	<p>Insert story text. Stories should be written in “close third person”—third person with friendly, conversational tone and first-person quotes interwoven with third-person narrative. Each story should focus on one aspect of the person’s experience. Possible focus areas include:</p> <p>Alumni:</p> <ul style="list-style-type: none"> —How have you continued to promote/engage in cultural exchange since completing your exchange program? —How has your exchange program experience made a difference to your life—personally, professionally, academically? —Describe your experience as part of the exchange alumni community. What interactions have you had with fellow program alumni or with alumni from other ECA programs? —Describe your collaboration through the State Alumni website.

Pull Quote	
Appears in headers and may also appear in promos	
[Quote]	Introductory pull quote text. Will appear in quotation marks at the top of the story page and possibly in billboard headers that feature the story. Choose a high-impact, engaging quote that encapsulates the spirit of the story. Tentative Max 100 characters.

Teaser	
[Teaser]	This is a brief teaser that may be used for promos and/or search results. It should provide a brief intro or “hook” to the story. (Depending on design decisions, this teaser may not be needed). Tentative Max 150 characters.

Tags (Select applicable tags from taxonomy. Not all tag categories listed below may be applicable to a given Story. Only choose tags that are directly relevant to the Story.)	
[Program/initiative tags]	Select up to 4.
[Person tags]	Select up to 4.
[Subject tags]	Select up to 4.
[Location tags]	Select up to 4.

Story Display Settings	
[ECA Bureau site]	Indicate if this story is to appear on the Bureau site.
[Public Alumni site]	Indicate if this story is to appear on the public-facing portion of the Alumni site.

Directly Related Multimedia

Not all Alumni Stories will have directly related multimedia content. To be considered directly related, the multimedia must feature with the same person talking about the similar type of subject matter as included in the story. For instance, if an Alumni Story includes a written story but they also described their experience via a video, then this is considered directly related content.

Also, note that for a multimedia file to show up in the dropdown lists, it must previously be created in the content entry system as a new video, audio, or photo gallery.

[Video]

If there is a video counterpart to this story (e.g., a video that describes the same narrative as the written story), indicate the file here.

[Audio]

If there is an audio counterpart to this story, indicate file here.

[Gallery]

If there is a photo gallery counterpart to this story, indicate file here.