

Creating Placards

19 Steps

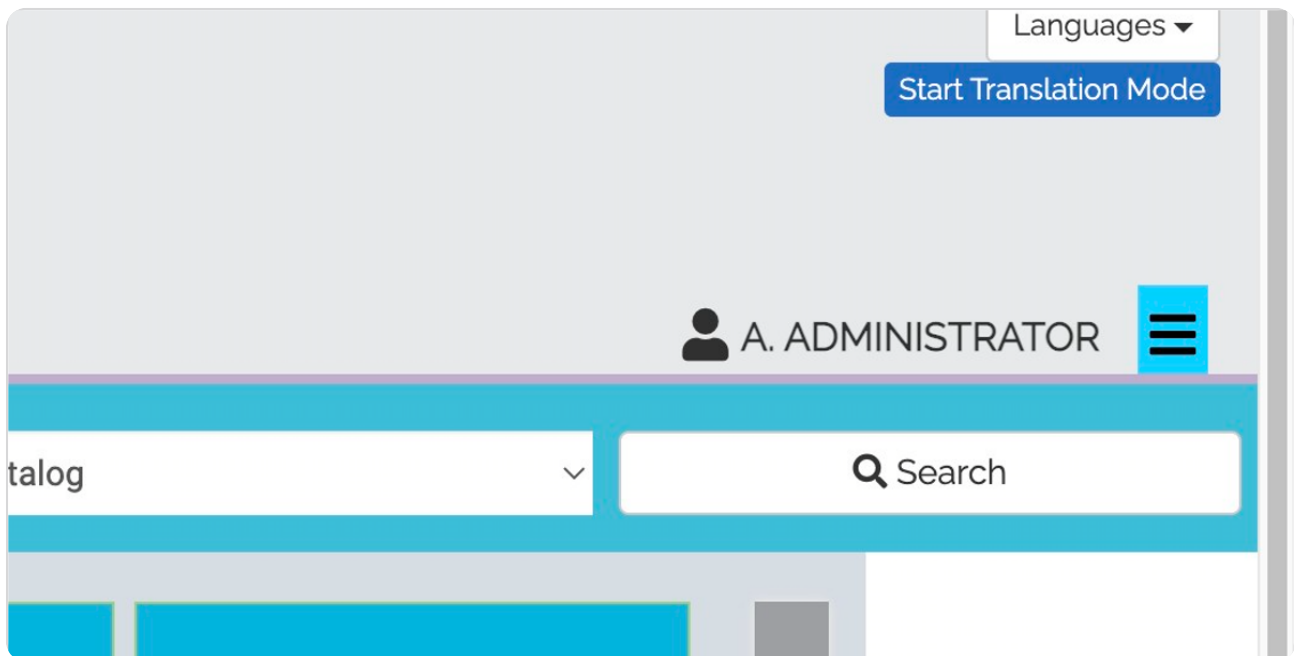
Created by
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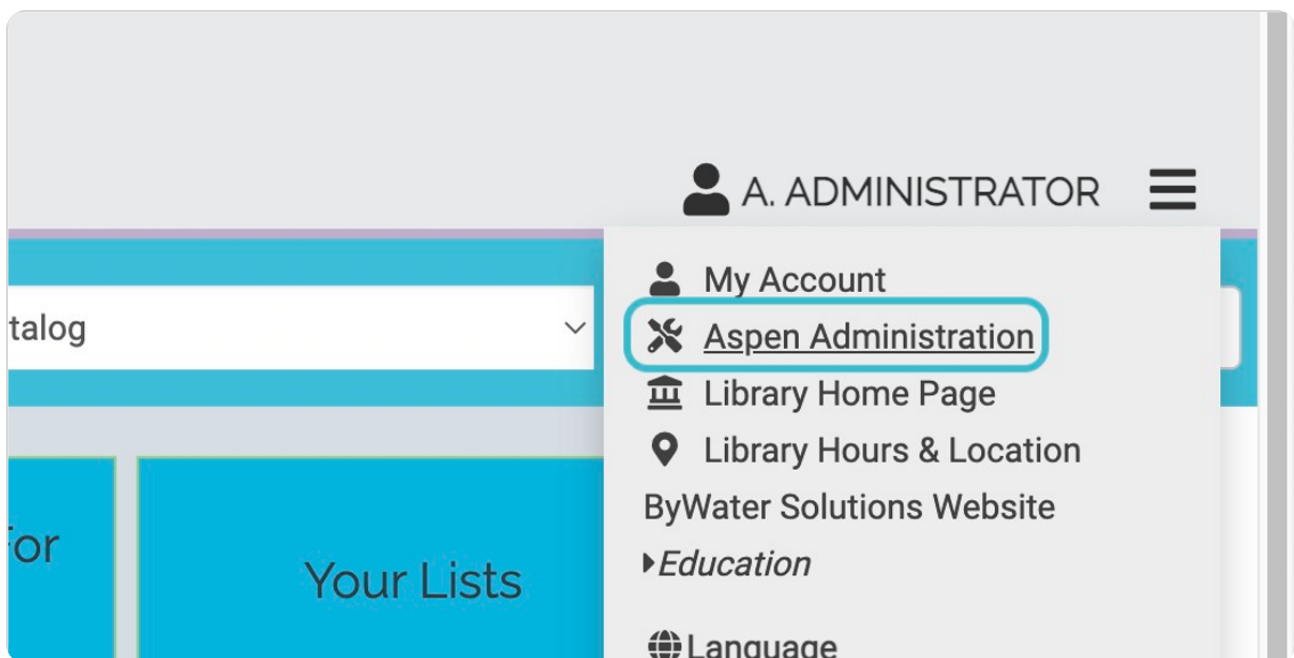
STEP 1

Click on dropdown menu



STEP 2

Click on Aspen Administration



STEP 3

Click on Placards (under Local Catalog Enrichment)

Define browse categories shown on the library home page

➤ **Collection Spotlights**
Define basic information about how pages are displayed in

➤ **JavaScript Snippets**
JavaScript Snippets to be added to the site when pages are

➤ **Placards**
Placards allow you to promote services that do not have a catalog.

➤ **System Messages**
System Messages allow you to display messages to your

ECOMMERCE

eCommerce Report

STEP 4

Click on Add New

Pets	No start date	No end date	No	1
gal	No start date	No end date	Yes	3

date Selected

Batch Update All

+ Add New

STEP 5

Give your placard a title

This will not show on the placard itself and is only seen internally. I want to make a placard to promote Mango Languages, so I'll use that for my title.

Placards

Return to List

Id ?

Title ?

Mango Languages

Start Date to Show ?

End Date to Show ?

☐ Dismissable ?

STEP 6

Optional: Select a Start Date and/or End Date for the placard.

If a start date is selected, the placard will not show before that time. If an end date is selected, the placard will show up until that time has passed. If no start or end date are selected, the placard will continue to show indefinitely.

The screenshot shows a configuration interface for a placard. On the left is a vertical sidebar with five buttons; the third button from the top is highlighted in green. The main area contains the following fields:

- Title** ⓘ: A text input field containing "Mango Languages".
- Start Date to Show** ⓘ: A date input field, highlighted by a blue box.
- End Date to Show** ⓘ: A date input field, also highlighted by the blue box.
- ☐ **Dismissable** ⓘ: A checkbox with a help icon.
- Body** ⓘ: A text input field.

STEP 7

Optional: if you want users to be able to dismiss the placard, check the "Dismissable" box.

Note: if you allow users to dismiss your placard, if the user is logged in they will NOT see this particular placard again.

End Date to Show ?

☐ Dismissable ?

Body ?

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, strikethrough, paragraph, list, link, unlink, and help. The font is set to Verdana and the size to 11pt.

STEP 8

Type text for your placard here.

Use the text formatting options to increase font size, upload images, and add links.

☐ Dismissable ?

Body ?

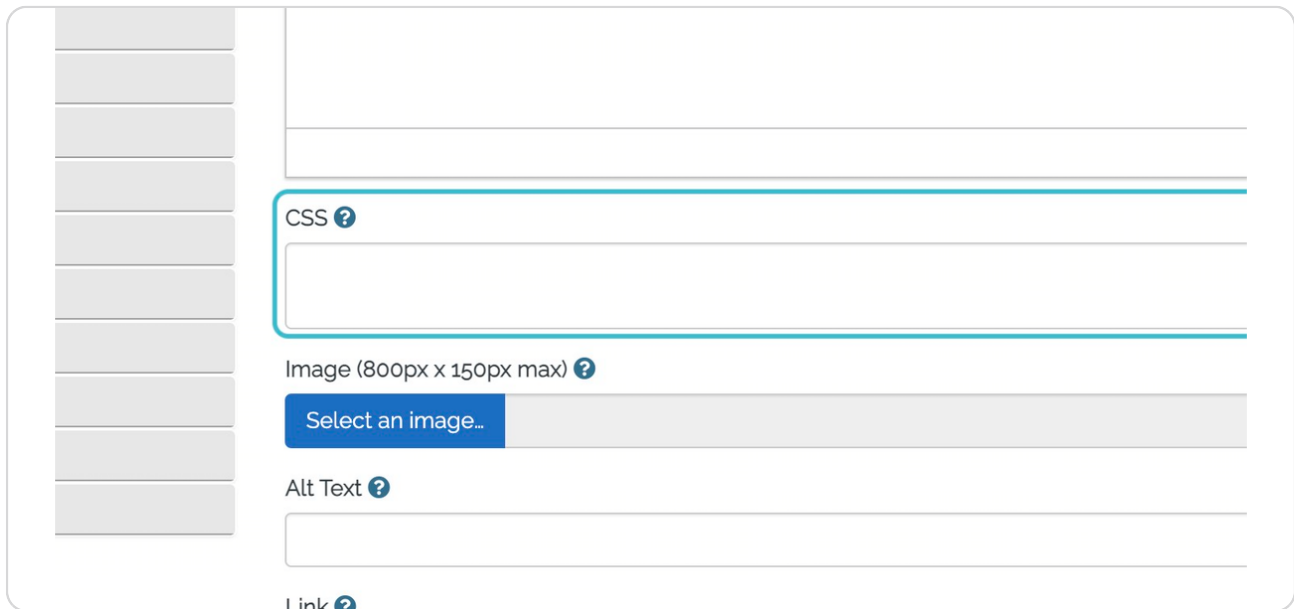
Rich text editor toolbar with icons for undo, redo, bold, italic, underline, strikethrough, paragraph, list, link, unlink, and help. The font is set to Verdana and the size to 11pt.

0 WOF

CSS ?

STEP 9

Optional: custom CSS can be added here.

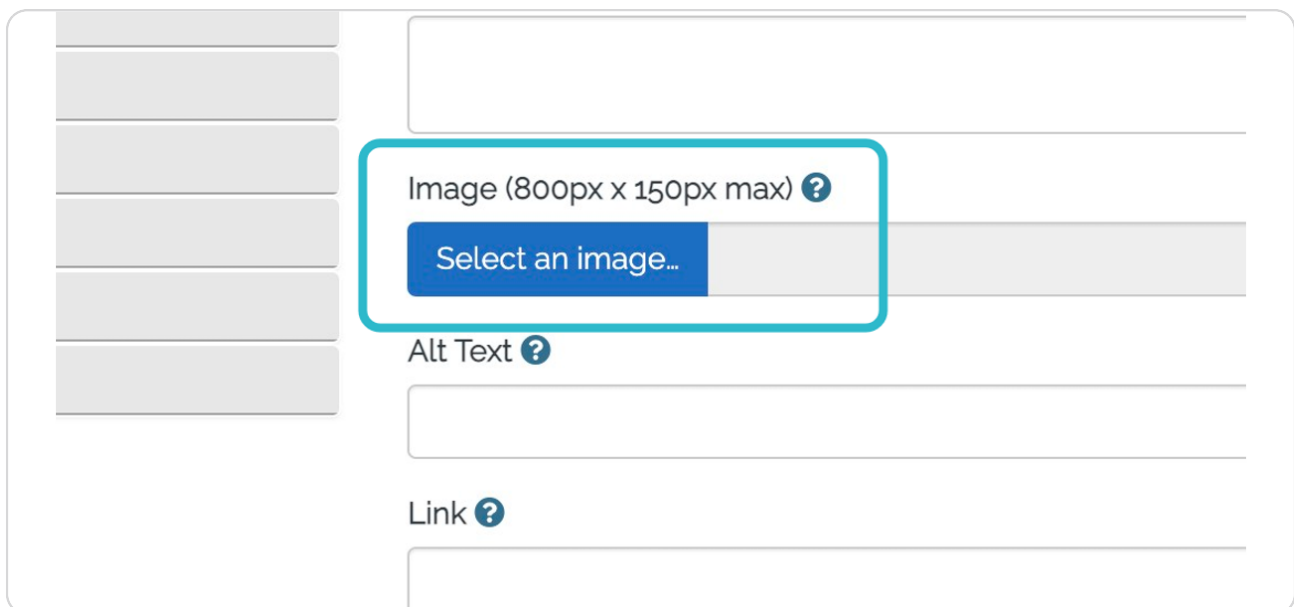


The screenshot shows a form with a vertical stack of gray placeholder boxes on the left. The main form area contains several fields. The 'CSS' field, labeled 'CSS ?' with a help icon, is highlighted with a blue border. Below it is the 'Image (800px x 150px max) ?' section, which includes a blue 'Select an image...' button and a gray input area. Further down are the 'Alt Text ?' and 'Link ?' fields, each with a help icon and a text input area.

STEP 10

Add an image, if desired.

This could be a logo for the resource, or some other descriptive image. If using an image for the entire placard, the maximum recommended dimensions are specified here (800px by 150px).

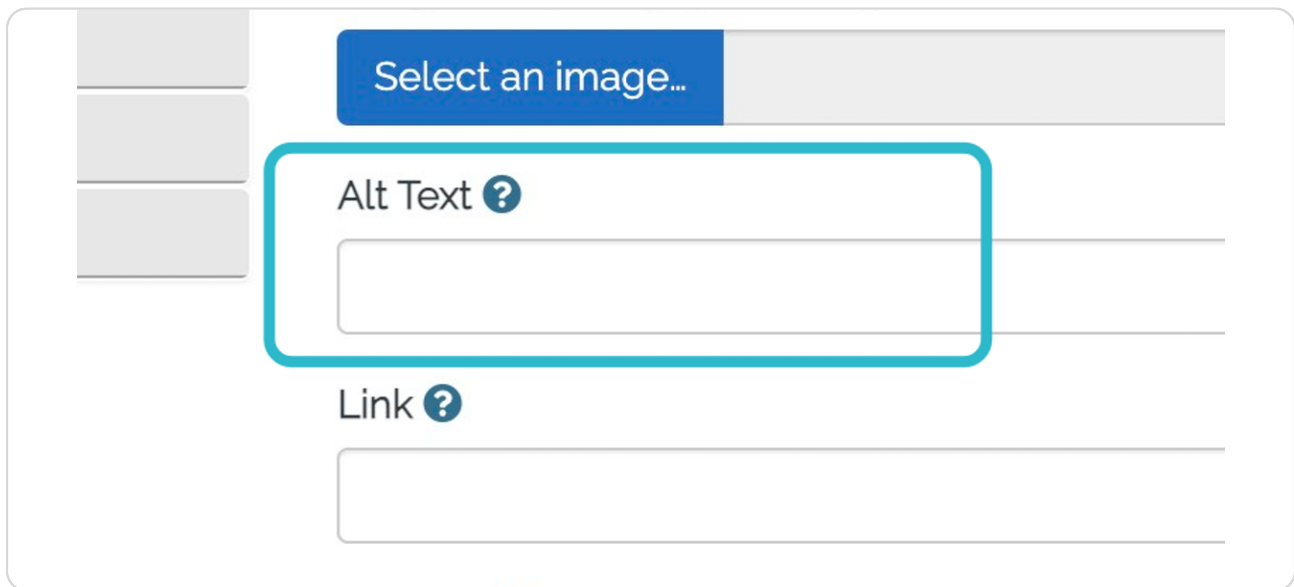


The screenshot shows the same form as in Step 9. In this step, the 'Image (800px x 150px max) ?' section, including the 'Select an image...' button and the gray input area, is highlighted with a blue border. The other fields, 'Alt Text ?' and 'Link ?', remain visible but are not highlighted.

STEP 11

If uploading an image, add alt text.

This text is used by screen readers for accessibility. Definitely fill in the alt text if you plan to use an image for the entire placard instead of a mix of image and text.

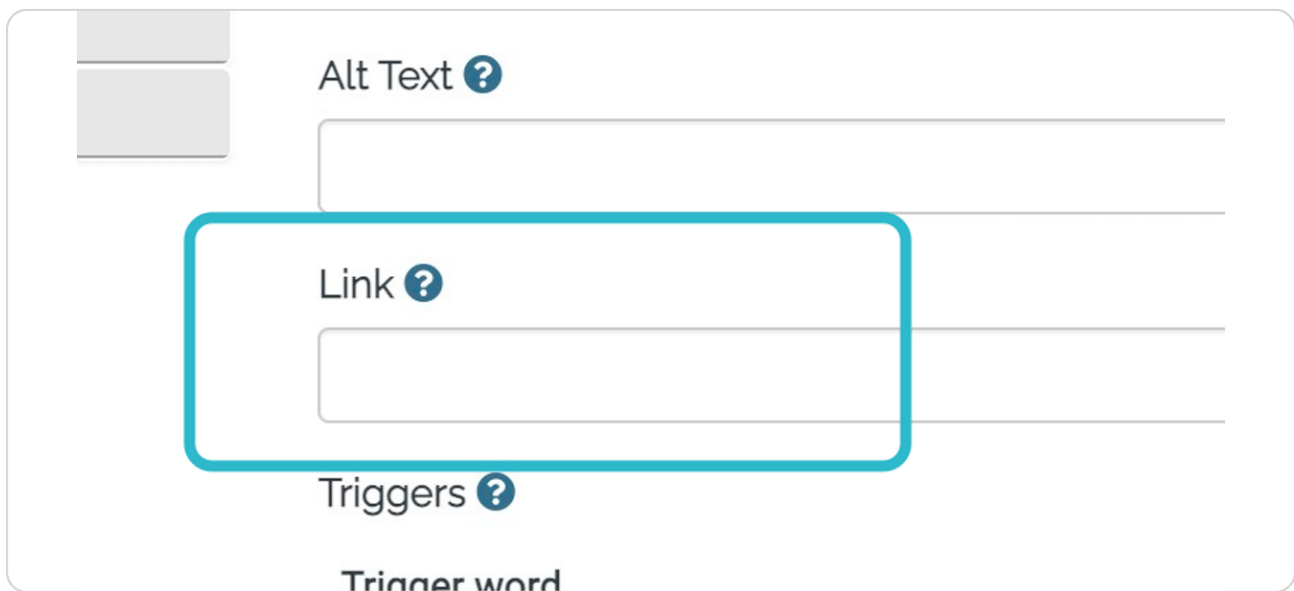


The form for Step 11 is enclosed in a light gray rounded rectangle. On the left side, there are three stacked gray rectangular boxes representing image thumbnails. To the right of these is a blue button with the text "Select an image...". Below the button is a text input field labeled "Alt Text ?" with a blue question mark icon. This field is highlighted with a thick blue border. Below the "Alt Text" field is another text input field labeled "Link ?" with a blue question mark icon.

STEP 12

Add a URL here to link the entire placard

Adding a link will make the entire placard clickable. If you only want certain text within your placard to be clickable, you can use the text box instead.



The form for Step 12 is enclosed in a light gray rounded rectangle. On the left side, there are two stacked gray rectangular boxes representing image thumbnails. To the right of these is a text input field labeled "Alt Text ?" with a blue question mark icon. Below the "Alt Text" field is a text input field labeled "Link ?" with a blue question mark icon. This field is highlighted with a thick blue border. Below the "Link" field is a text input field labeled "Triggers ?" with a blue question mark icon. At the bottom of the form, the text "Trigger word" is visible.

STEP 13

Click "Add New" to add trigger words for your placard

When catalog searches contain any of the keywords you specify, your placard will appear above search results.

Triggers ?

Trigger word

Exact Match

+ Add New

Languages ?

☐ Select All

☐ English

☐ Español

STEP 14

Add as many trigger words as you like.

When catalog searches contain any of the keywords you specify, your placard will appear above search results.

Since my placard is promoting a language learning resource, I want to add keywords related to that. Think like a library user: what are they likely to search for?

Triggers ?

Trigger word	Exact Match
<input type="text" value="language"/>	<input type="checkbox"/>
<input type="text" value="spanish"/>	<input type="checkbox"/>
<input type="text" value="french"/>	<input type="checkbox"/>
<input type="text" value="languages"/>	<input type="checkbox"/>

+ Add New

Languages ?

☐ Select All

☐ English

☐ Español

☐ Igpay Atinlay

☐ Ubbi Dubbi

STEP 15

What does "Exact Match" do?

When "Exact Match" is checked, the placard will only appear if the exact trigger word(s) are searched. In this example, the placard will appear if a user searches for "language learning," but NOT if they search for "spanish language learning" or "language learning resources."

We recommend you test out your trigger words after saving the placard to make sure your placard appears as expected.

Triggers ?

Trigger word	Exact Match	Actions
<input type="text" value="french"/>	<input type="checkbox"/>	<button>Delete</button>
<input type="text" value="language"/>	<input type="checkbox"/>	<button>Delete</button>
<input type="text" value="language learning"/>	<input checked="" type="checkbox"/>	<button>Delete</button>
<input type="text" value="languages"/>	<input type="checkbox"/>	<button>Delete</button>
<input type="text" value="spanish"/>	<input type="checkbox"/>	<button>Delete</button>

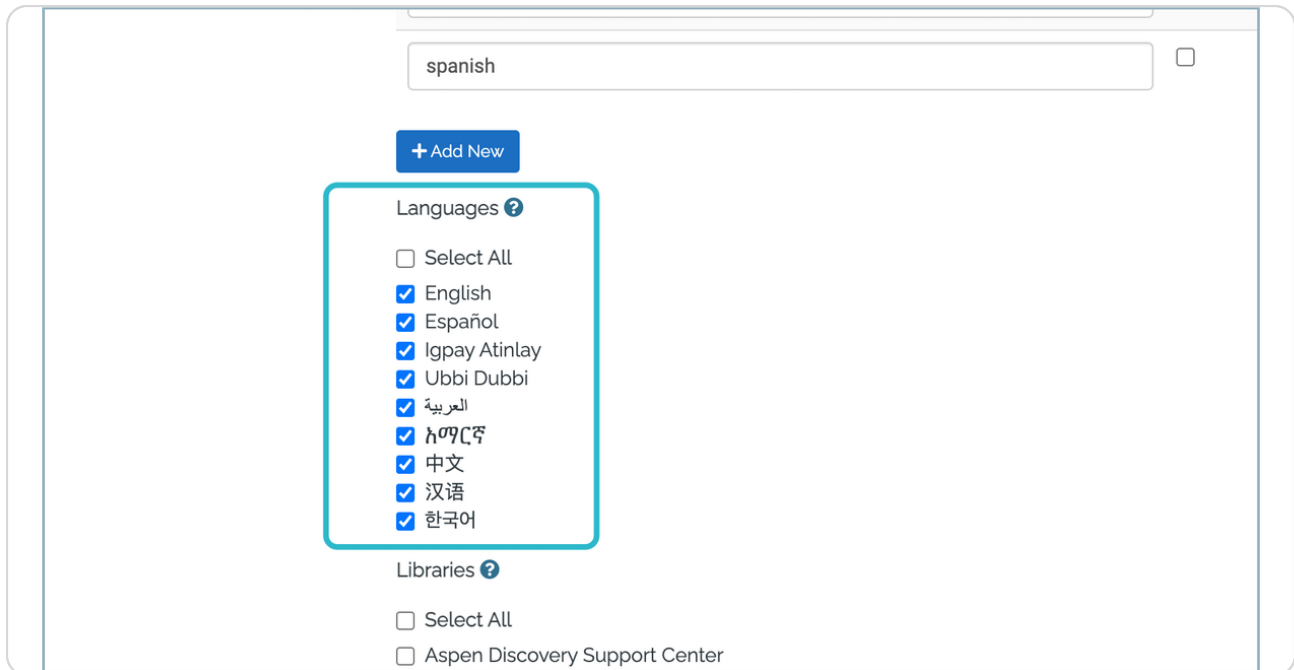
+ Add New

STEP 16

Select language(s)

Selecting a language here allows you to target placards based on which interface translation the patron is using.

If you want your placard to show up for everyone regardless of language translation, click "Select All."



The screenshot shows a web interface for selecting languages. At the top, there is a search bar containing the word "spanish" and a small square icon to its right. Below the search bar is a blue button with a white plus sign and the text "+ Add New". Underneath the button is a dropdown menu titled "Languages ?". The menu is open, showing a list of languages with checkboxes next to them. The first option is "Select All" with an unchecked checkbox. The following options are all checked with blue checkboxes: "English", "Español", "Igpay Atinlay", "Ubbi Dubbi", "العربية", "ཨུག་ཁྱེད་", "中文", "汉语", and "한국어". Below the "Languages" section is another section titled "Libraries ?". It contains two options: "Select All" with an unchecked checkbox, and "Aspen Discovery Support Center" with an unchecked checkbox.

STEP 17

Select the appropriate libraries and locations.

The "Libraries" correspond with your Library System settings - ie, your scoped catalogs.

Next, select the locations this placard should apply to. These should typically match the libraries you have selected. The Locations can also be used to scope placards to only show when users are searching the catalog from within that library location. IP Address settings must be enabled in order for this to work.

Note: If no libraries or locations are selected, your placard will not appear. This is one way to keep your placard in "draft" form if it's still under construction.

Libraries ?

☐ Select All

☐ Aspen Discovery Support Center

☐ Aspen LiDA

☐ Bookmobile

☐ Luis Pickle Memorial Library

☐ Main Library

☐ Test Library

Locations ?

☐ Select All

☐ Aspen Discovery Support Center

☐ Bookmobile

☐ East Branch

☐ Luis Pickle Memorial Library

☐ Main Library

☐ North Branch

☐ Test Library

☐ West Branch

STEP 18

When finished, save your changes.

☐ Bookmobile

☐ East Branch


☐ Luis Pickle Memorial Library


☒ Main Library

☐ North Branch

☐ Test Library


☐ West Branch

 Save Changes and Return

 Save Changes and Continue Editi

/ ByWater Solutions

This is footer text.





STEP 19


The placard should now appear in search results.

If your placard isn't showing, make sure you have your trigger words set up correctly, there isn't a typo in your search query, and that you have languages, libraries, and locations selected.

Library Home » Browse » Catalog Search » Showing 1 - 20 of 128

 Books
(Remove)

 eBook
(32)

 Audio
Books
(21)

Entire Collection (128)

Main Library (128)

Available Now (121)


Sort by

Best Match

☐ Hide Covers


Covers

List



More than 70 languages

Start the conversation in your choice of over 70 world languages and dialects through courses crafted using conversational methodology. Every self-paced language course introduces the learner to cultural insights and grammatical nuances specific to their language of choice, delivered through native speaker dialogue, and created with each individual learner in mind.



1) Spanish verb tenses

Author

Series

Publisher

Pub. Date

Language


Richmond, Dorothy Devney

Practice makes perfect

McGraw-Hill Education

[2019]

English

 Aspen
Discovery

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