

Intel® Education Basic Web Training

Welcome to the Intel® Education Web Training resources. The resources and information available here are updated periodically, so please return here to access them to be sure you have a current version. If you save a local copy of the information and/or resources provided in this course, it is your responsibility to ensure you are using the most current version.

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4. **Escalation Paths:** Understand the process for escalating Web issues like servers down, receiving applications or sections of the site errors, and errors while accessing Assessing Projects or the Thinking Tools Workspaces.
5. **Contacts:** Review the list of experts in each field who can answer questions and/or direct you to the best resource within their group

Intel® Education uses multiple documents that relate to Intel Corporate, writing, and copyright. Intel® Education uses Intel Corporate Guidelines first. However, Education has supplemental guidelines and exceptions to the Intel Corporate guidelines. You will need to be familiar with all of these guidelines in your work with the Intel® Education team.

Guidelines

Intel Brand Web: You will need to request access to the Brand Web site. When you apply to brand.intel.com, complete all required fields (indicated with an *): include the company name that you work for in the "Company Name field", enter your country, and select the company type (usually "agency"). You require access to IBC to download assets (photography, logos, templates, production kits) for Intel communications. You should not apply if your need is only for "co-branding" purposes or simply for access to guidelines: in this case, your sponsor should provide these necessary guidelines and assets with guidance.

To access the Intel Brand Center,

- If you are inside the Intel network, go to <http://goto/brandcenter>
- If you are not on the Intel network, go to <http://brandcenter.intel.com> and click "new user request" if you do not have a user name (in the "reason for access field", please enter "Intel Education").

You can request a walkthrough of the Intel Brand Web site, Corporate Affairs Marketing Toolkit, and learn the Intel Brand guidelines. **Note:** You should only request this training if you will produce or review Intel content and materials. Contact [Kim Liss](#) if you have a need for this training.

Intel Corporate Writing Guidelines: Use this document when writing Intel communications for both internal and external audiences for online and print publications. You should adapt the guide as needed for your language and culture. It includes writing style, grammar, spelling, capitalization, and word usage guidelines.

Education Writing Guide Supplement: Use this document to understand exceptions to the corporate style guide or guidelines specific to Intel® Education.

Education Deep and Expansive Guidelines: Use this document when creating deep and expansive content in the CMS. It includes template descriptions, template elements, and exceptions. Use it as a reference tool when planning content for use online. Content using the deep and expansive templates include Designing Effective Projects, Assessing Projects, and Thinking Tools. This document is in revisions.

Naming Guidelines: This document is an excerpt from the Intel® Education Writing Guide Supplement. Use this document to be sure you only use these approved names for the program and offerings, in verbal and written communications.

Copyright Situations: Use this document to understand the copyright process for three different situations. The three situations are:

- Situation 1: Adapting Intel® Education materials
- Situation 2: Third party (other organization) requests to use, reprint, or publish Intel® Education Materials
- Situation 3: Individuals (typically teachers) request permission to use Intel® Education Web materials (such as DEP, AP, and Essentials Online)

Acronyms and Glossary Terms

Education Acronyms (as opposed to approved names) are **only** to be used internally, never where an external user may see it (ex. Intel® Teach Essentials Online Course is often called "TEO"). Also, the Intel® Education K-12 content team has a glossary of education terms that helps provide consistency in usage across the team. The [Education Internal Glossary](#) is organized in categories of program evaluation, content and curriculum, education stakeholders, and processes.

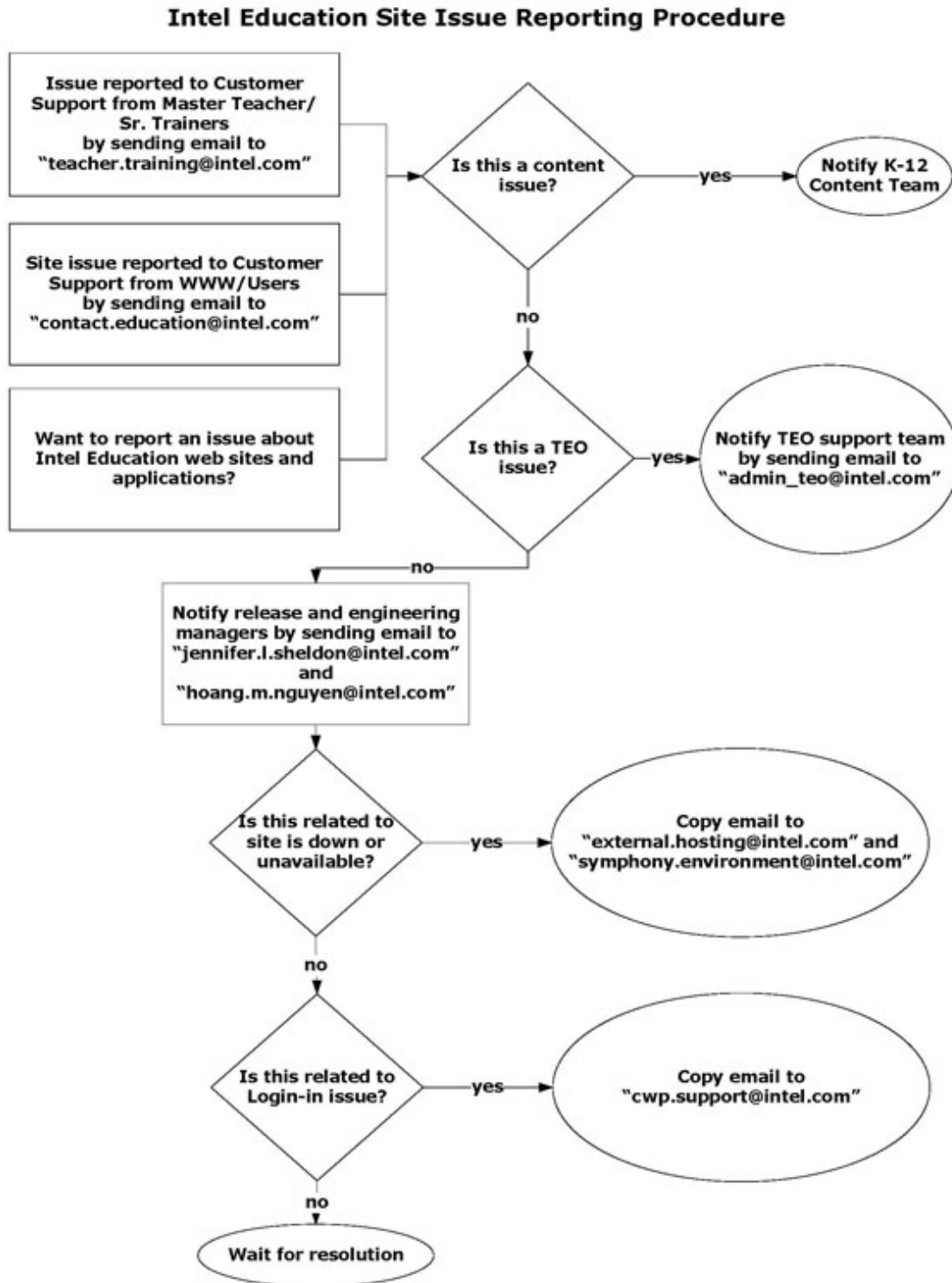
Meeting Tools

Much of the work Intel accomplishes is done in meetings either in person or virtually. The documentation below provides tips and tools for meetings.

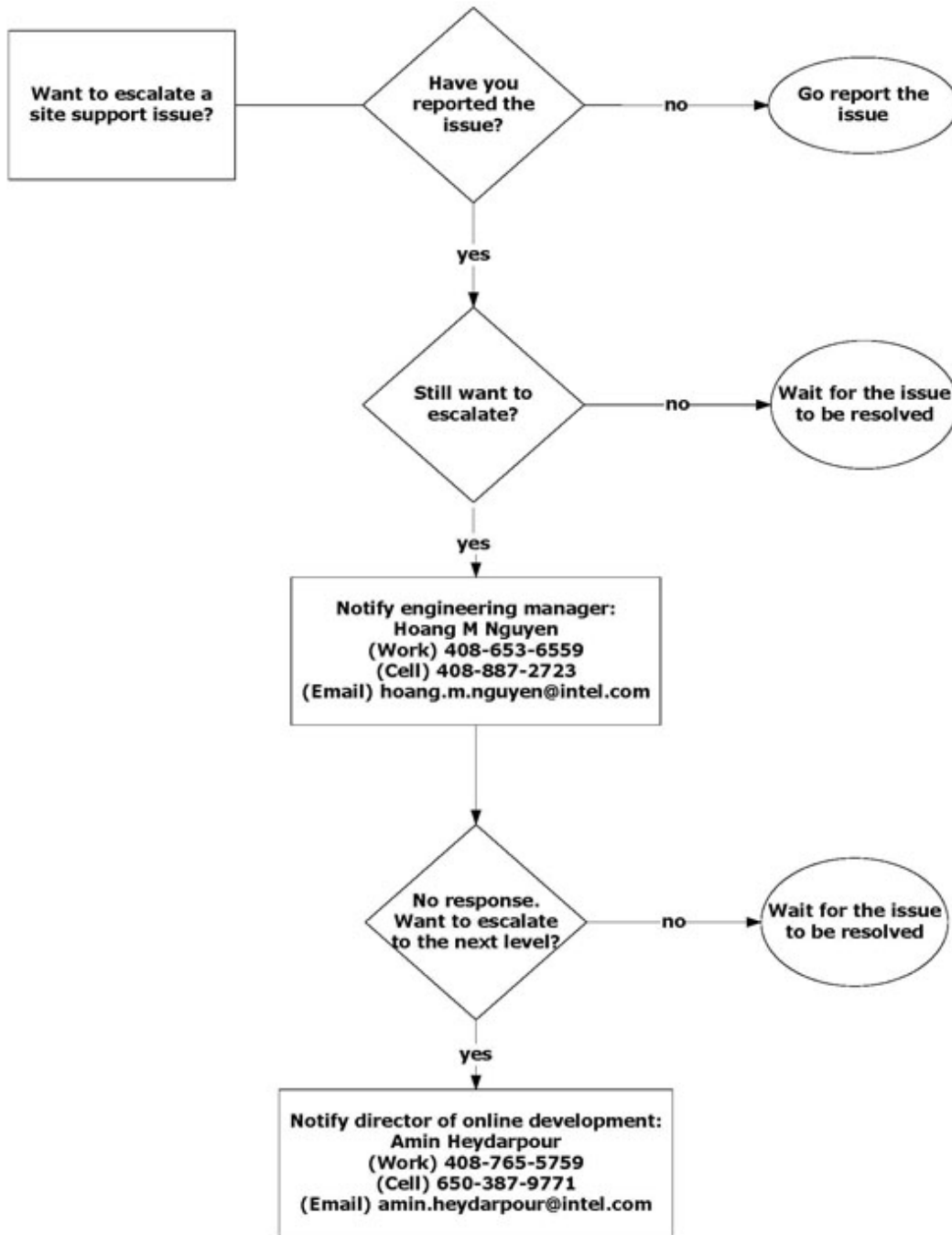
Resource	Description
Managing MS Outlook Calendar	Learn how to respond to invited meetings, setting up a meeting, and other tips for managing your Microsoft calendar
Reserving Conference Rooms	Learn how to reserve conference rooms at an Intel site
Meeting Basics	Learn the difference between a process and mission meeting, the 6 rules of an effective agenda, meeting roles, meeting processes and tools, and meeting minute guidelines
Setting up an audio bridge	Learn how to set an audio bridge through the Intel system
Conference call features	Learn the basic audio bridge features for conducting and participating in a virtual meeting

Escalation Paths

Review the Processes below for escalating Web issues like servers down, receiving applications or sections of the site errors, and errors while accessing Assessing Projects or the Thinking Tools Workspaces.



Intel Education Site Technical Issue Escalation Path



Contacts

Below, learn who the primary Web contacts are and who to go to with requests and/or questions.

Contact	Role
Jennifer Sheldon	QA and Web Support
Mark Bauman	Engineering
Laurye Clampitt	K-12 Web, Digital Manuals, Help Guides, Elements, Thinking Tools, Assessing Projects and File Sharing site
Alison Elmer	Branding and Extranet
Anne Batey	K-12 Curriculum
TBD	Marketing
Hoang Nguyen	Web Legal and Privacy