

Below are brief descriptions of the major programs and systems that are integrated with NMC's public website. Examples include our Ellucian Recruit application submission software, our Banner enterprise resource planning (ERP) software, RFI Forms, blogs.nmc.edu, a [time.ly](#) Student Activities calendar, and R25 event scheduling calendars.

### **Banner**

- A Banner feed populates the main staff list on <https://www.nmc.edu/departments/human-resources/staff-list.html> and about 79 department contact and program faculty pages like <https://www.nmc.edu/departments/public-relations/contact-us.html> and <https://www.nmc.edu/programs/academic-programs/audio-technology/faculty.html>

### **NMC Blogs - blogs.nmc.edu**

- News articles and success stories can automatically publish to the Intercom and/or Student News sections of the WordPress blog site as posts using Cascade Server's WordPress Connector feature
- Blog posts automatically populate the Intercom, Student News and Student Events post lists on the employee and student homepages using RSS feeds from the blog site
- Posts are used to create the weekly Intercom and bi-weekly Student News emails in WordPress using the MailPoet plugin

### **RFI forms** - The main RFI form at

<https://www.nmc.edu/admissions/contact-admissions-form.html> emails [admissions@nmc.edu](mailto:admissions@nmc.edu) and writes form submitter information to a Google spreadsheet at <https://docs.google.com/spreadsheets/d/1aiEAJBiMSNX-7vK-7Gg8HXtggda4IDPJ9vg86hKBvkM/edit?pli=1&gid=0#gid=0> that Admissions monitors using a Zapier workflow

- Program page submissions from 14 key programs including [nmc.edu/audio](https://www.nmc.edu/audio), [nmc.edu/culinary](https://www.nmc.edu/culinary) and [nmc.edu/water](https://www.nmc.edu/water) email [admissions@nmc.edu](mailto:admissions@nmc.edu) and the assigned recruiter for each of the programs and also write to the Google spreadsheet, specifically the PPQueries tab
- Landing page submissions from <https://www.nmc.edu/landing/adult-students.html> and <https://www.nmc.edu/landing/return-to-nmc.html> also email [admissions@nmc.edu](mailto:admissions@nmc.edu) and write to the Google spreadsheet, specifically the LPQueries tab
- Program-specific tabs for distinguished academic programs like Aviation, Culinary and Nursing and other key programs along with a tab for the the Great Lakes Water Studies Institute contain a running tally of all of the RFI and page form submissions for each of the programs
- The forms may be updated to write form submission information directly to Ellucian if possible

## Calendars

- The General Events calendar at <https://www.nmc.edu/news/calendars/general/> and Student Activities calendar at <https://www.nmc.edu/news/calendars/student/> pull the calendar listings from NMC's internal R25 room scheduling system
- The separate Student Activities calendar embedded in [https://blogs.nmc.edu/?page\\_id=59350](https://blogs.nmc.edu/?page_id=59350) is a <https://time.ly/> calendar, and is managed by Student Life.

## Google Analytics

- Every page contains Google Tag Manager tags added via blocks used by page templates in the CMS.

## Career Coach widgets

- About 50 program pages including [nmc.edu/audio](https://www.nmc.edu/audio) and [nmc.edu/culinary](https://www.nmc.edu/culinary) contain embedded Career Coach widgets that provide related careers and salary information.
- The widgets are added to the pages via content blocks that use code provided by Lightcast.
- The company that provides the widgets, <https://lightcast.io/>, provides a dashboard for analyzing traffic and updating widgets at <https://admin.lightcastcc.com/>

## Issuu

- Several pages including <https://www.nmc.edu/news/media/nmc-viewbook/> display embedded versions of catalog and brochure PDFs provided by <https://issuu.com/> and posted to <https://issuu.com/northwesternmichigancollege>
- Extended Education & Training also uses Issuu embeds to display their catalogs on <http://nmc.augusoft.net/>
- The embeds are added to the pages manually using embed code provided by Issuu

## SmugMug

- About 74 pages including [nmc.edu/commencement](https://www.nmc.edu/commencement) display embedded photo galleries provided by <https://www.smugmug.com/> and posted to <https://nmc.smugmug.com/>
- The galleries are added to the pages via RSS feeds added to the CMS at `_internal/blocks/feeds/smugmug/` and applied to gallery or interior pages via the Default or Extracontent regions under the pages' Configure tabs

## Net Price Calculator

- The page at <https://www.nmc.edu/financial-aid/net-price-calculator/> uses an embedded price calculator provided by <https://www.collegeraptor.com/>
- The embed is added to the page manually using embed code provided by CollegeRaptor

### **EAB YouVisit**

- The virtual tour page at <https://www.nmc.edu/about/virtual-tour/> displays embedded virtual tours of NMC's five campuses from EAB YouVisit, and individual tours are embedded on 12 other pages including <https://www.nmc.edu/about/>, <https://www.nmc.edu/about/maps/map-front-street-campus.html> and <https://www.nmc.edu/admissions/schedule-visit.html>.
- We're hoping to feed virtual tour RFI forms directly to Ellucian using EAB YouVisit's API.

### **Video embeds**

- The CMS allows videos to be embedded on various sections of a page using the share links from multiple video platforms including Panopto, Powtoon, Vimeo and YouTube. Standard and widescreen aspect ratios can be selected, and captions added. See [www.nmc.edu/departments/public-relations/2025-sample-interior-page.html](http://www.nmc.edu/departments/public-relations/2025-sample-interior-page.html) for an example and description.