



RESHORING INITIATIVE

Website CMS Handbook

www.reshorennow.org

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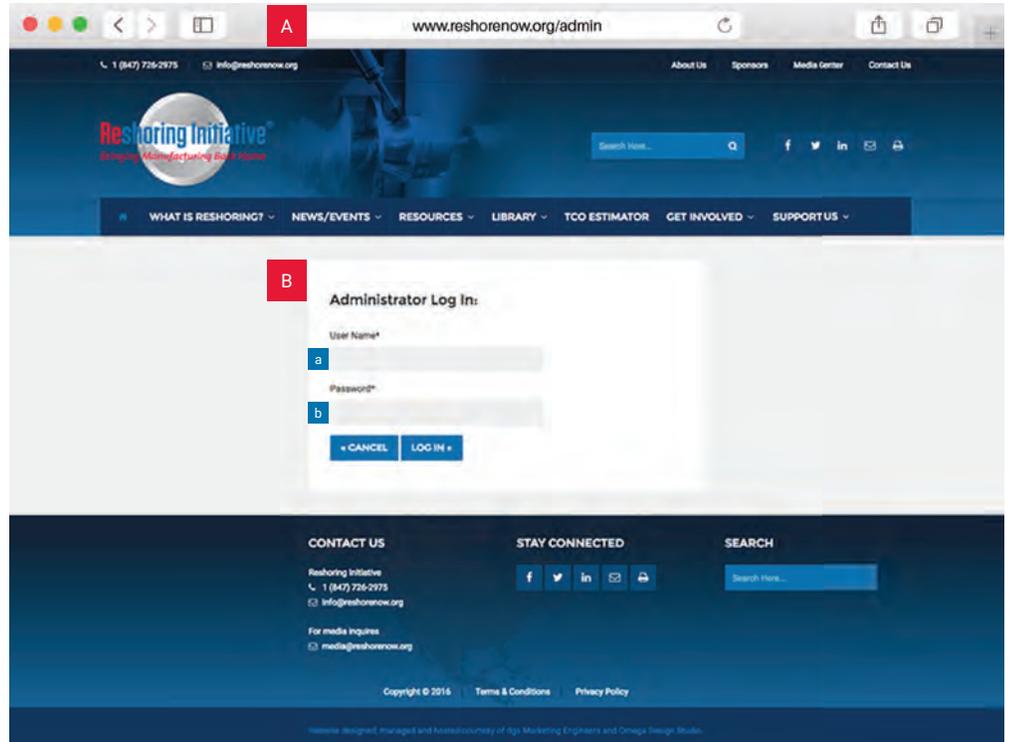
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01. ADMIN

The Reshoring Initiative CMS supports the creation and management of digital content for the Reshoring Initiative website through a simple interface. To log into the Reshoring Initiative CMS and manage content, go to www.reshorennow.org/admin and enter your login credentials.

01. ADMIN

- A. www.reshorennow.org/admin
- B. Administrator Log In
 - a. User Name
 - b. Password

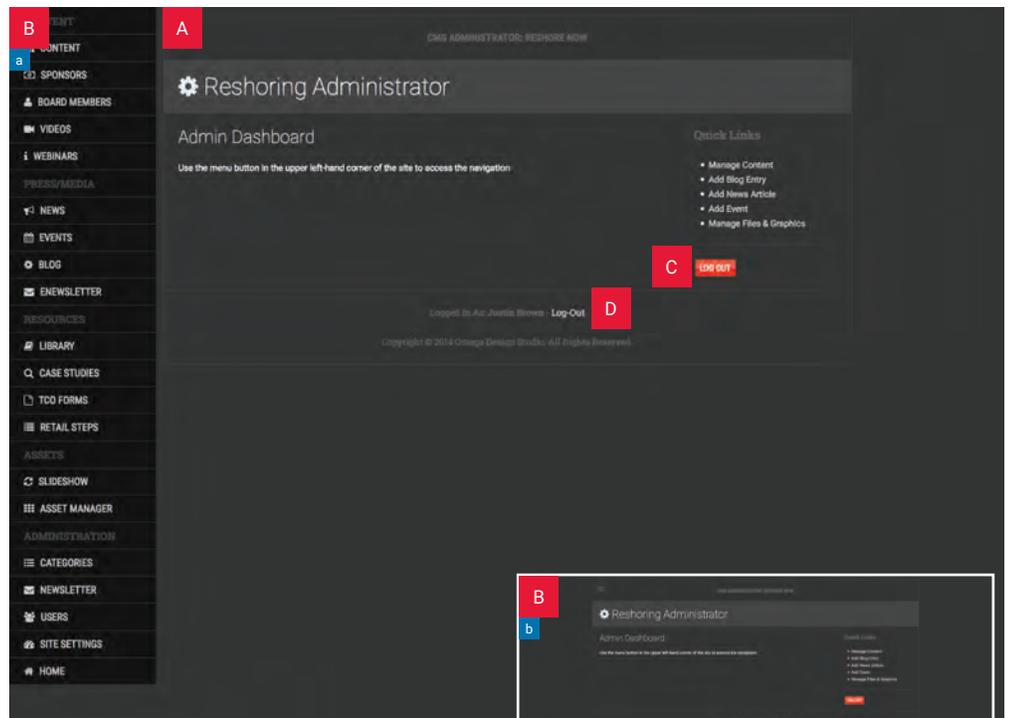


02. INTERFACE

The interface of the CMS consists of the main screen overview (A.) where you can see details of the selected menu item and the menu navigation (B.) where all the menu items appear. Log out buttons are located on the main screen overview (C. & D.).

02. INTERFACE

- A. Overview
- B. Menu Navigation
 - a. Menu Navigation appears at resolutions larger than 1391px.
 - b. Menu Navigation will appear as a “hamburger icon” at resolutions smaller than 1391px.
- C. Buttons
- D. Logout



03. ADMINISTRATION

CMS Administration menu items are located on the lower level of the menu navigation.

The HOME (A.) menu is the CMS main screen which provides some quick links to the CMS.

The SITE SETTINGS (B.) section provides site information and meta data defaults for the Reshoring Initiative site.

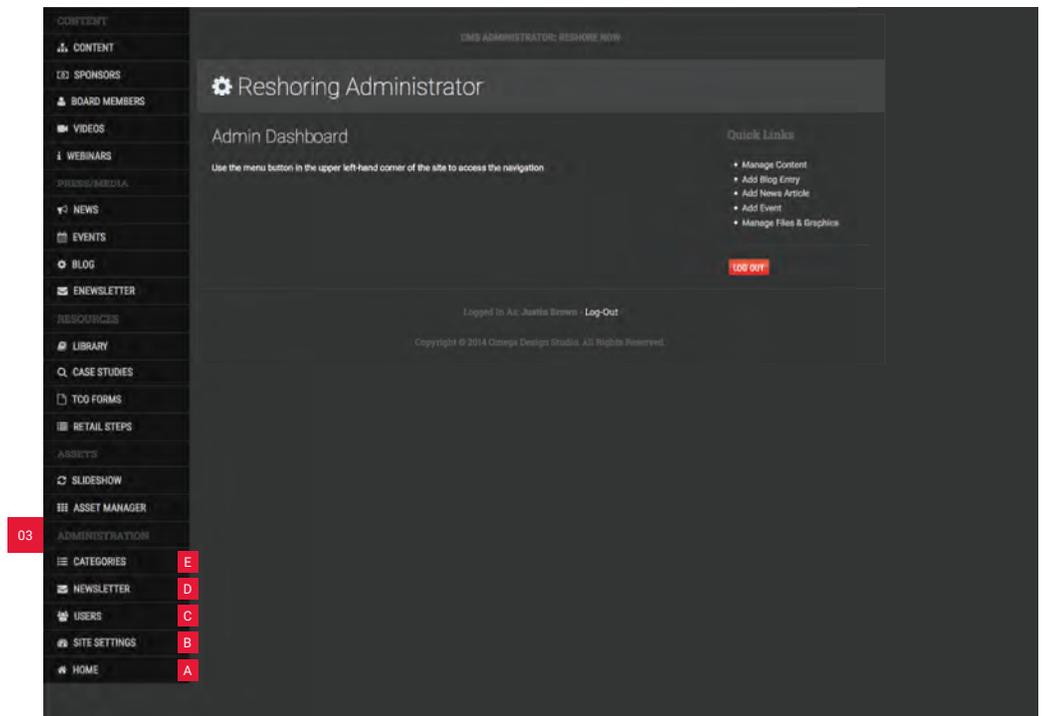
On the USERS (C.) screen, Administrators can find the list of active users for the website. This includes all users who have administrative privileges and are active on the website. Administrators can edit rights, remove or add users through this screen.

Administrators can use the NEWSLETTER (D.) option to view and export email data and leads data.

From the CATEGORIES (E.) page, administrators can add or remove categories from the Blog, Events and News section of the Reshoring Initiative website.

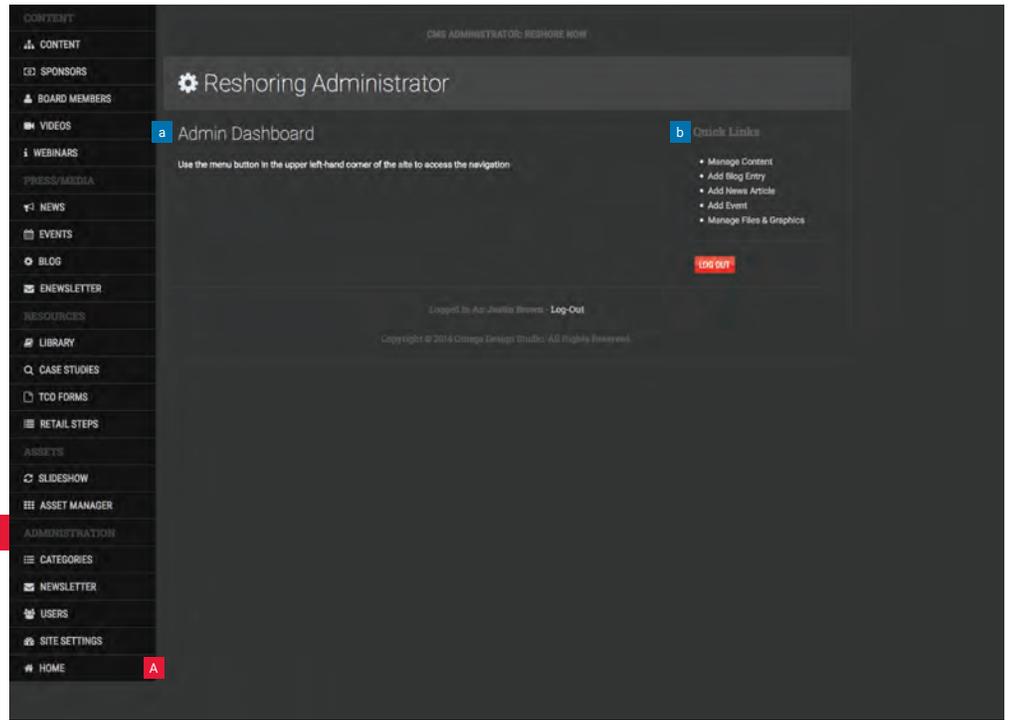
03. ADMINISTRATION

- A. Home
- B. Site Settings
- C. Users
- D. Newsletter/Leads Management
- E. Categories



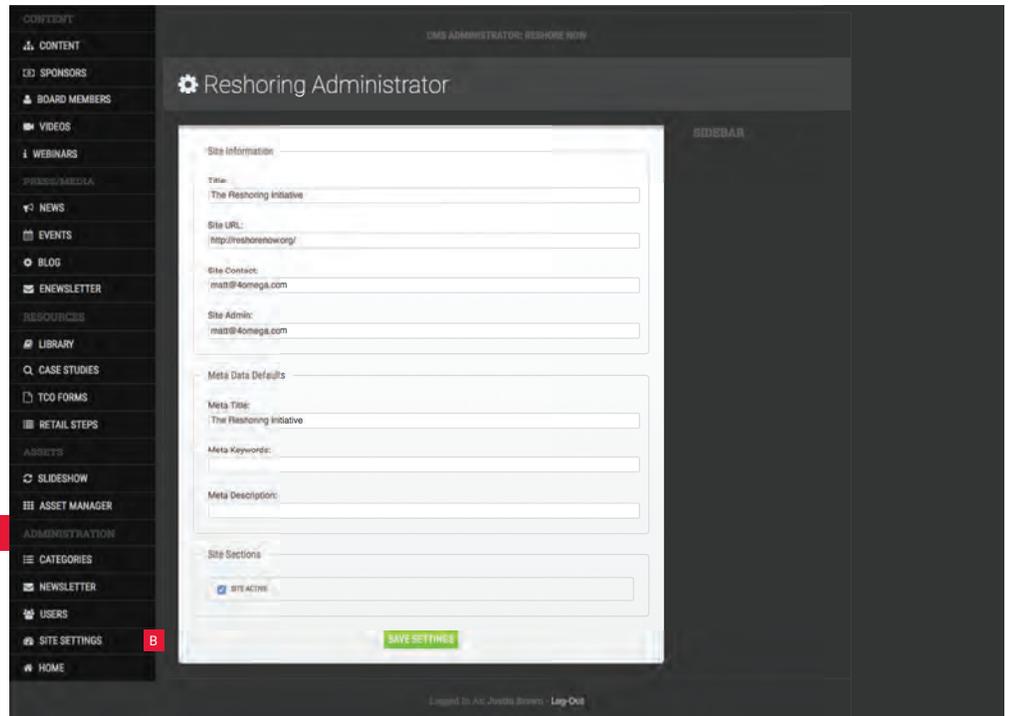
03. ADMINISTRATION

- A. Home
 - a. Admin Dashboard
 - b. Quick Links
 - i. Manage Content
 - ii. Add Blog Entry
 - iii. Add News Article
 - iv. Add Event
 - v. Manage Files & Graphics
- B. Site Settings
- C. Users
- D. Newsletter/Leads Management
- E. Categories



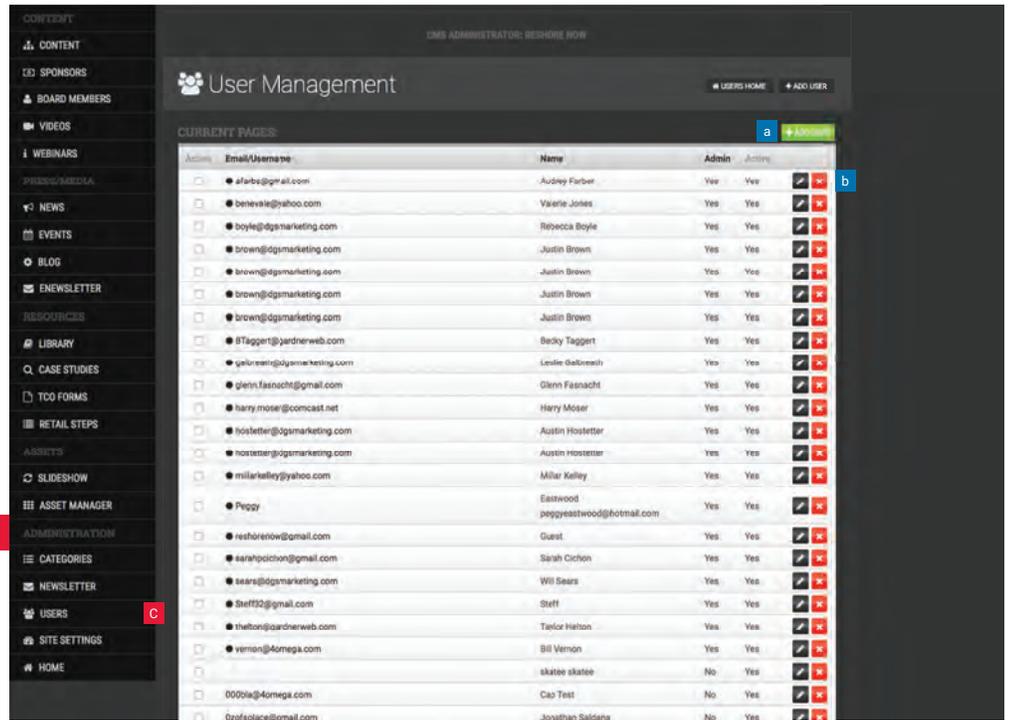
03. ADMINISTRATION

- A. Home
- B. Site Settings
- C. Users
- D. Newsletter/Leads Management
- E. Categories



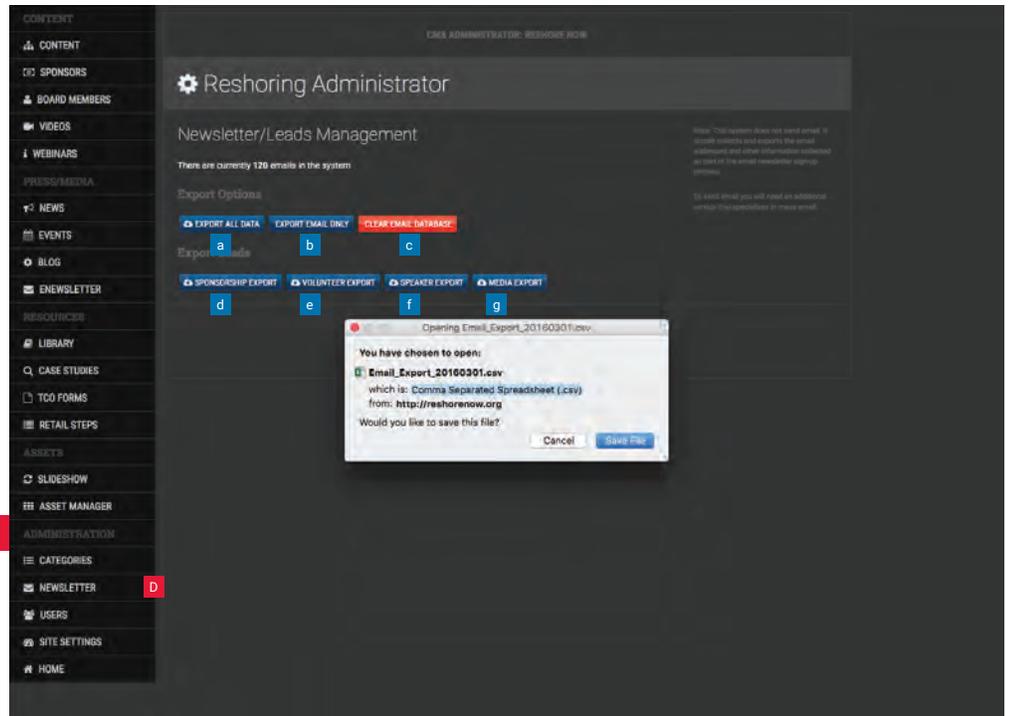
03. ADMINISTRATION

- A. Home
- B. Site Settings
- C. Users
 - a. Add User
 - b. Edit User
- D. Newsletter/Leads Management
- E. Categories



03. ADMINISTRATION

- A. Home
- B. Site Settings
- C. Users
- D. Newsletter/Leads Management
 - Export Options
 - a. Export All Data
 - b. Export Email Only
 - c. Clear Email Database
 - Export Leads
 - d. Sponsorship Export
 - e. Volunteer Export
 - f. Speaker Export
 - g. Media Export



03. ADMINISTRATION

- A. Home
- B. Site Settings
- C. Users
- D. Newsletter/Leads Management
- E. Categories
 - a. Blog Category
 - i. Add Blog Category
 - ii. Edit Blog Category
 - b. Event Category
 - i. Add Event Category
 - ii. Edit Event Category
 - c. News Category
 - i. Add News Category
 - ii. Edit News Category

03

The screenshot displays the 'Reshoring Administrator' CMS interface. The left sidebar contains a navigation menu with categories like 'CONTENT', 'SPONSORS', 'BOARD MEMBERS', 'VIDEOS', 'WEBINARS', 'PAGES/MEDIA', 'NEWS', 'EVENTS', 'BLOG', 'NEWSLETTER', 'RESOURCES', 'LIBRARY', 'CASE STUDIES', 'TCO FORMS', 'RETAIL STEPS', 'ASSETS', 'SLIDESHOW', 'ASSET MANAGER', 'ADMINISTRATION', 'CATEGORIES', 'NEWSLETTER', 'USERS', 'SITE SETTINGS', and 'HOME'. The 'ADMINISTRATION' section is expanded, and 'CATEGORIES' is highlighted with a red 'E' label. The main content area shows a warning message: 'Please Note: Deleting or deactivating categories may effect all types of content that are associated with that category. It may disappear from the site until it is reassigned to an active category.' Below this, there are three tables for managing categories: 'BLOG CATEGORIES', 'EVENTS CATEGORIES', and 'NEWS CATEGORIES'. Each table has columns for 'Active', 'Title', 'Order', 'Type', and 'Active'. The 'BLOG CATEGORIES' table shows one entry: 'General' with Order 1 and Type 'blog'. The 'EVENTS CATEGORIES' table shows two entries: 'General' (Order 1, Type 'events') and 'Conventions' (Order 2, Type 'events'). The 'NEWS CATEGORIES' table shows two entries: 'General' (Order 1, Type 'news') and 'Press Releases' (Order 2, Type 'news'). Each entry has an 'Active' checkbox and a 'Select an Action' dropdown menu. The interface also shows a user login status 'Logged in As: Justin Brown' and a 'Log Out' link. Copyright information at the bottom reads 'Copyright © 2014 Omega Design Studios. All Rights Reserved.'

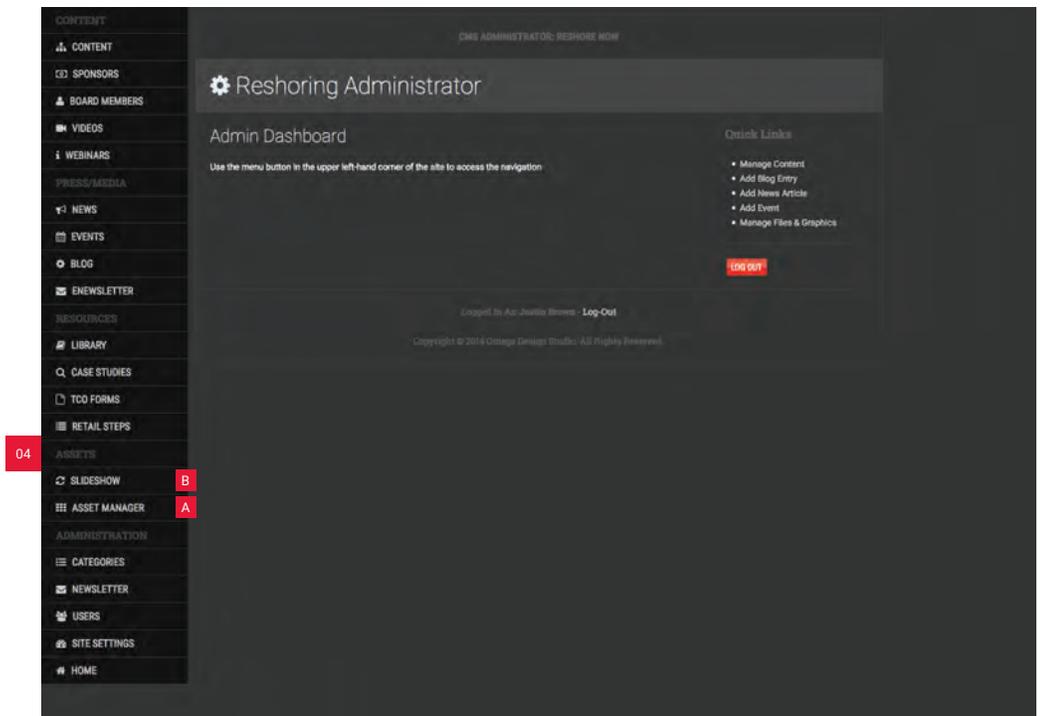
04. ASSETS

The ASSETS section of the menu consists of the ASSET MANAGER (A.) and the SLIDESHOW (B.). The ASSET MANAGER is used to upload files that can be used on the website. Administrators can create new folders that are relevant to the assets they are uploading.

The SLIDESHOW menu is used for slider images on the homepage of the website. Administrators can add, remove, activate and deactivate the images displayed on the homepage through this screen.

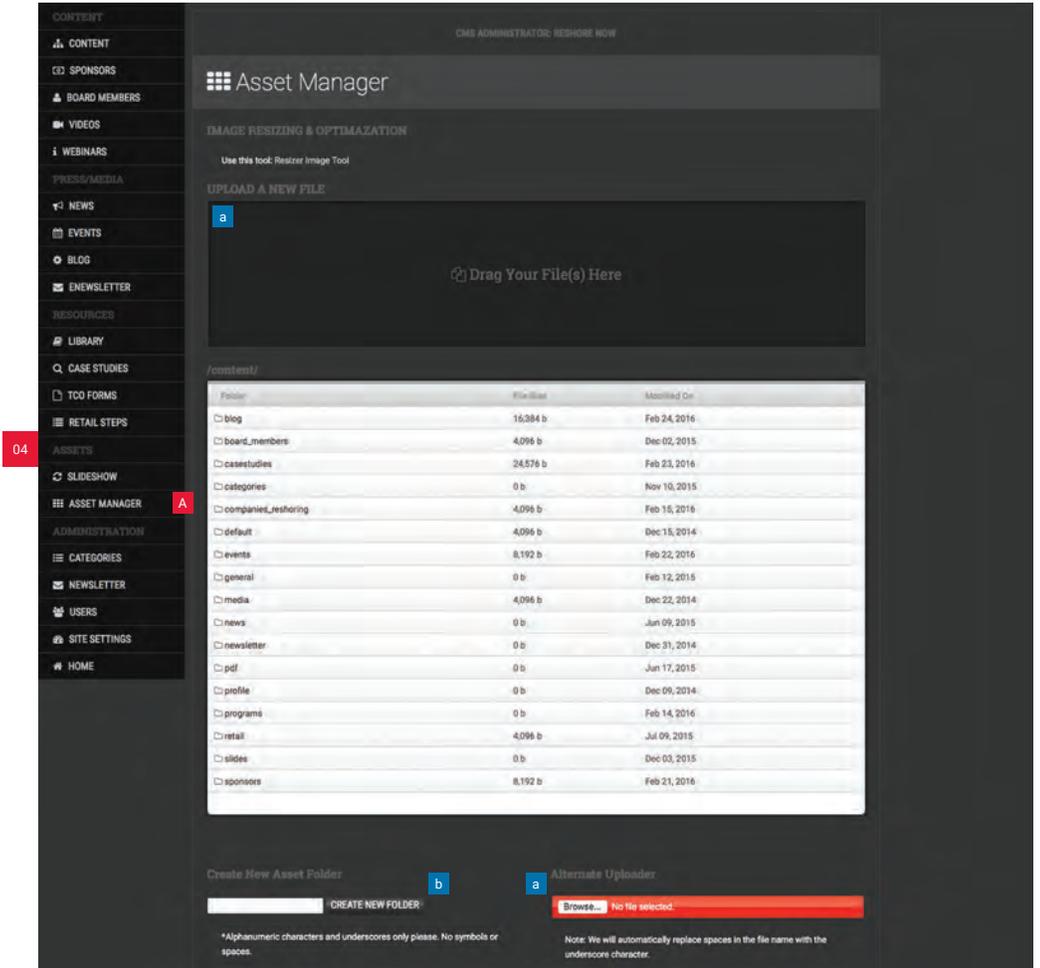
04. ASSETS

- A. Asset Manager
- B. Slideshow



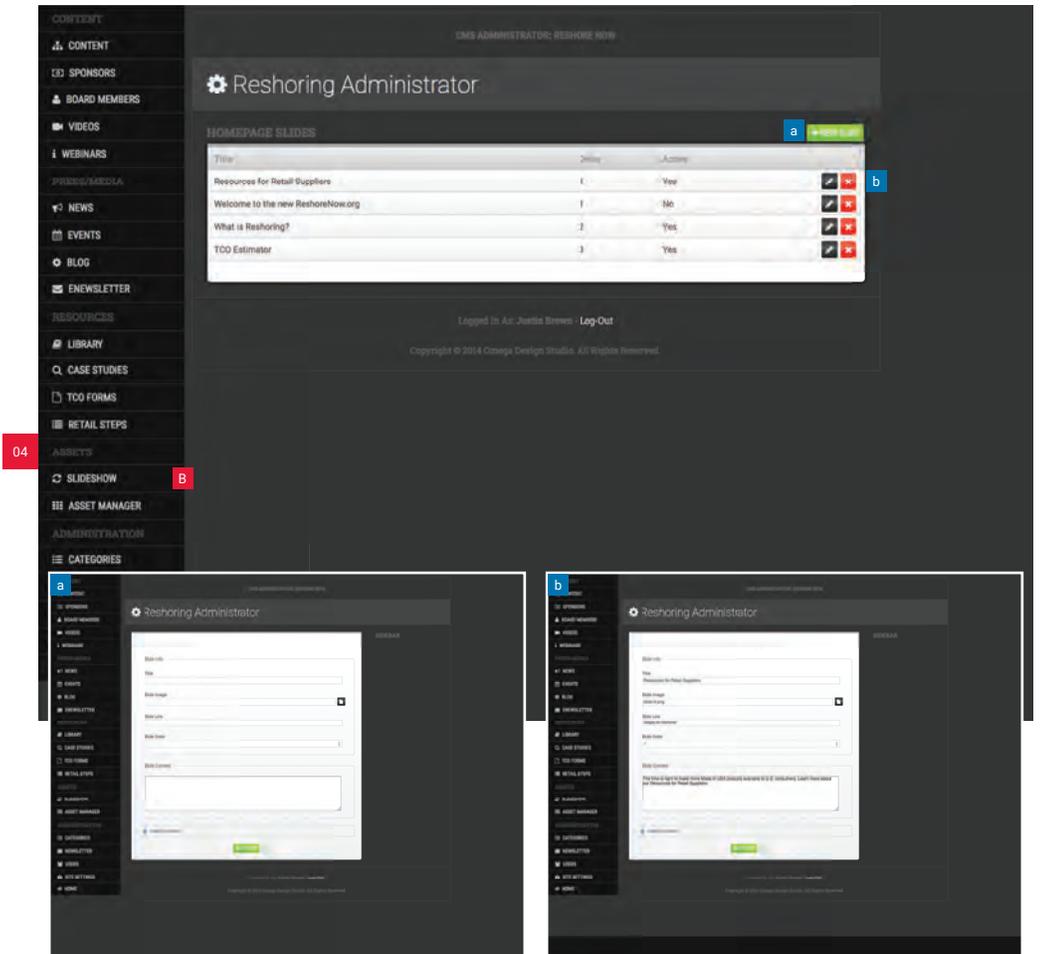
04. ASSETS

- A. Asset Manager
 - a. Adding Assets
 - b. Creating New Folders
 - Must be lowercase;
 - Underscores for spaces
- B. Slideshow



04. ASSETS

- A. Asset Manager
- B. Slideshow
 - a. Add Slide
 - b. Edit Slide



05. RESOURCES

The RETAIL STEPS (A.) section of the CMS controls the content that appears on the “Resources for Retail Suppliers” (www.reshorenw.org/steps-to-reshore/) area on the website. Website admins can add, remove or edit the steps from this section of the website.

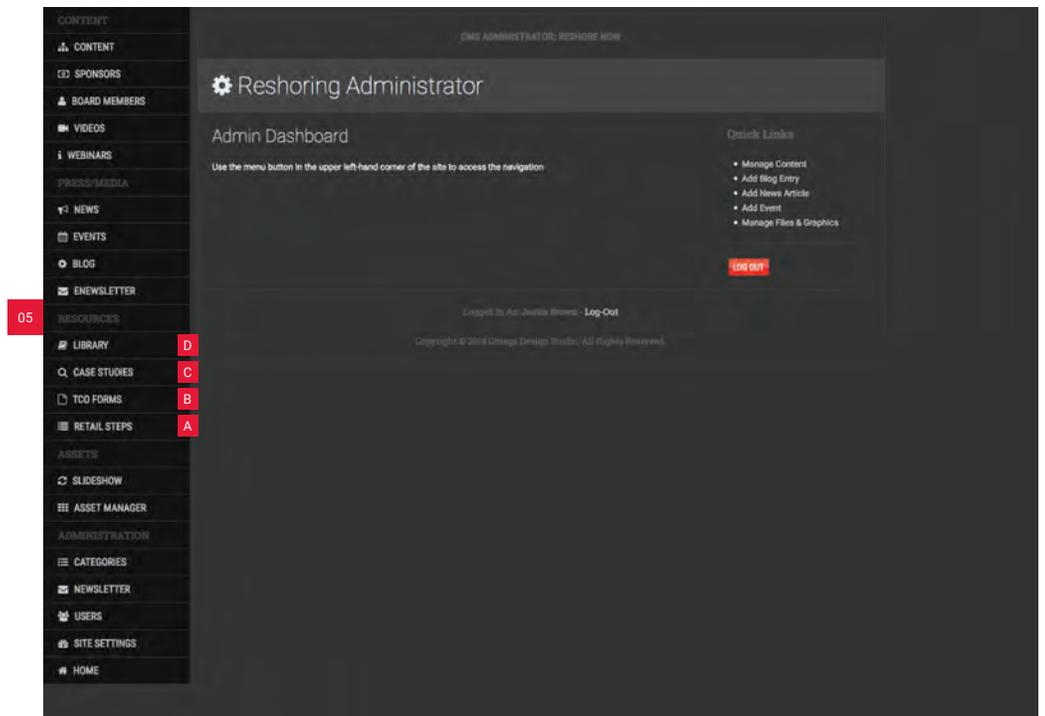
The TCO FORMS (B.) menu includes all Total Cost of Ownership Estimator forms that have been completed on the website. Website admins can view or export these forms.

Admins can add, edit or delete case studies that are featured on the website from the CASE STUDIES (C.) section.

The LIBRARY (D.) section holds all articles that are displayed on the Library section of the Reshoring Initiative website. Website administrators can add, edit, remove or deactivate articles from this section, controlling which are displayed on the site.

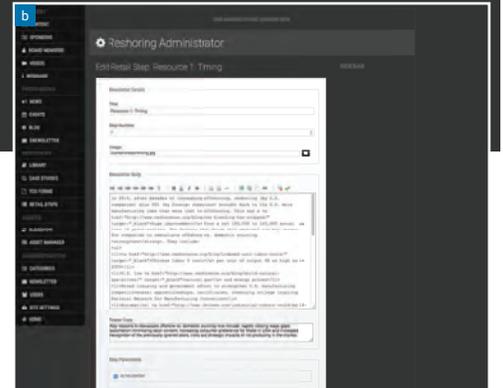
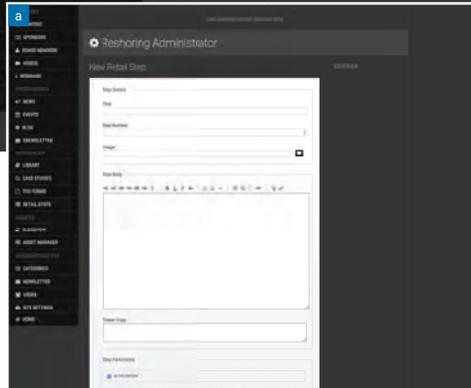
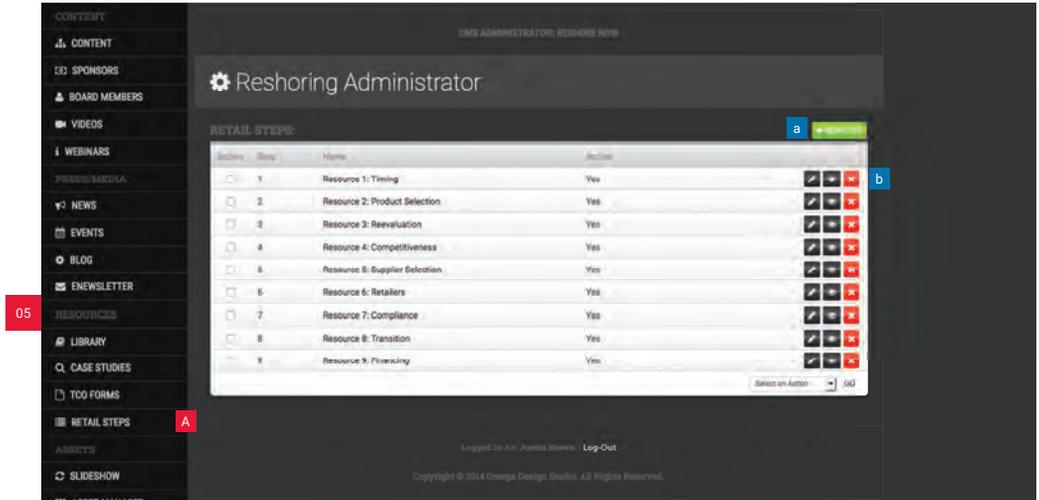
05. RESOURCES

- A. Retail Steps
- B. TCO Forms
- C. Case Studies
- D. Library



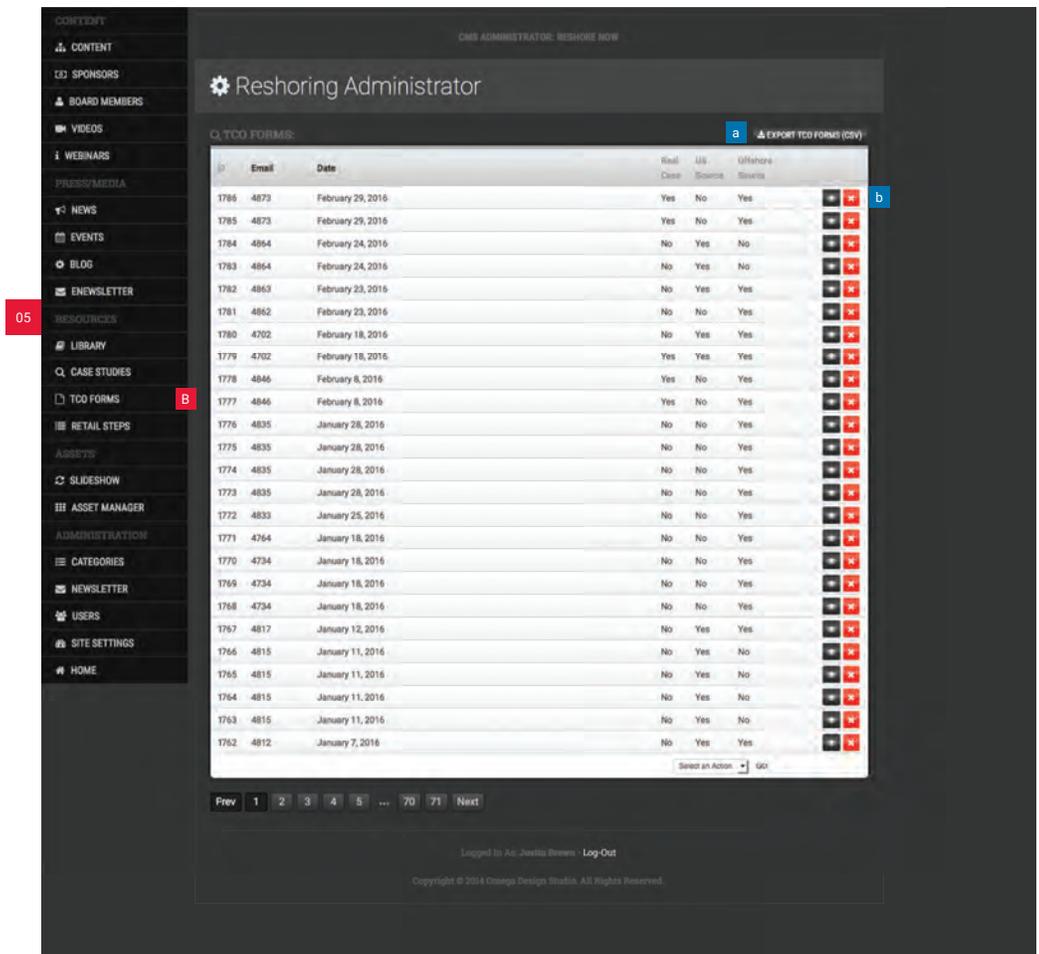
05. RESOURCES

- A. Retail Steps
 - a. Add Step
 - b. Edit Step
- B. TCO Forms
- C. Case Studies
- D. Library



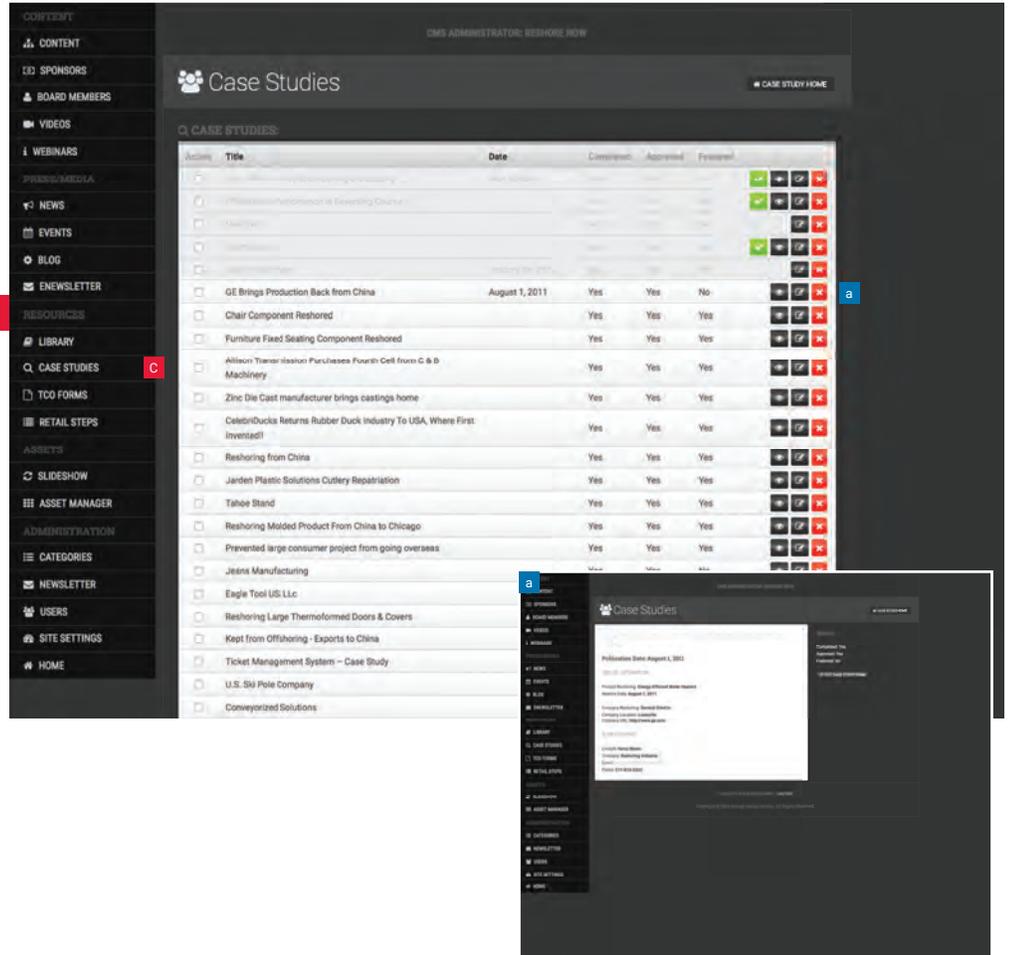
05. RESOURCES

- A. Retail Steps
- B. TCO Forms
 - a. Export TCO Forms
 - b. View TCO Forms
- C. Case Studies
- D. Library



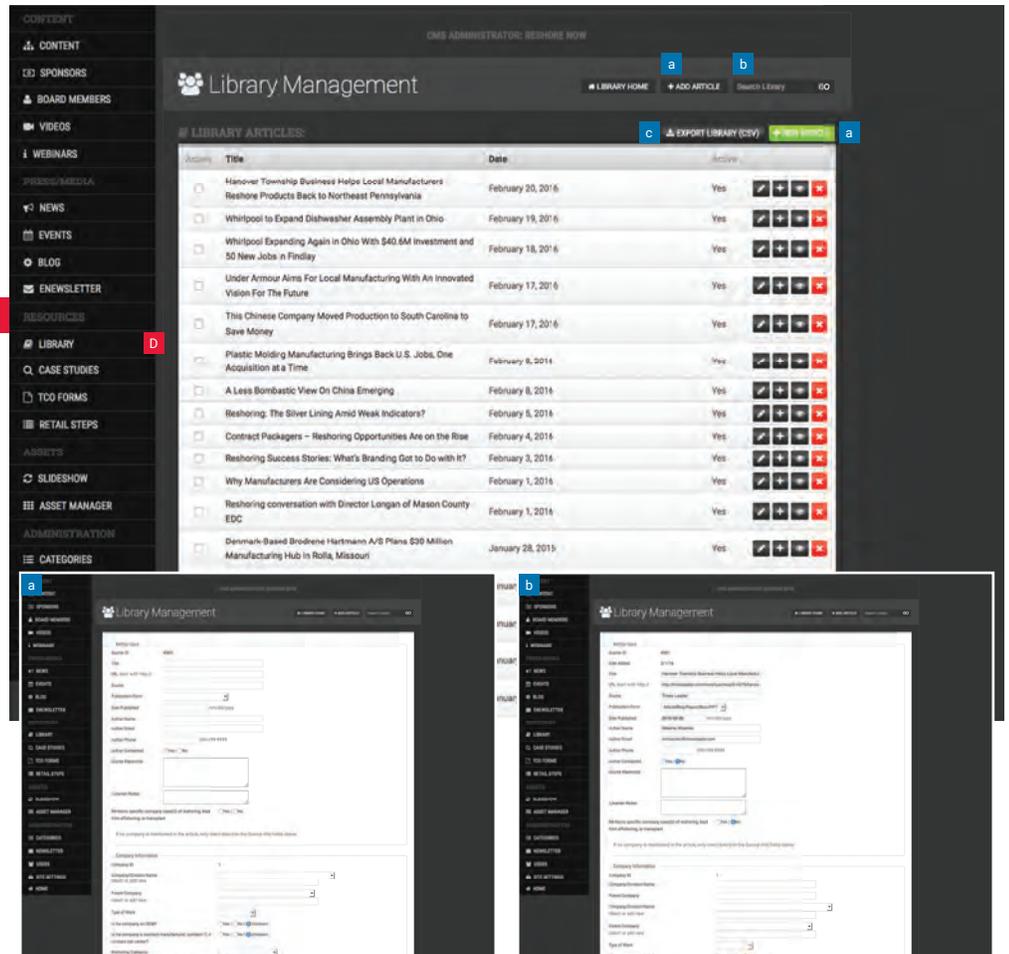
05. RESOURCES

- A. Retail Steps
- B. TCO Forms
- C. Case Studies
 - a. Edit Case Study Form
- D. Library



05. RESOURCES

- A. Retail Steps
- B. TCO Forms
- C. Case Studies
- D. Library
 - a. Add/New Article
 - b. Search Library
 - c. Export Library



06. PRESS/MEDIA

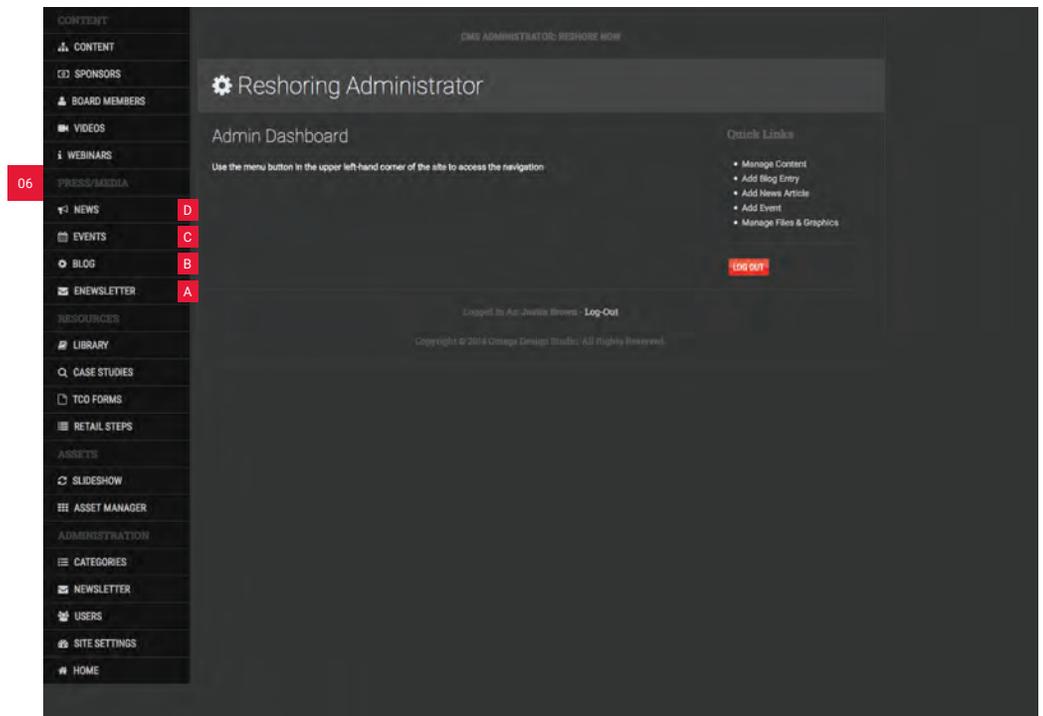
The ENEWSLETTER (A.) section allows administrators to create the copy for Enewsletters that appears on the Reshoring Initiative website (www.reshorenw.org/newsletter/).

The blog entries on the website can be managed from the BLOG (B.) section of the CMS where administrators can create new blog entries, edit current ones or delete old ones.

Upcoming events for the Reshoring Initiative that will appear on the respective section on the website can be added and edited from the EVENTS (C.) section of the CMS.

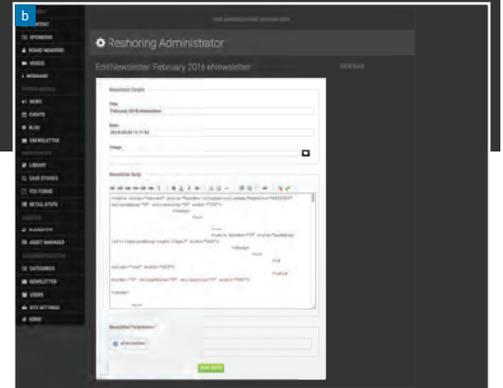
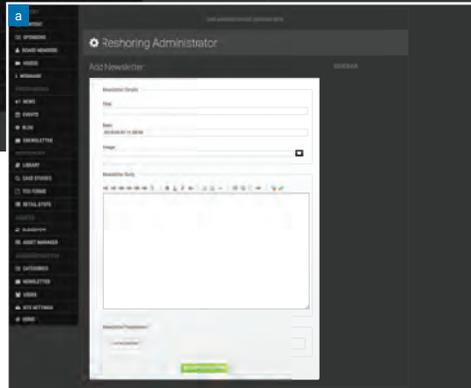
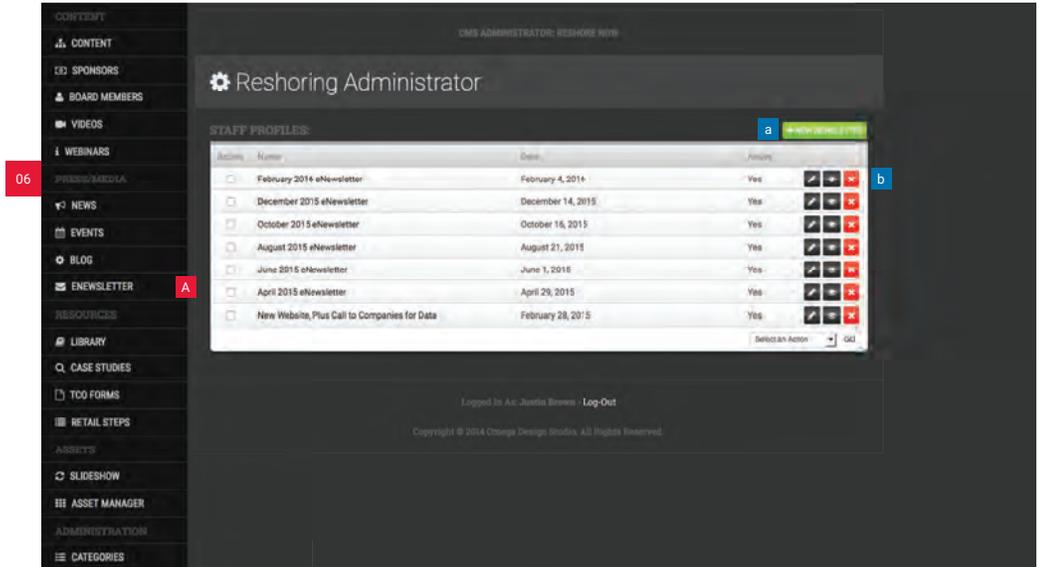
The NEWS (D.) section controls news article content that appears on the website. Admins can create, edit or delete news articles from this section.

- 06. PRESS/MEDIA
- A. Enewsletter
- B. Blog
- C. Events
- D. News



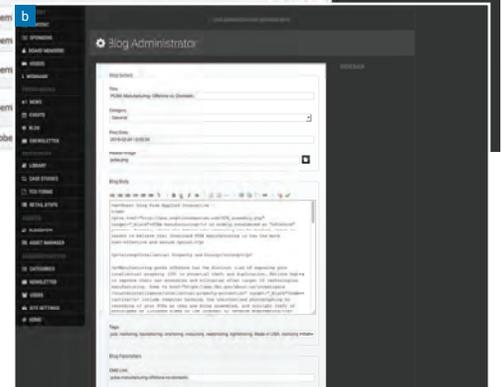
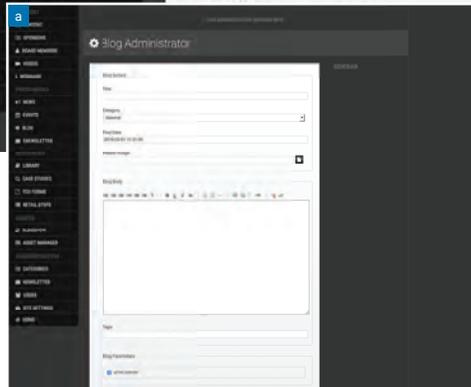
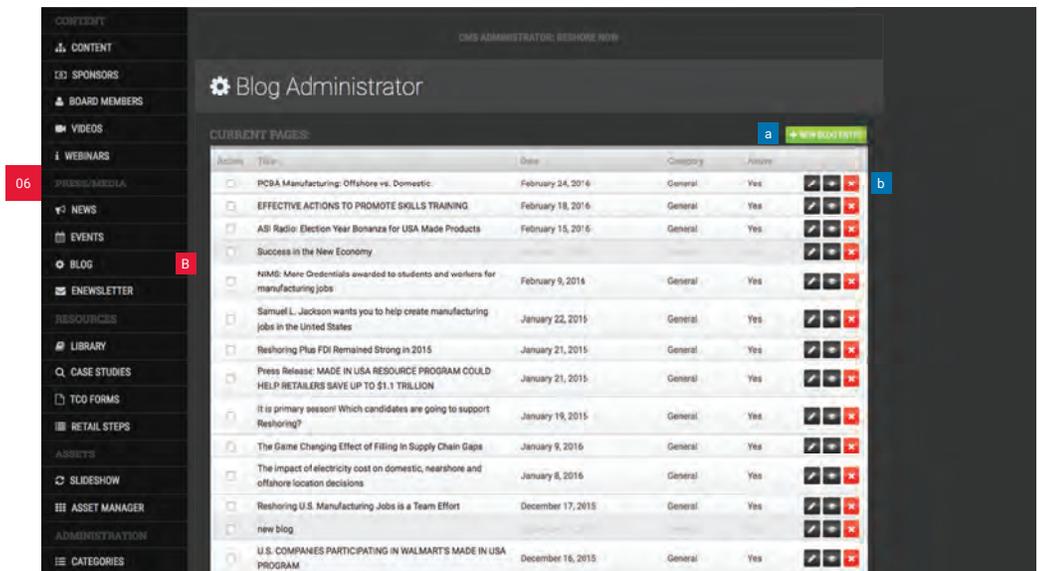
06. PRESS/MEDIA

- A. Enewsletter
 - a. Add Newsletter
 - a. Edit Newsletter
- B. Blog
- C. Events
- D. News



06. PRESS/MEDIA

- A. Enewsletter
- B. Blog
 - a. Add Blog Entry
 - a. Edit Blog Entry
- C. Events
- D. News



06. PRESS/MEDIA

- A. Enewsletter
- B. Blog
- C. Events
 - a. Add New Event
 - a. Edit Event
- D. News

The screenshot shows the 'Events' page in the Reshoring Administrator system. A table lists current events with columns for 'Active', 'Title', 'Date', and 'Active'. Callout 'a' points to the '+ Add New Event' button, 'b' points to the action icons (edit, delete) for the 'American Manufacturing Conference' row, and 'c' points to the 'EVENTS' menu item in the left sidebar.

Active	Title	Date	Active
Yes	American Manufacturing Conference	Monday, October 24, 2016	Yes
Yes	IMTS 2016	Monday, September 12, 2016	Yes
Yes	Mississippi MFA Summit	Thursday, August 11, 2016	Yes
Yes	MSSC	Thursday, June 16, 2016	Yes
Yes	Texas A&M University, Kingsville	Wednesday, April 27, 2016	Yes
Yes	RVCF	Sunday, April 17, 2016	Yes
Yes	USC II World Conference	Monday, April 11, 2016	Yes
Yes	+GF+ Machining Solutions Manufacturing Days	Wednesday, April 6, 2016	Yes
Yes	Audio Solutions Webinar	Tuesday, March 29, 2016	Yes
Yes	Presentation to the Pennsylvania House and Senate	Wednesday, March 23, 2016	Yes
Yes	VIA/APICS chapter	Friday, March 18, 2016	Yes
Yes	MFG Meeting booth	Thursday, March 3, 2016	Yes
Yes	CPA - Coalition for a Prosperous America	Friday, February 19, 2016	Yes
Yes	MD&M West	Tuesday, February 9, 2016	Yes
Yes	IEDC Leadership Summit	Sunday, January 24, 2016	Yes

06. PRESS/MEDIA

- A. Enewsletter
- B. Blog
- C. Events
- D. News
 - a. Add New Article
 - a. Edit Article

The screenshot shows the 'News Articles' page in the Reshoring Administrator system. A table lists news articles with columns for 'Active', 'Title', 'Date', and 'Active'. Callout 'a' points to the '+ Add New Article' button, 'b' points to the action icons for the first article, and 'd' points to the 'NEWS' menu item in the left sidebar.

Active	Title	Date	Active
Yes	Five Solid Places to Find Data for your Business Features	February 23, 2016	Yes
Yes	4 Manufacturing Benefits of Reshoring in 2016	February 19, 2016	Yes
Yes	A Less Bombastic View On China Emerging	February 8, 2016	Yes
Yes	WHAT RESHORING AND NEWSHORING COULD MEAN FOR U.S. MANUFACTURING	February 5, 2016	Yes
Yes	Reshoring: The silver lining amid weak indicators?	February 5, 2016	Yes
Yes	Made in USA Resource Program Could Help Retailers Save up to \$1.1 Trillion	February 2, 2016	Yes
Yes	Plastic Thermoforming, Reshoring, and Medical Device Manufacturing	January 27, 2015	Yes
Yes	Reshoring + FDI Remain strong in 2015	January 26, 2015	Yes
Yes	Reshoring + FDI Remained Strong in 2015	January 26, 2015	Yes
Yes	Industry initiative rebuts report questioning reshoring	January 25, 2015	Yes
Yes	Reshoring and Medical Device Manufacturing	January 25, 2015	Yes
Yes	Is Reshoring Increasing or Declining?	January 22, 2015	Yes
Yes	The number of companies bringing jobs back continues to increase	January 22, 2015	Yes
Yes	Advocate Says Reshoring's Down, But Not Out	January 19, 2015	Yes
Yes	A.T. Kearney's Study on Reshoring is Just Plain Wrong	January 7, 2016	Yes

07. CONTENT

The CONTENT area on the menu navigation contains sections where website administrators can add certain content on the website. From the WEBINARS (A.) section, administrators can add or remove webinar content in the form of a video or audio file. The content appears on the website under the Webinar section.

The VIDEOS (B.) section on the CMS allows website administrators to add videos that can be viewed through the website.

The BOARD MEMBERS (C.) section of the CMS is where website administrators can add the profile of a new board member, remove a profile or edit the profile of an existing board member.

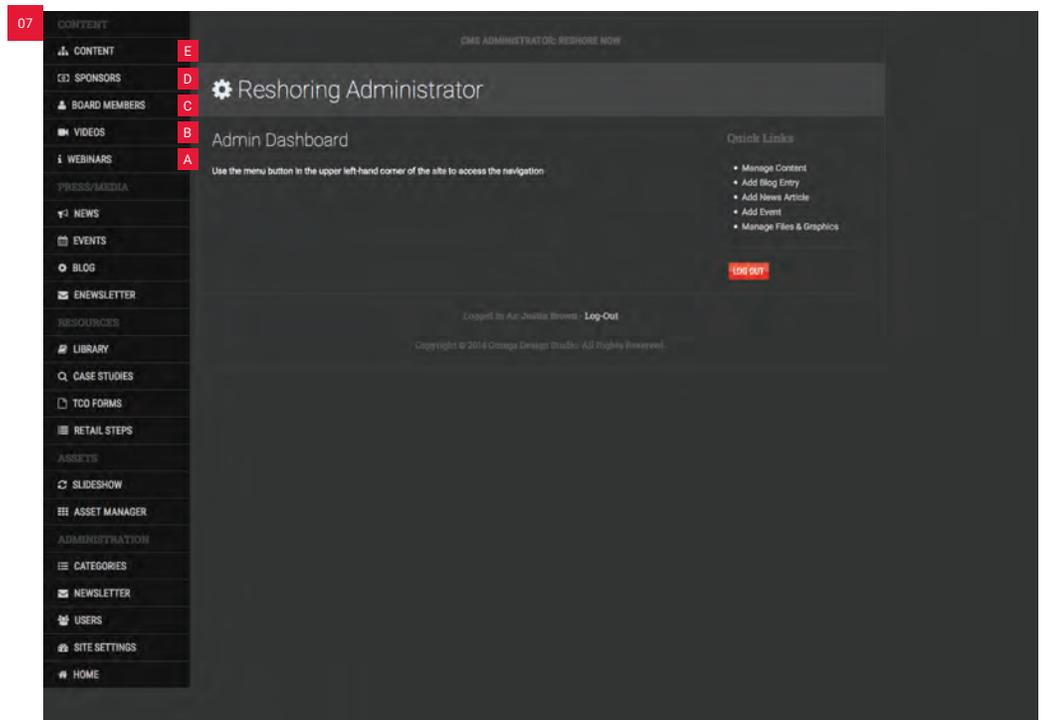
Reshoring Initiative Sponsors can be added through the SPONSORS (D.) section of the CMS. Website administrators can add or remove sponsors or edit the level of existing sponsors.

Through the CONTENT (E.) section of the CMS website administrators have the ability to:

- a. Edit the content, meta data and parameters of existing website pages
- b. Add new pages and populate content, meta data and page parameters
- c. Remove existing pages

07. CONTENT

- A. Webinars
- B. Videos
- C. Board Members
- D. Sponsors
- E. Content



07. CONTENT

- A. Webinars
 - a. Add New Webinar
 - a. Edit Webinar
- B. Videos
- C. Board Members
- D. Sponsors
- E. Content

07 RESHORING ADMINISTRATOR: RESHORE NOW

Reshoring Administrator

RESHORING WEBINARS:

Name	Source	Date	Published	Actions
Talking Freight: Reshoring Overseas Manufacturing to the U.S. and North America and its Impacts on the Transportation System	Talking Freight	July 15, 2015	Yes	[Edit] [Delete]
The Reshoring Initiative with Harry Moser	Supply Chain Insights	February 5, 2015	Yes	[Edit] [Delete]
Applying Reshoring and Total Cost in PA with Harry Moser	NEPRC - Northeastern Pennsylvania Industrial Resource Center	February 4, 2014	Yes	[Edit] [Delete]
The 2013 Manufacturing Economic Outlook	NABE (National Association of Business Economists)	February 21, 2013	Yes	[Edit] [Delete]
RESHORING Bringing Manufacturing Back	NIST	November 29, 2012	Yes	[Edit] [Delete]
Made in the U.S.A. again: Is 'reshoring' right for you?	DC Velocity	June 1, 2012	Yes	[Edit] [Delete]
USA: Sourcing Options for U.S. Manufacturers - Offshoring or Reshoring	Global Auto Industry	August 11, 2011	Yes	[Edit] [Delete]
SME Chicago Chapter		February 10, 2011	Yes	[Edit] [Delete]

Logged In As: Justin Brown - Log Out
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a Add New Webinar

b Edit

07. CONTENT

- A. Webinars
- B. Videos
 - a. Add New Video
 - a. Edit Video
- C. Board Members
- D. Sponsors
- E. Content

07 RESHORING ADMINISTRATOR: RESHORE NOW

Reshoring Administrator

RESHORING VIDEOS:

Actions	Name	Source	Date	Published	Actions
[Add]	ARISE XCHANGE: HARRY MOSER 02/20/15	Arise Xchange	3/20/16	Yes	[Edit] [Delete]
[Add]	Here's some help for manufacturers and job seekers	Crain's Chicago Business	4/2/12	No	[Edit] [Delete]
[Add]	Mike Boehler interviews Harry Moser of National Reshoring Initiative	Linked Local Network	7/14/11	No	[Edit] [Delete]
[Add]	Seco's September 13 inX keynote Address	Seco	9/13/11	No	[Edit] [Delete]
[Add]	What Do You Know about the Reshoring Initiative?	KARICO Performance Solutions	10/29/11	No	[Edit] [Delete]
[Add]	Insourcing American Job Forum	White House	1/1/12	No	[Edit] [Delete]
[Add]	Reshoring Ohio Manufacturing Forum with Harry Moser	firstpost	3/2/12	No	[Edit] [Delete]
[Add]	Reshoring Manufacturing	Modern Machine Shop	8/1/11	No	[Edit] [Delete]
[Add]	Manufacturing Jobs Coming Back to the U.S.?	Fox Business News	1/25/13	No	[Edit] [Delete]
[Add]	National Press Club	America Manufacturing	9/1/10	No	[Edit] [Delete]
[Add]	Reshoring	AL Jazera	3/13/13	No	[Edit] [Delete]
[Add]	American Companies	Australian Broadcasting Corporation	4/9/13	No	[Edit] [Delete]
[Add]	The Jeff Sames Show - Harry Moser	Revolution Radio	7/5/13	No	[Edit] [Delete]
[Add]	Reshoring is the new offshoring	canoe.tv	1/28/14	No	[Edit] [Delete]
[Add]	Use total cost to justify automation for	Plant Engineering	2/19/14	No	[Edit] [Delete]

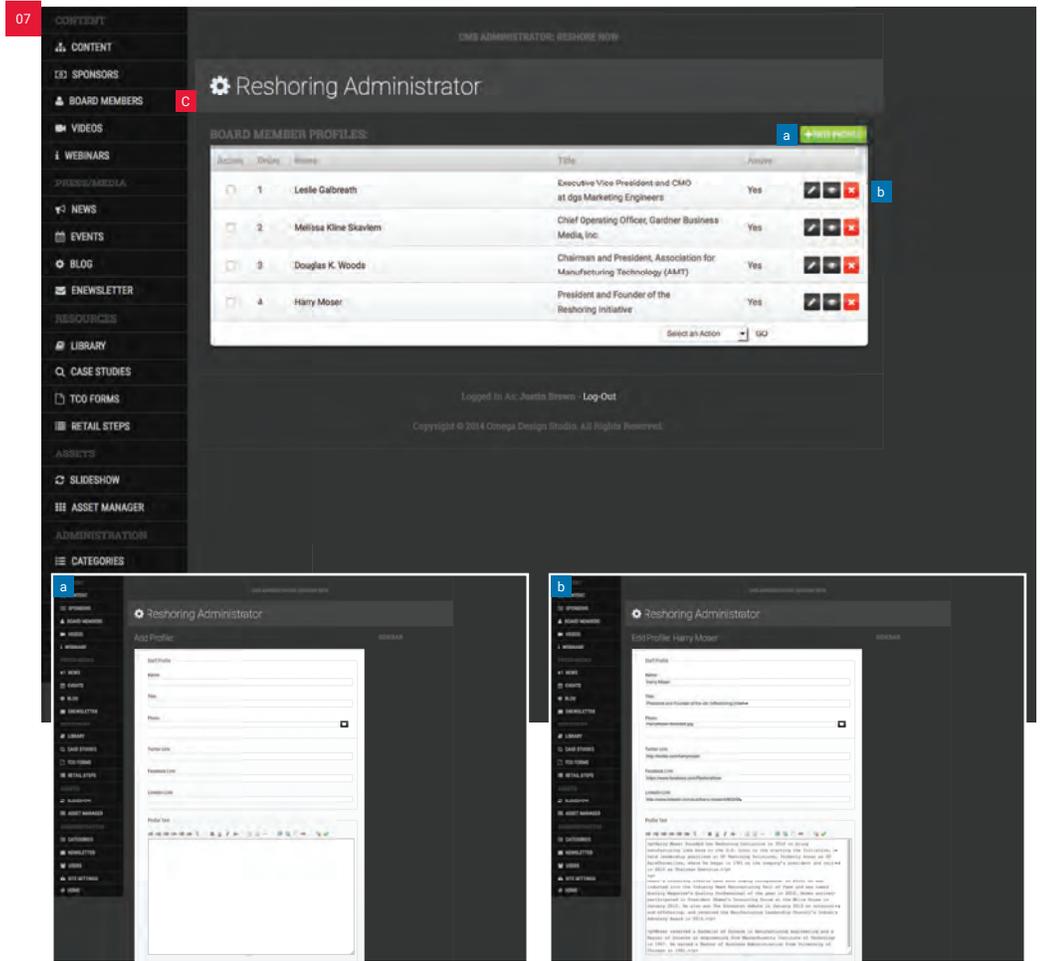
Logged In As: Justin Brown - Log Out
Copyright © 2014 Omega Design Studios. All Rights Reserved.

a Add New Video

b Edit

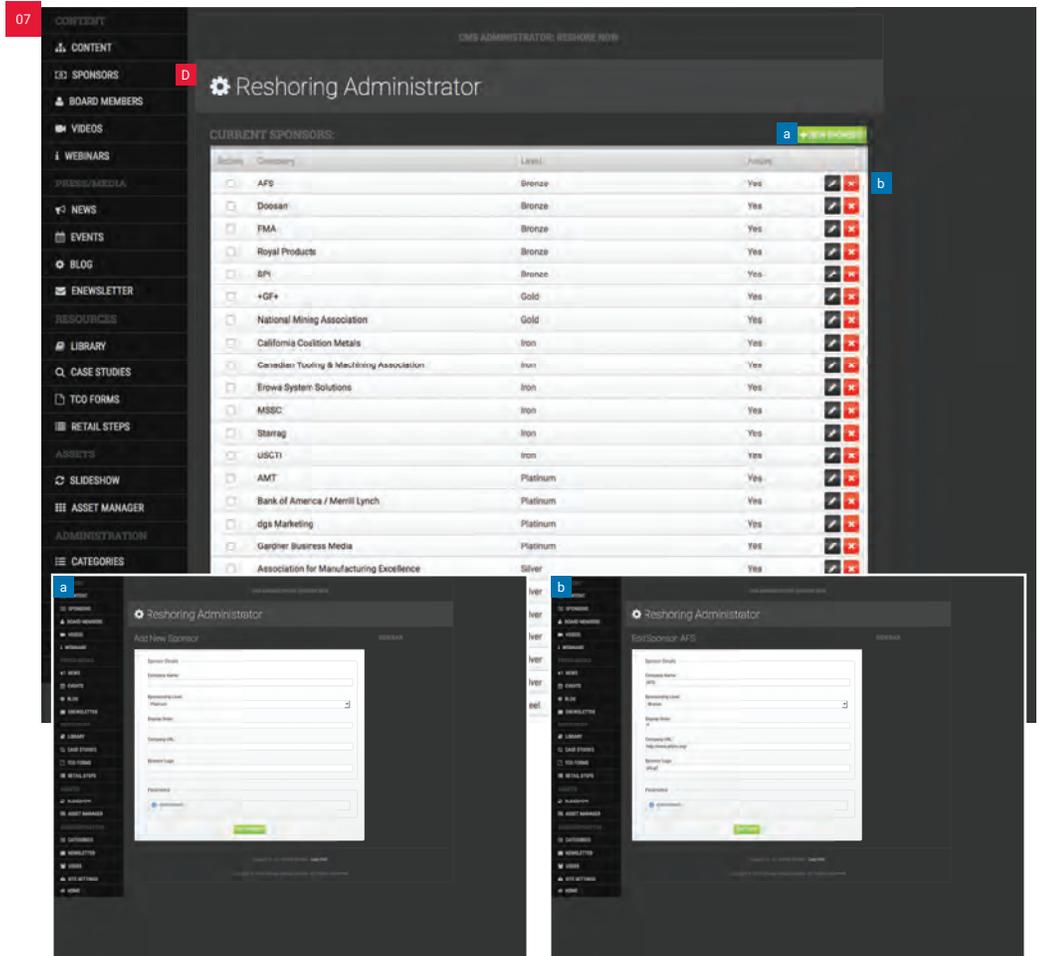
07. CONTENT

- A. Webinars
- B. Videos
- C. Board Members
 - a. Add New Profile
 - a. Edit Profile
- D. Sponsors
- E. Content



07. CONTENT

- A. Webinars
- B. Videos
- C. Board Members
- D. Sponsors
 - a. Add New Sponsor
 - a. Edit Sponsor
- E. Content



07. CONTENT

- A. Webinars
 - B. Videos
 - C. Board Members
 - D. Sponsors
 - E. Content
 - a. Add New Content
 - b. Edit Content
- Continue below to add new and edit content*

07. CONTENT

- A. Webinars
- B. Videos
- C. Board Members
- D. Sponsors
- E. Content

1 Content Home

- Displays the site structure and pages of the main navigation (Page Level 1) and auxiliary navigation (Page Level 2)

2 Page Listing

- Displays site pages in a list format.

3 Add Page

- Add a new page to website

ADD NEW PAGE

1 Page Details

- Page Title: Enter the title for the page
- Page Level: For general page content enter level 3
- Page Order: For general page content not intended for main, secondary or tertiary navigation enter order 1

2 Meta Data (SEO)

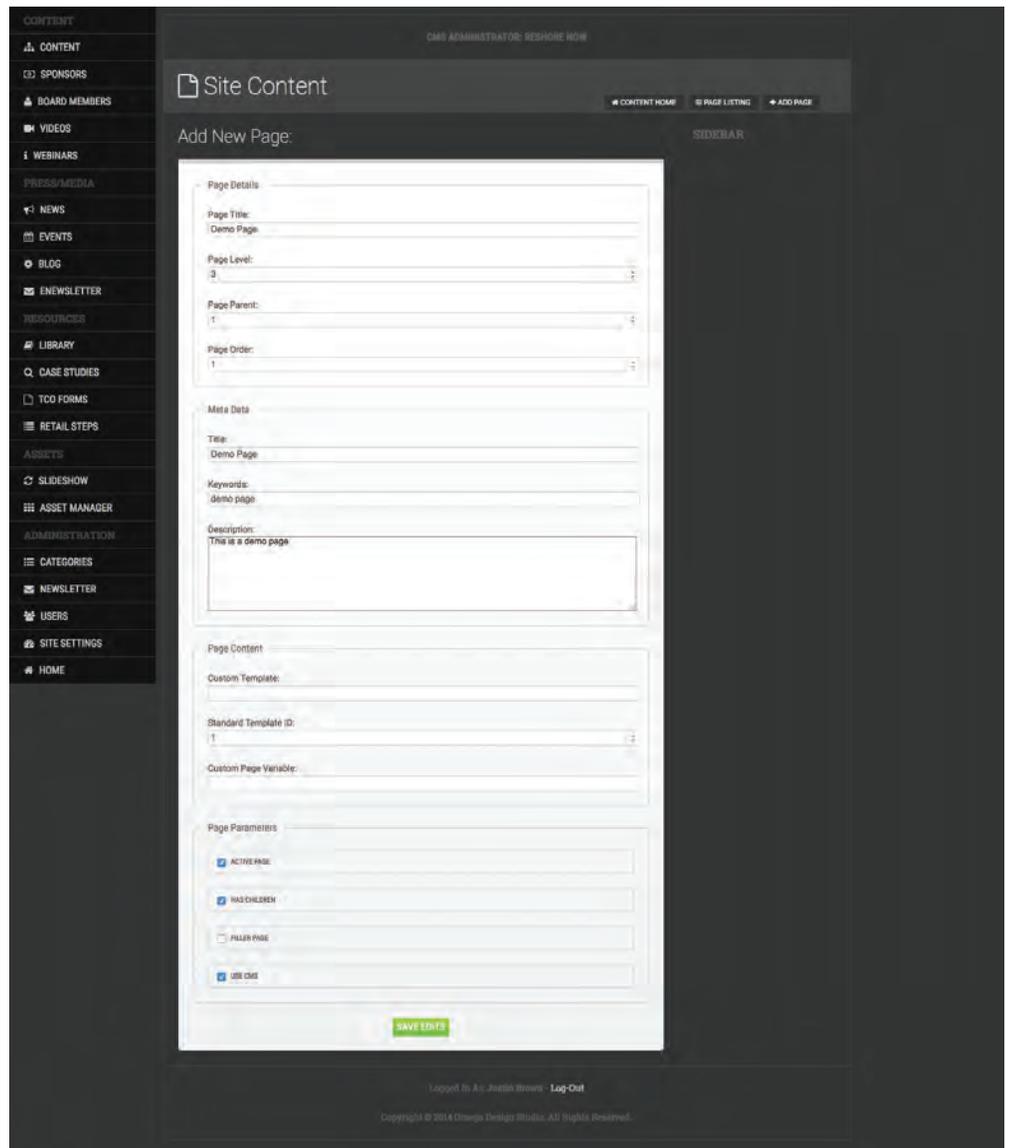
- Title: Enter the title for the page
- Keywords: Enter keywords for SEO optimization
- Description: Enter a description for the page content

3 Page Content

- Custom Template: Only needed if custom page structure is needed; back-end development required
- Standard Template ID: There are two standard templates, 1 and 2
 - 1: Standard page layout with left sidebar navigation and Events widget
 - 2: Full-width page layout
- Custom Page Variables: Leave blank; back-end development only

4 Page Parameters

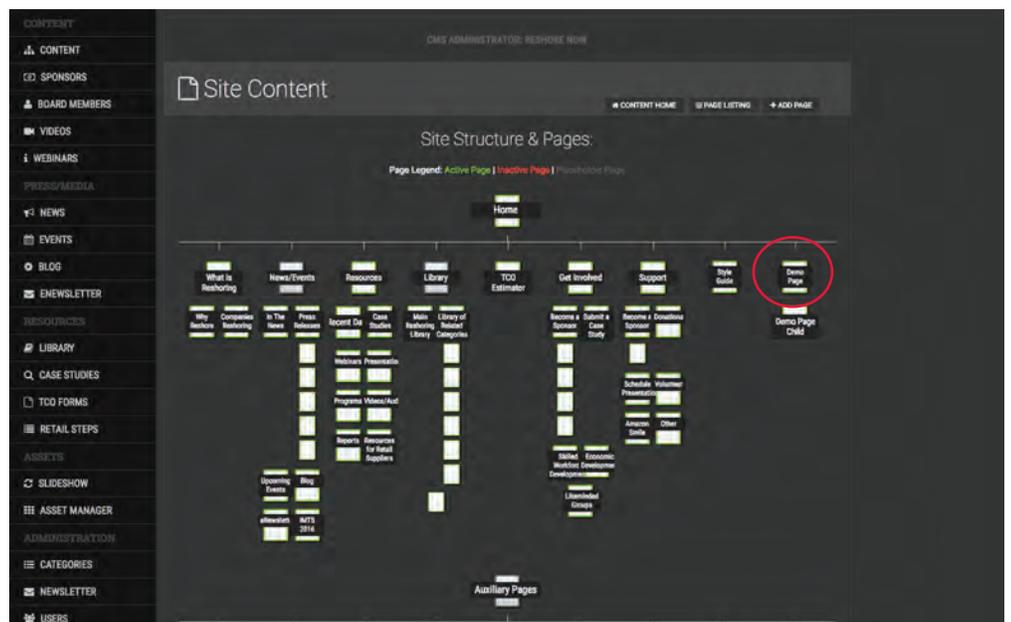
- Active Page: Activates the page
- Has Children: Identifies the new page as a parent with additional new pages added as children
- Filler Page: Creates a placeholder page for additional new pages added as children
- Use CMS: Enables the WYSIWYG editor for the new page



5 Save Edits

CONTENT HOME

- Site Structure & Pages:
 - Select new page from visual site map



PAGE DETAIL:

1 Add Content button

- Select to create a Content Record for the new page

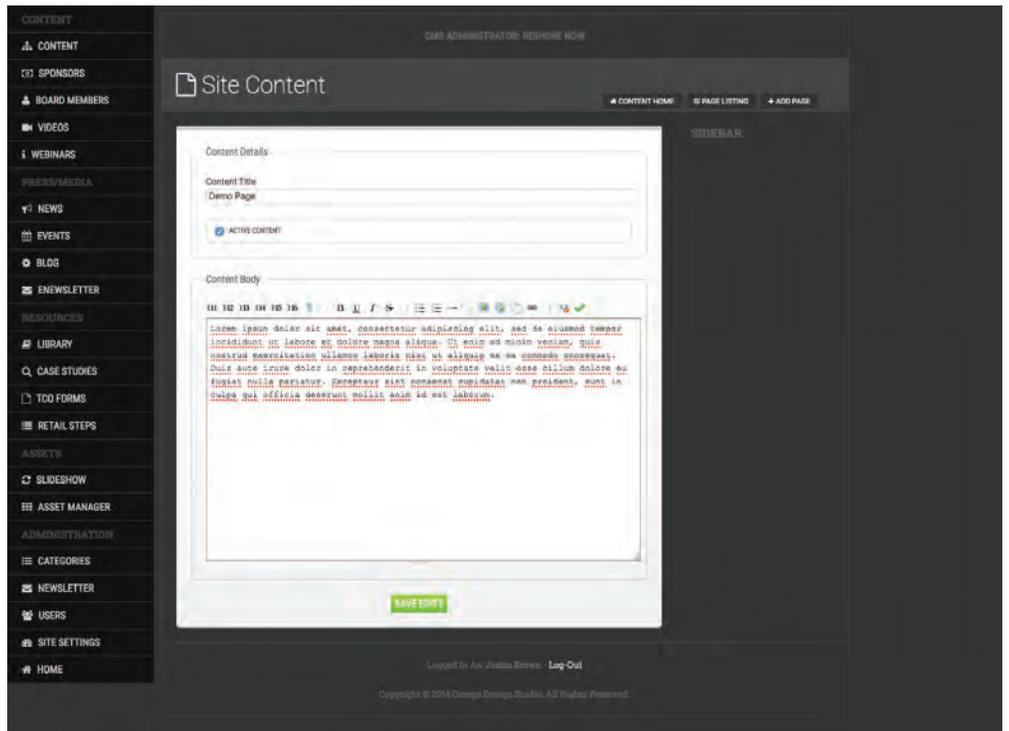
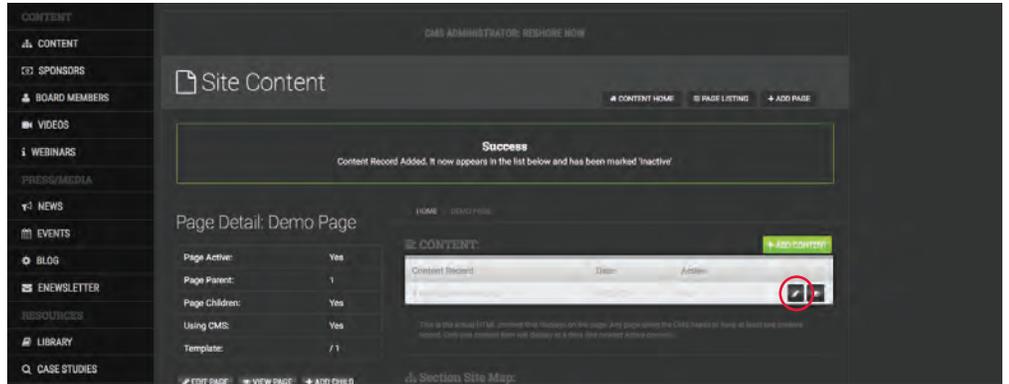
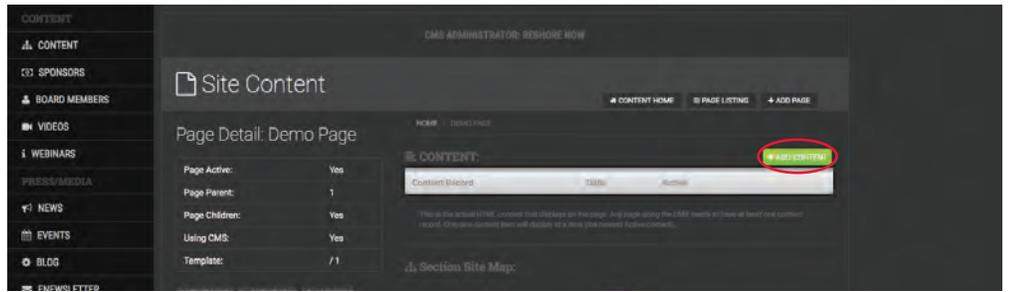
2 Edit Icon (Pencil)

- Select pencil icon to create the new page content
- Title: Enter the title for the page
- Keywords: Enter keywords for SEO optimization
- Description: Enter a description for the page content

3 Site Content Editor

- Content Title: Enter the headline for the new page
- Active Content: Activates the content on the new page
- Content Body: WYSIWYG editor to add in new page content, add custom HTML markup, insert images from the Asset Manager, stylize text, insert hyperlinks, etc.

4 Save Edits

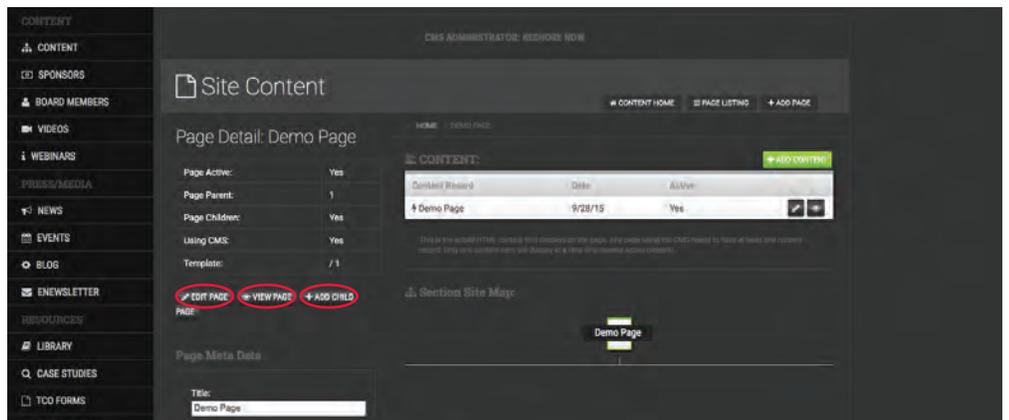


PAGE DETAIL:

1 Edit Page: Edit the content of the page

2 View Page: View how the page content will look to user

3 Add Child Page: Creates a new page as a child to the parent page



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