AYSO Regional Management System (RMS) – Design Elements

Section 2 & 9 – Northwest Expo
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Why focus on design features?

- During the first two years of the Blue Sombrero (RMS or BSB) roll out, most AYSO staff focused on regional functionality. Design and appearance took back seat for many regions.

- Delay of Area and Section functionality in Blue Sombrero put some Area and Section pages on back burner.

- Many Regions, Areas, and Sections with functional websites and capable web admins were frustrated by the comparatively restrictive BSB AYSO template when compared to their original websites.

What are the benefits of focusing on design?

- Present parents, volunteers, and site visitors with a more professional looking website.

- Use repeating design elements to build or re-inforce your brand identity and recognition.

- Increase incorporation of your website into your social media presence, creating a unified look and feel across all of your platforms.

Often Overlooked Site Set Up Elements

- Uploading regional, area or section logo in proper format.
- Creating a favicon for insertion by BSB staff.
- Choosing correct color scheme.
- Using the first rotator image to identify your site via social media.

Uploading Regional, Area or Section logo

Have you seen logos that look like this? If your logo was uploaded as a .jpeg or .gif file, these file types do not support transparency and present as a white colored box around your logo.

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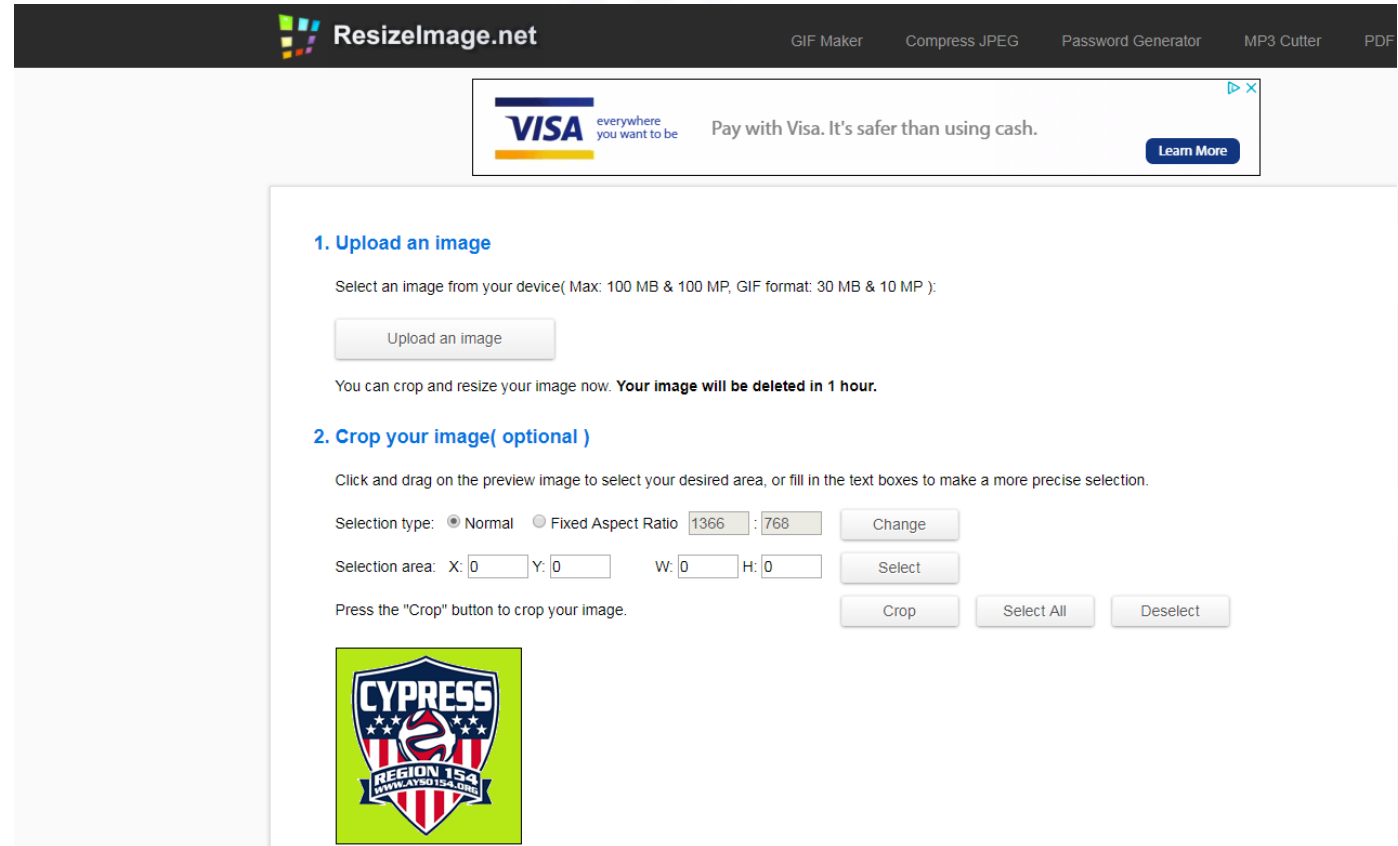
Uploading Regional, Area or Section logo

Your logo will present best when uploaded as a larger pixel .png file that supports transparency. This allows your logo to float in front of the BSB title banner.

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Uploading Regional, Area or Section logo

To create transparency in your logo where none exists you can use various online image editing tools. Sites like ResizeImage.net allow you to add transparency and switch file types as well as resize.

Creating and Using a favicon

Wait, what's a favicon??

A favicon is a small icon usually generated from a larger image that is used to identify your website on browser tabs, bookmarks, and some mobile apps.

Dictionary

Enter a word, e.g. "pie"

fa·vi·con
/ˈfāvəˌkän/ ◀))

noun

an icon associated with a URL that is variously displayed, as in a browser's address bar or next to the site name in a bookmark list.

Translations, word origin, and more definitions
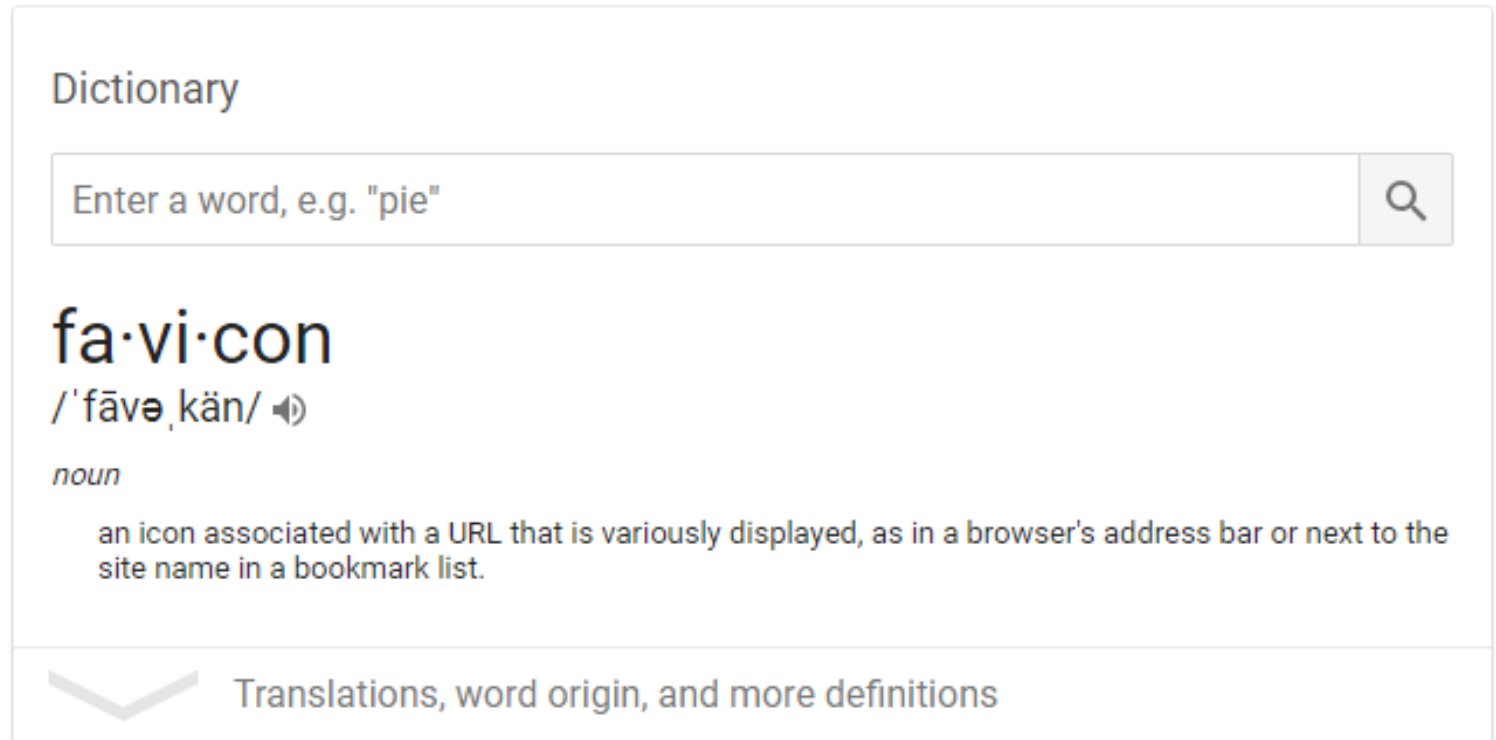
Creating and Using a favicon

When visiting multiple AYSO pages that do not use favicons it can get very confusing.

As a default they all display the green Dick's Sports "HQ" logo.

Creating and Using a favicon
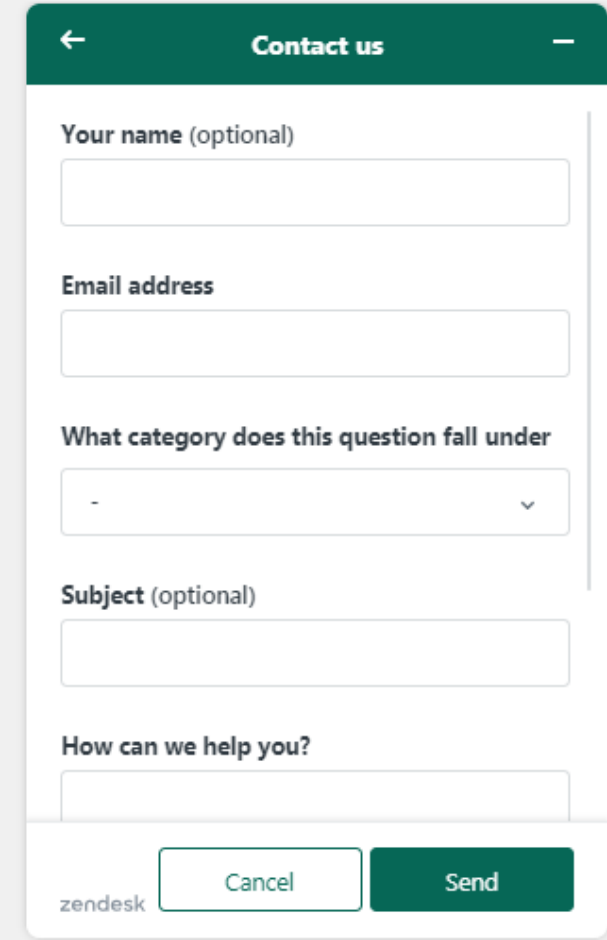
Compare that to having the logos and/or names of the regions, areas, and sections you have open right there on the tabs.
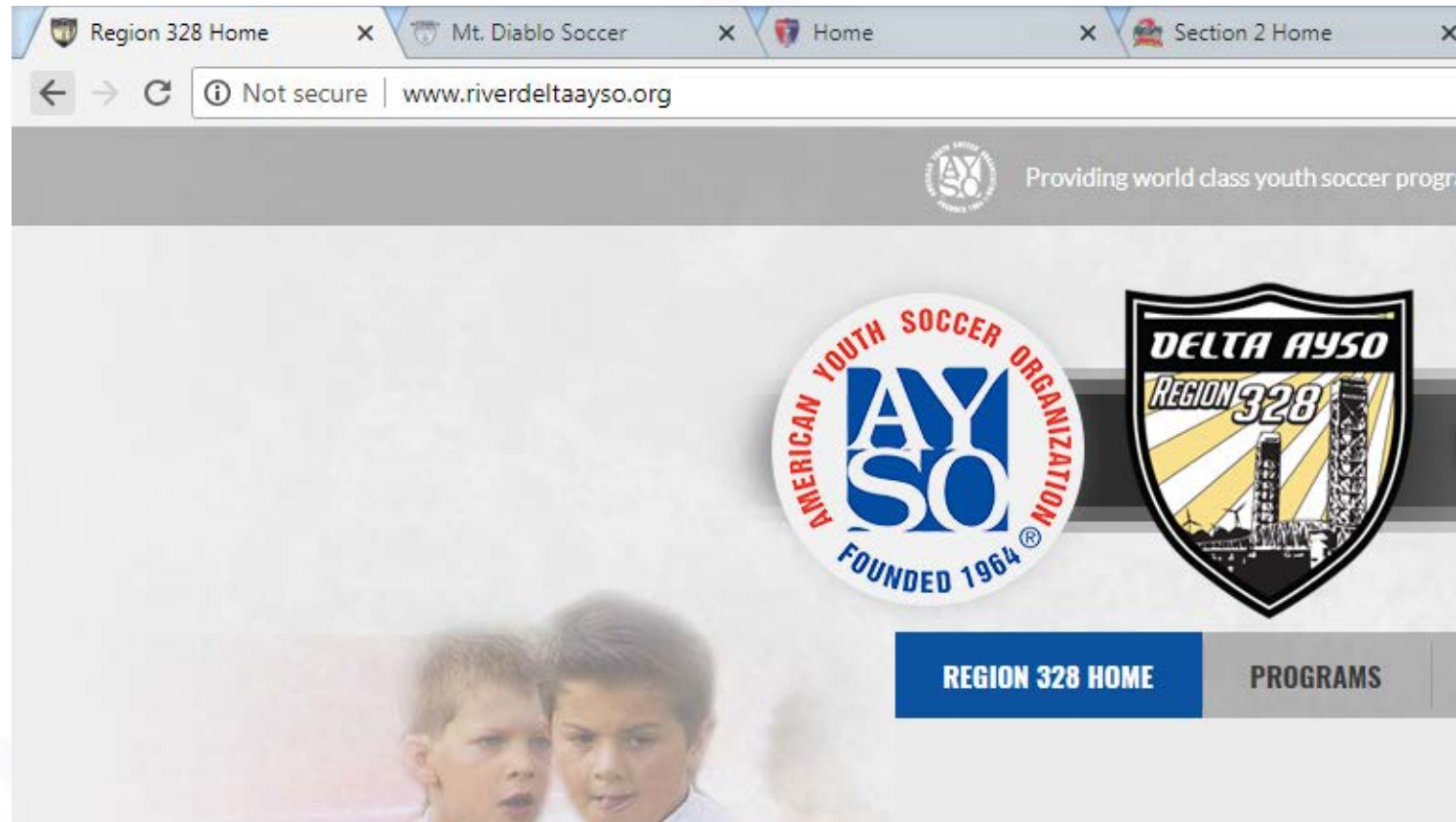
Creating and Using a favicon

Since BSB page HTML editing is not allowed outside of the content modules this is something that BSB support must do.

They will install the favicon file in the file directory and insert the code in the header portion of your pages HTML code which only they have access to.

Creating and Using a favicon

There are dozens and dozens of online favicon generators. Find one you want to use, upload your logo and then download your favicon. You can then email BSB support and ask them to install on your site.
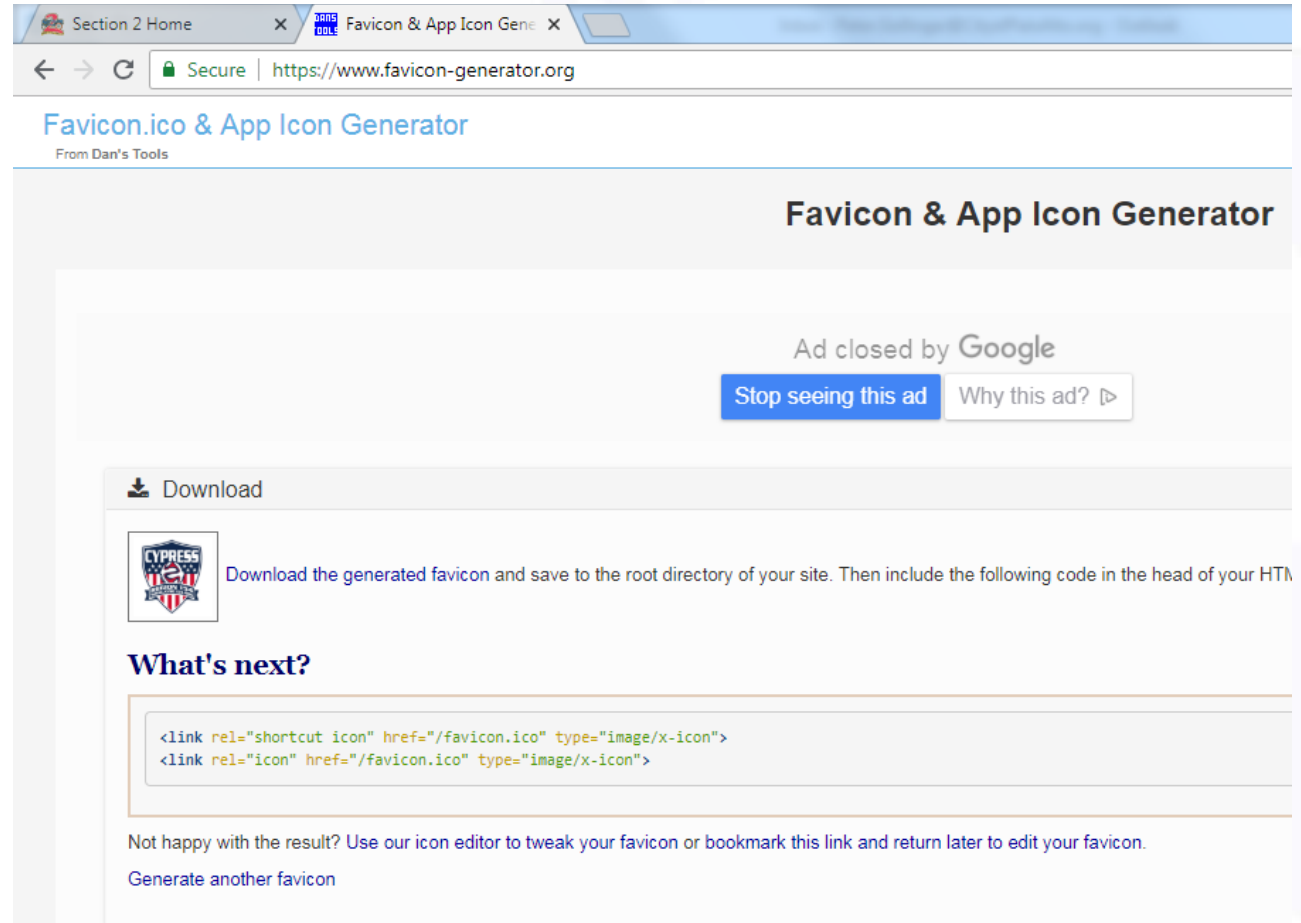
Selecting a Color Theme

Many AYSO sites already take advantage of this but I felt it worth mentioning.

While we are restricted to a single theme by National/BSB we are allowed to choose a color for that theme.
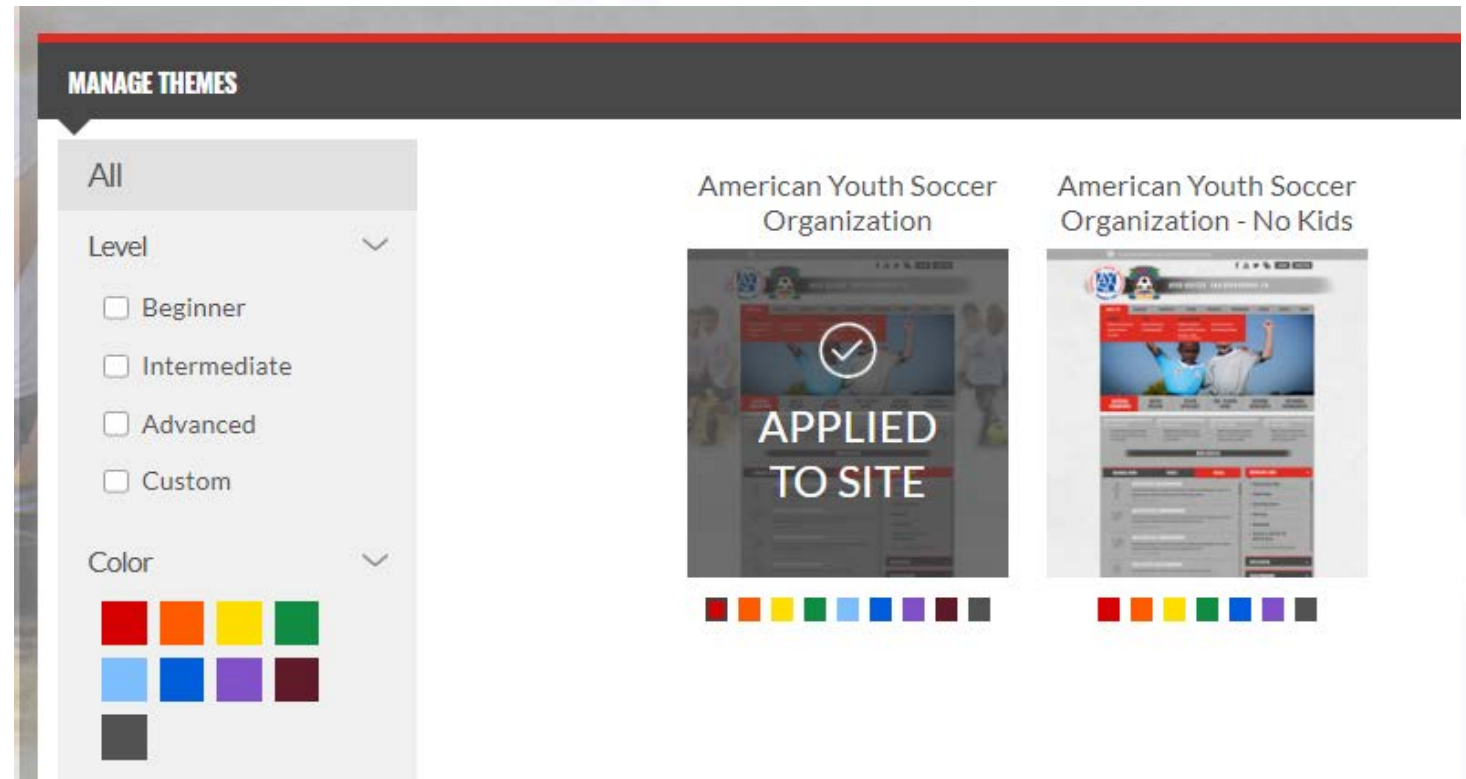
Selecting a Color Theme

Matching or complimenting your logo colors with your theme is an easy way to make your BSB AYSO page stand out from the rest.

Using the First Rotator Image to I.D. Your Site

When you share your site on social media, the platform you are using (Facebook for example) queries your URL to locate any Open Graph tags for content to I.D. your site.

Since we cannot alter page code we are at the mercy of BSB on this. The default scrape for BSB pages on Facebook is the first rotator image and the word "Home".
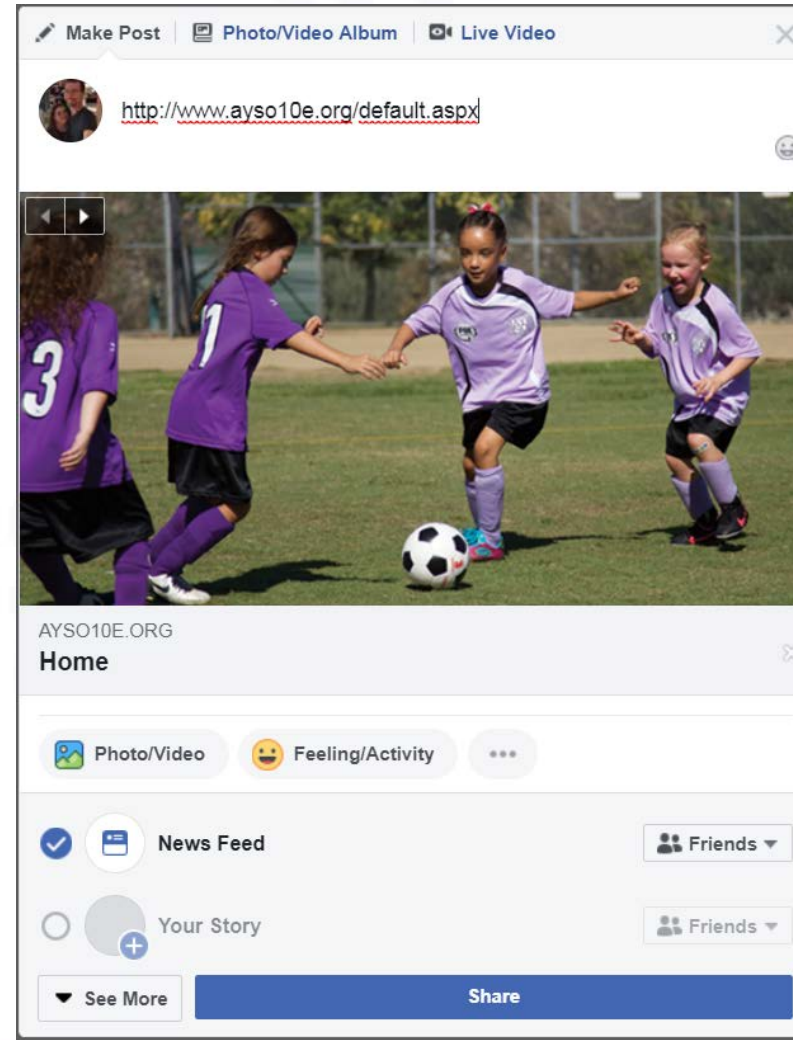
Using the First Rotator Image to I.D. Your Site

An easy solution is to use your opening rotator image to represent your region/area/or section. This limits you to only five rotator images with appropriate content so it is a trade off.

Notice the page is titled "Region 328 Home" instead of simply "Home". This was done by BSB support at our request when submitting our favicon.

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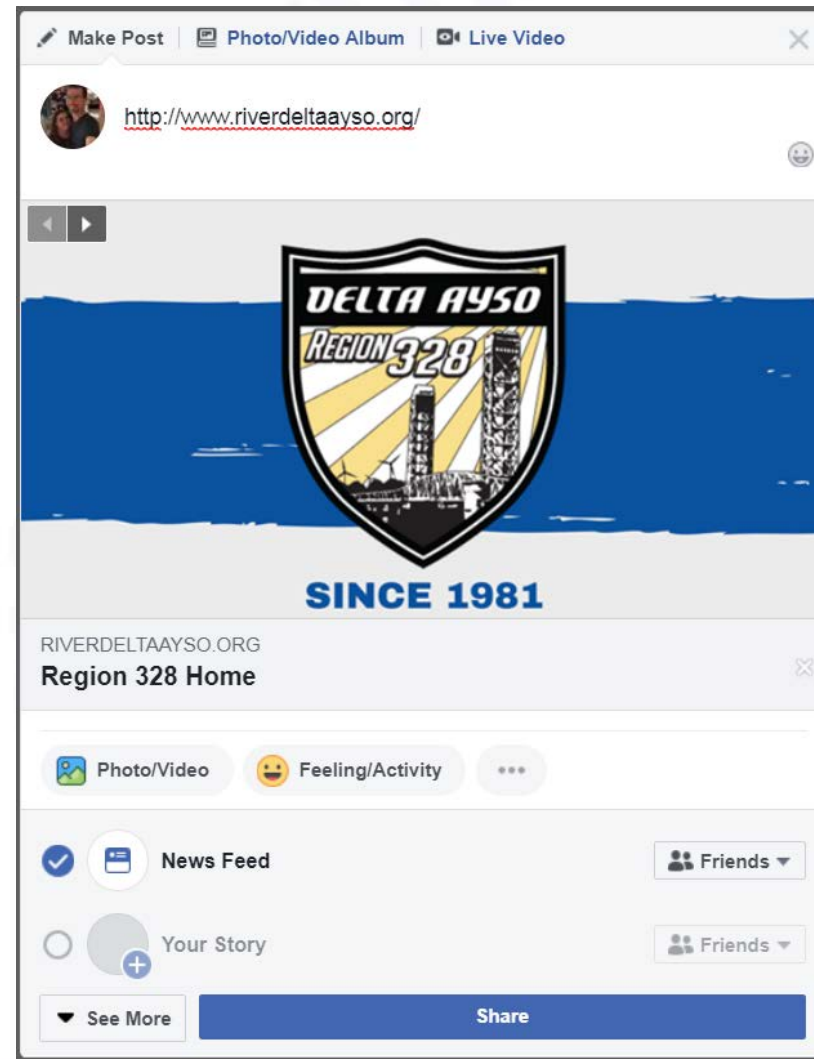
Using the First Rotator Image to I.D. Your Site

You can check your Open Graph tags with the Facebook for developers de-bugging tool.

Simply type in your URL and it will present you with the current status of your Open Graph tags.

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Design Elements and Useful Tools

- Creating content for your image rotator.

- Using and modifying BSB HTML templates.

- Inserting custom icons into content module headings.

- Setting up a donations portal outside of program registrations.

- Using iframes to embed media in a content module.

- Viewing your site as an end user.

Creating Image Rotator Content

One of the most useful and versatile tools on the BSB platform is the home page image rotator.

Getting your image and information formatted can be tricky though.
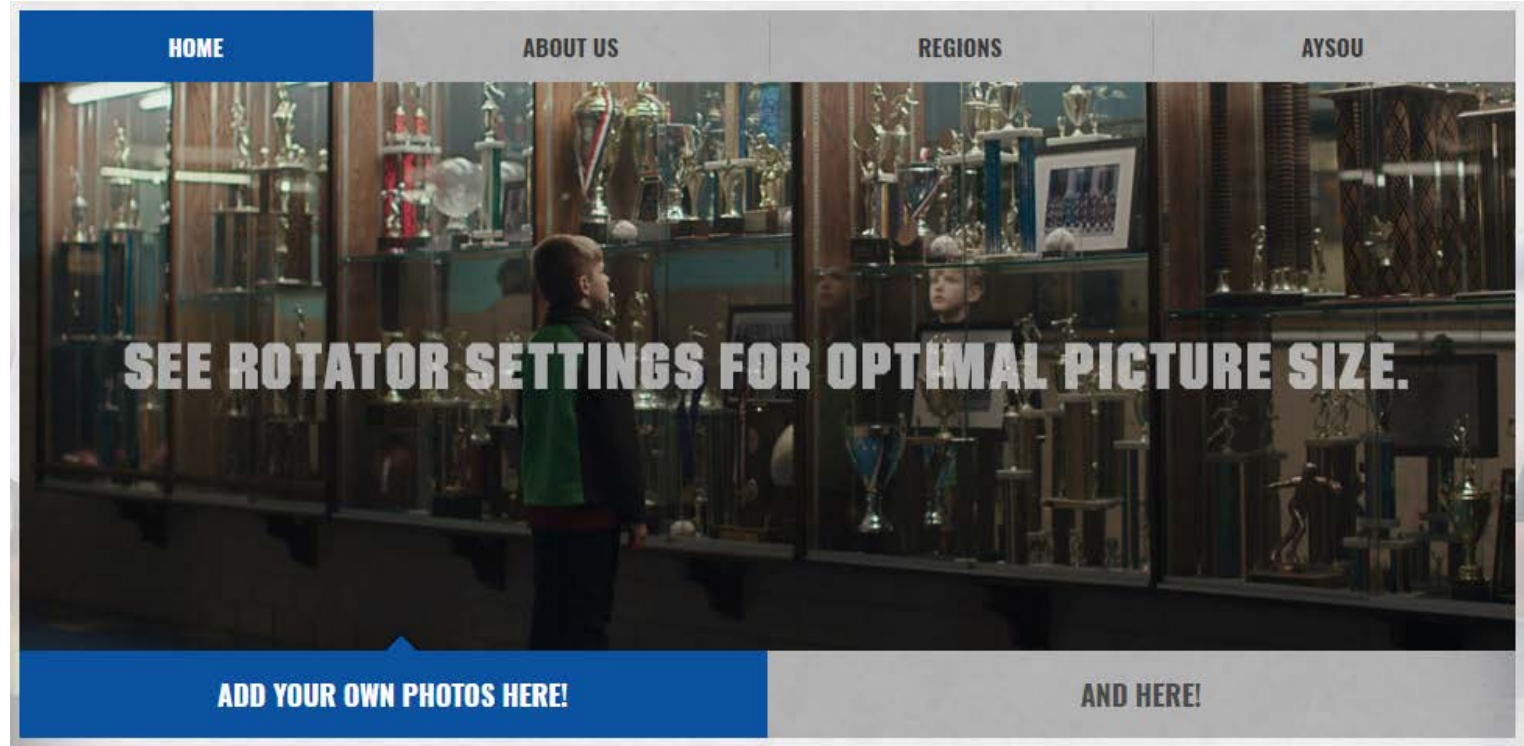
Creating Image Rotator Content

Optimal image size is 960 x 365 pixels. This is important because an image that is a different size will display oddly.

Creating Image Rotator Content

One method to create rotator content is by using a graphics program.

Adobe illustrator, Canva, or any other graphics program will work. Even Microsoft Paint can be used.
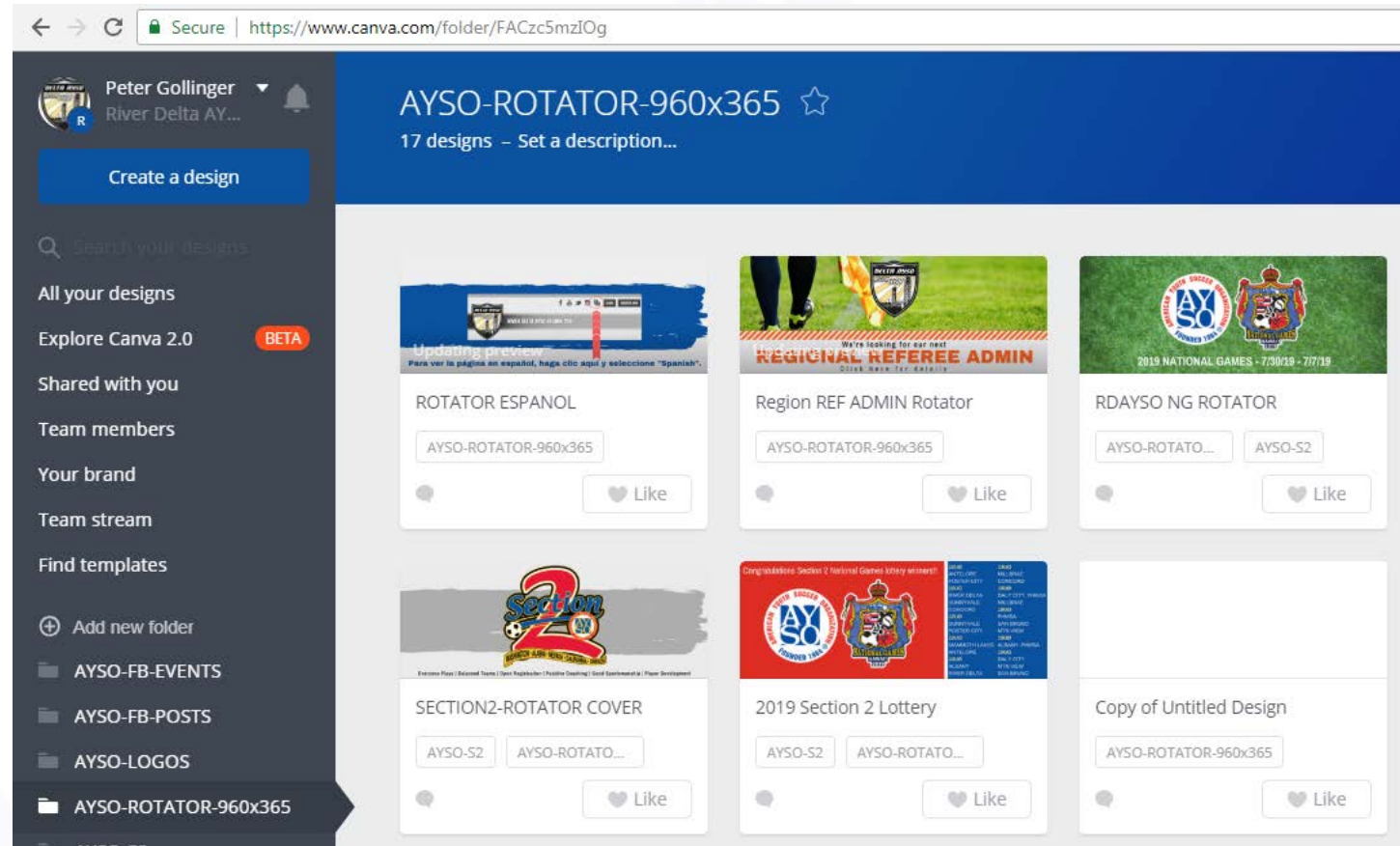
Creating Image Rotator Content

If you aren't already familiar with any graphics program I would recommend using Canva.

It's online based, free to non-profits, customizable and sharable with other team members.

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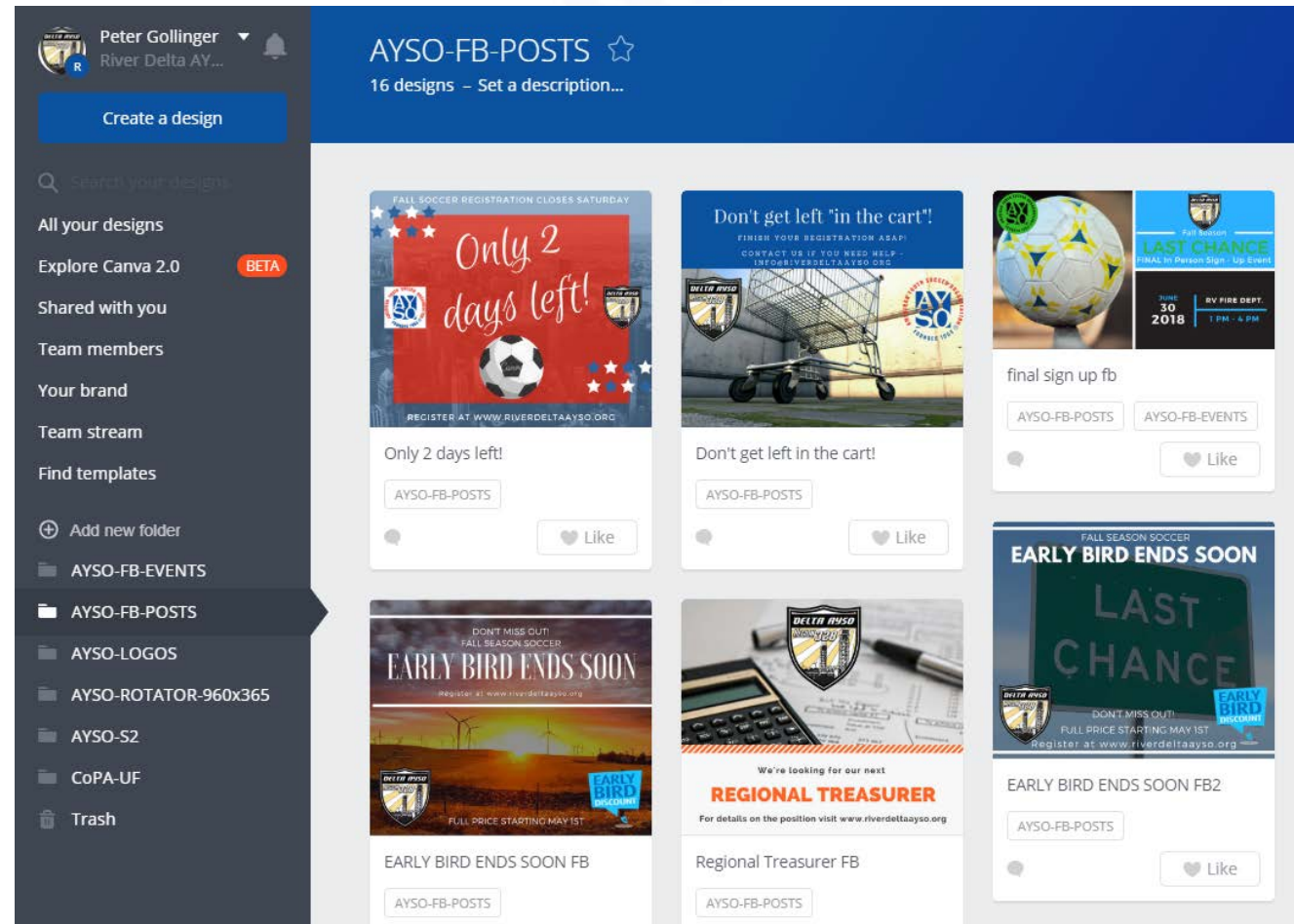
Using BSB HTML Templates

The BSB platform comes with a handful of HTML templates to use in the content modules.

You can access the template manager while editing a module by clicking the template button in the ribbon.

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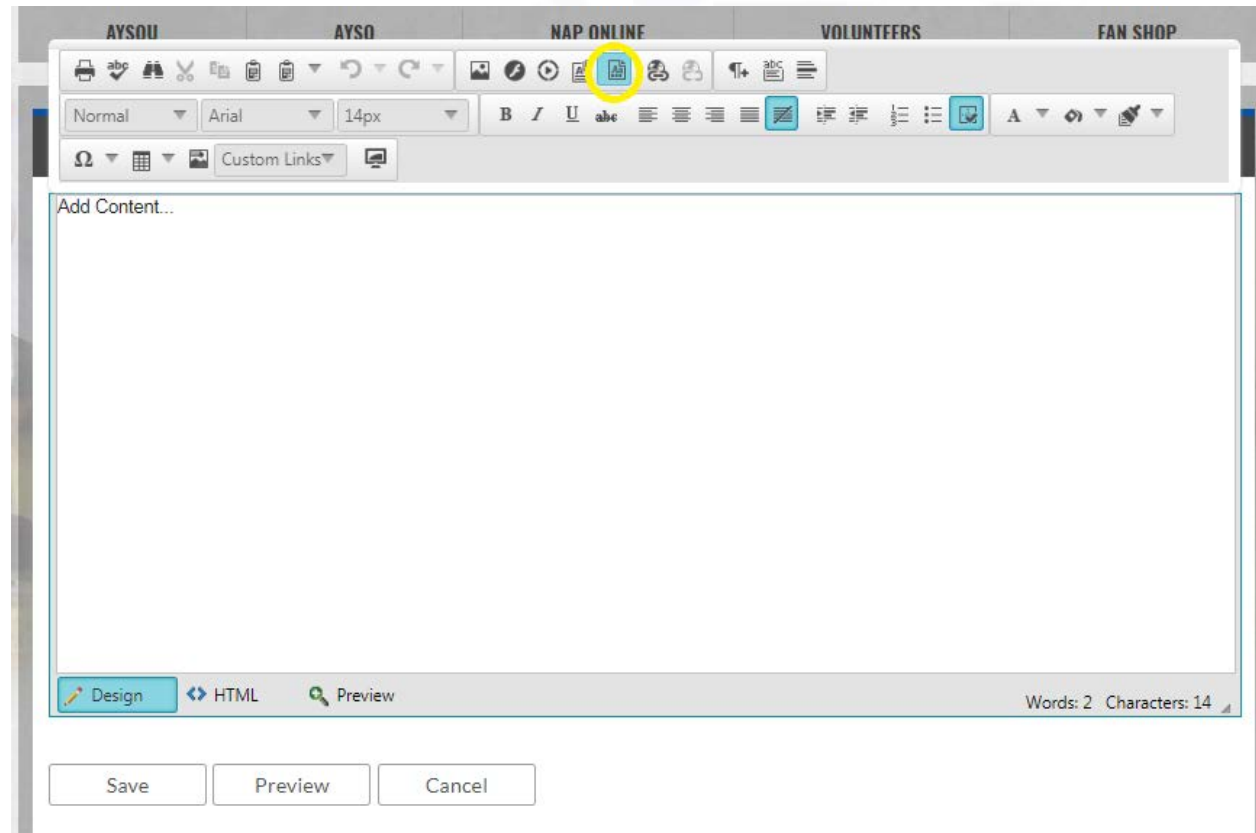
Using BSB HTML Templates

The list of HTML templates is not very long and many of them may not be useful to your situation or need.

There are two templates I'd like to show you.

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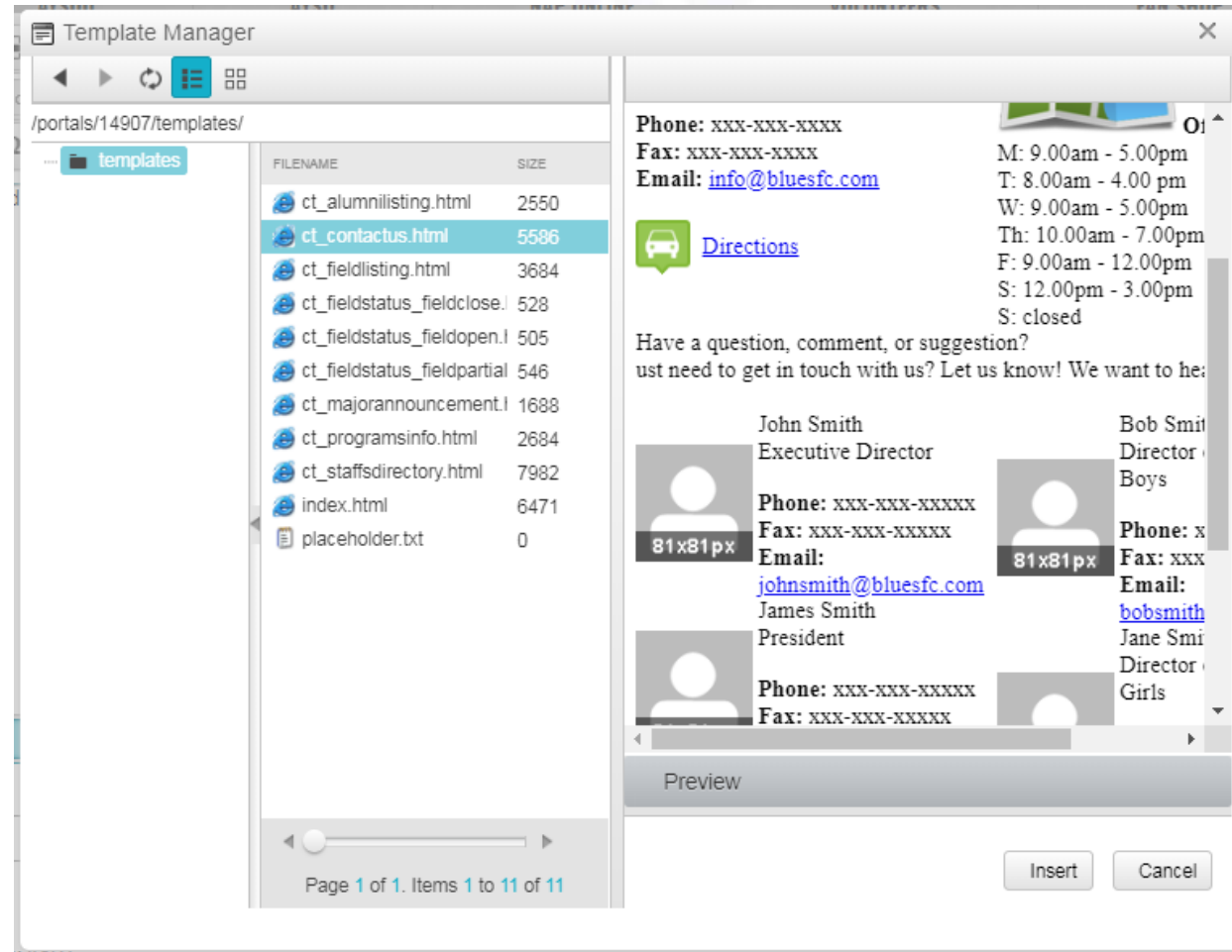
Using BSB HTML Templates

Blank "Contact Us" Template

"Contact Us" Template in Use

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Using BSB HTML Templates

Blank "Staff Listing" Template

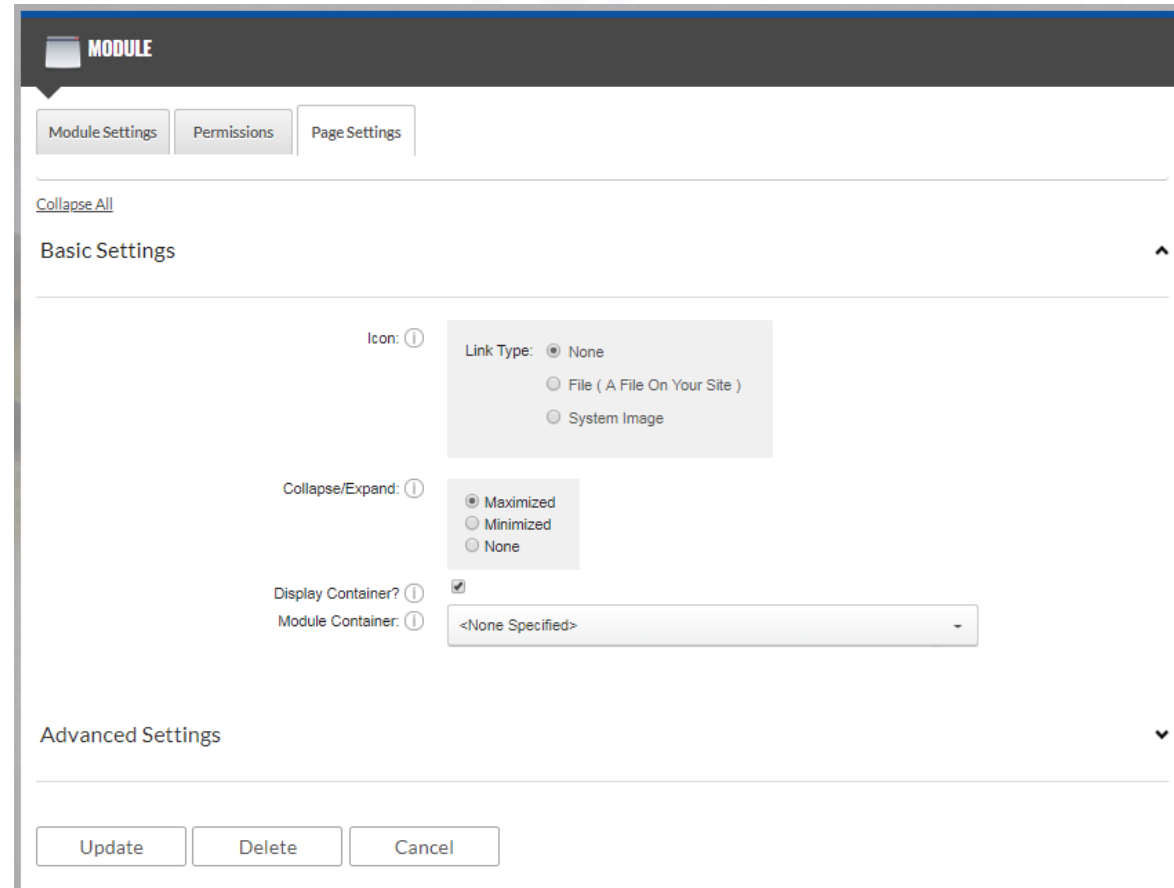## "Staff Listing" Template in Use

Inserting Custom Icons Into Module Headings

If you wish to further customize your site you can add an icon to the header of each content module.
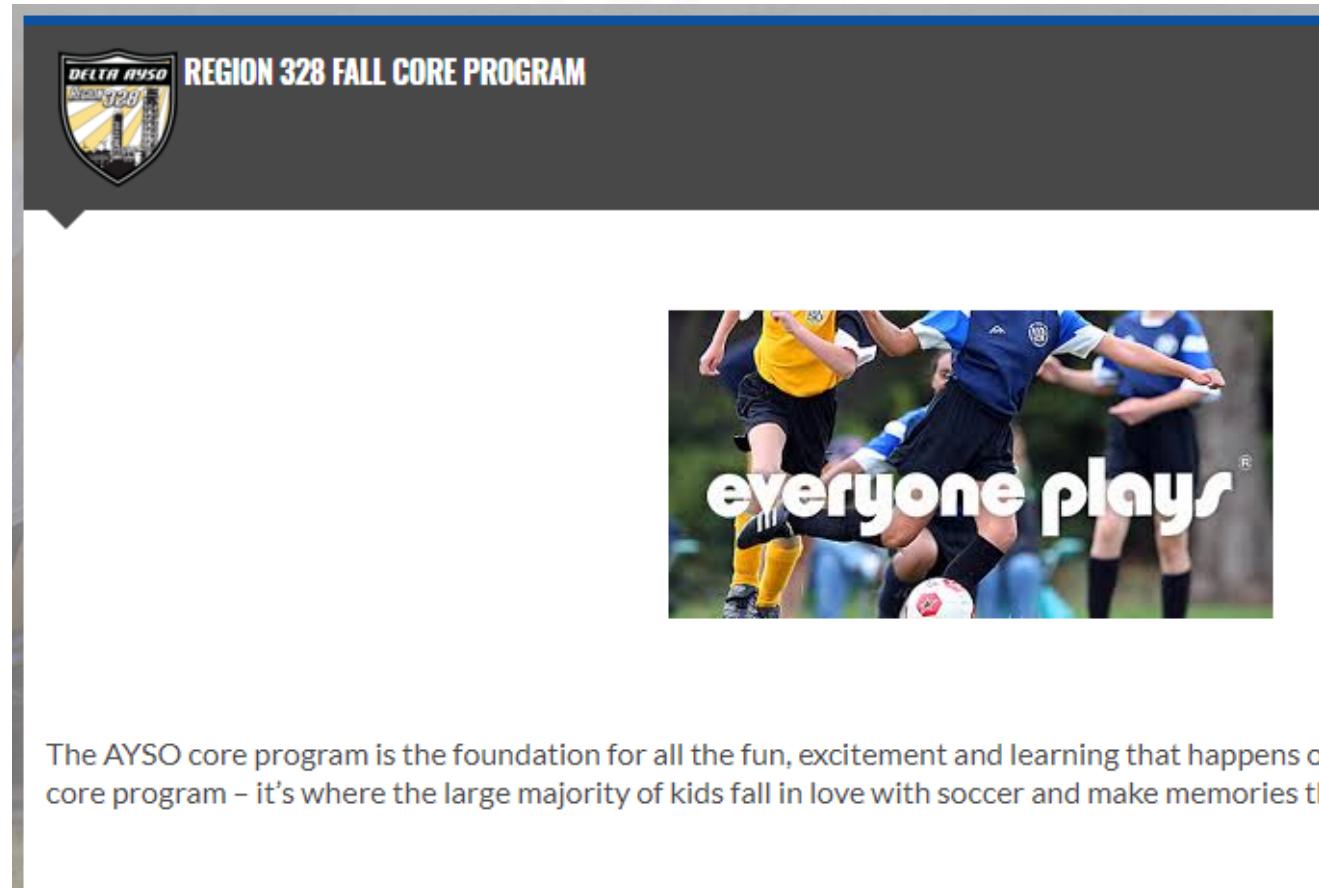
Inserting Custom Icons Into Module Headings

To do this, access the module settings menu and select the "Page Settings" tab.

Inserting Custom Icons Into Module Headings

There is a pre-populated list of icons under the "system image" selection.

There are useful icons here but there is no preview feature and the names are often misleading.

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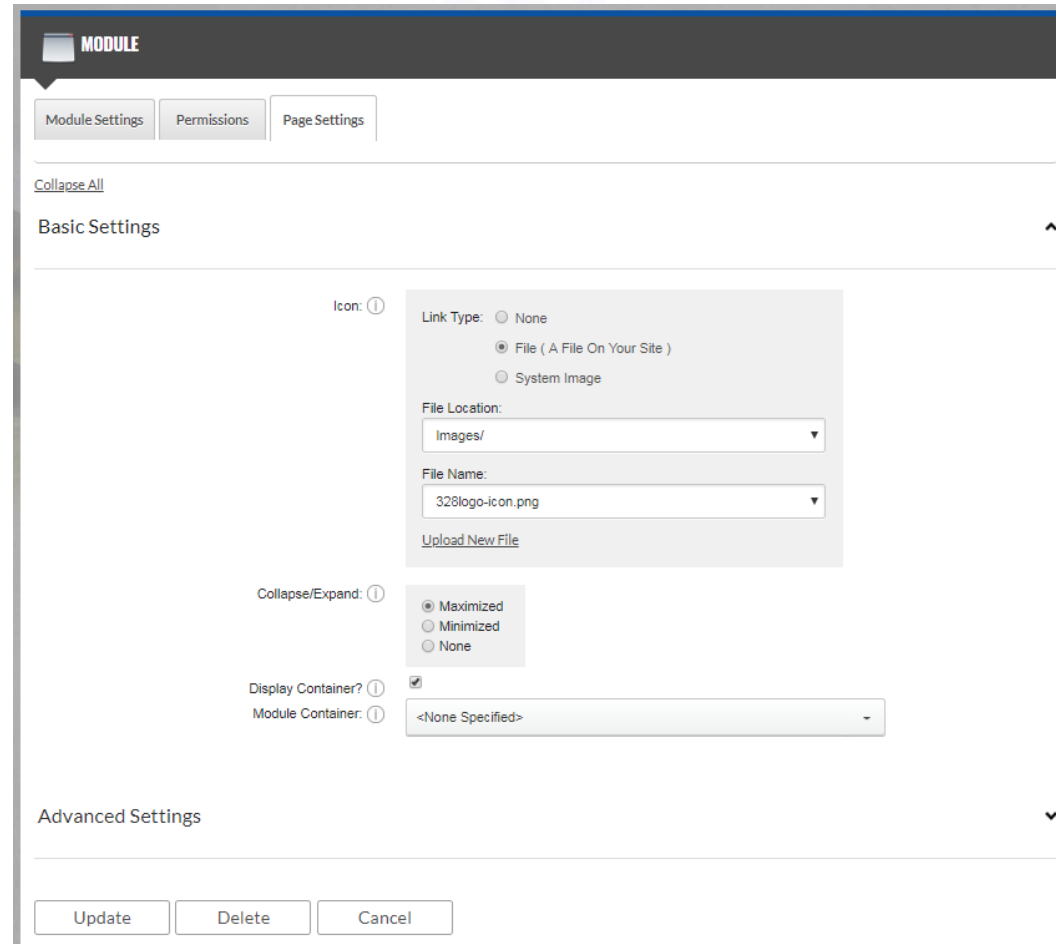
Inserting Custom Icons Into Module Headings

You can also choose any image on your site under the "file" selection.

You may also upload new images to use as icons from this screen. Optimal image size is 32 x 32.

Inserting Custom Icons Into Module Headings

The image at right is 64 x 64. You can see that because the image is so large the header is much thicker than the standard one.

Setting Up a Donations Portal Outside of Registration

The BSB AYSO platform has an awesome donation feature available.

The big drawback is that it is only accessible during registration of a player. Details are set under "Site Settings"

Setting Up a Donations Portal Outside of Registration

What do you do when someone completes registration and then later wants to donate to the program?

One option is to set up a Sombrero Pay portal for donations.
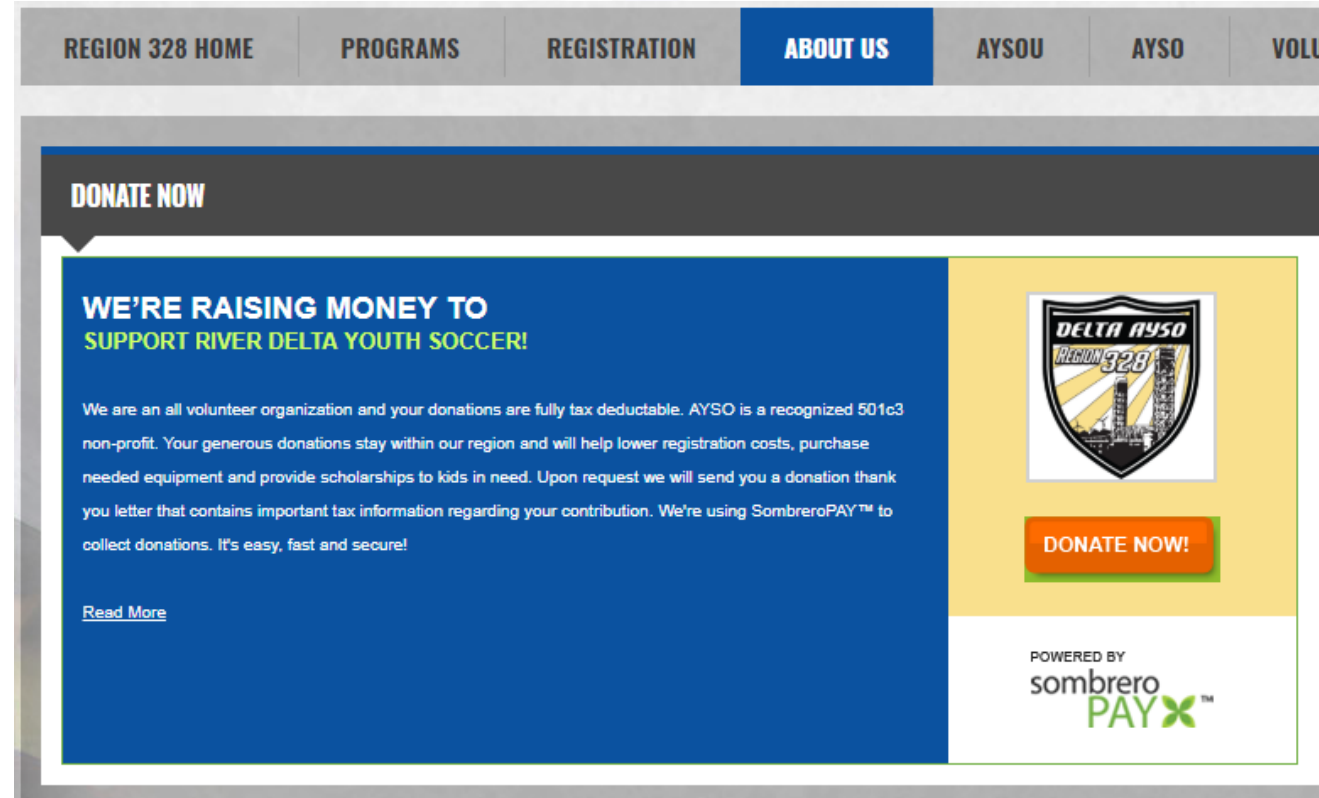
Setting Up a Donations Portal Outside of Registration

Sombrero Pay is managed by Blue Sombrero and is relatively easy to set up.

Like the main BSB site, payments are deposited directly into your AYSO bank account.

Setting Up a Donations Portal Outside of Registration

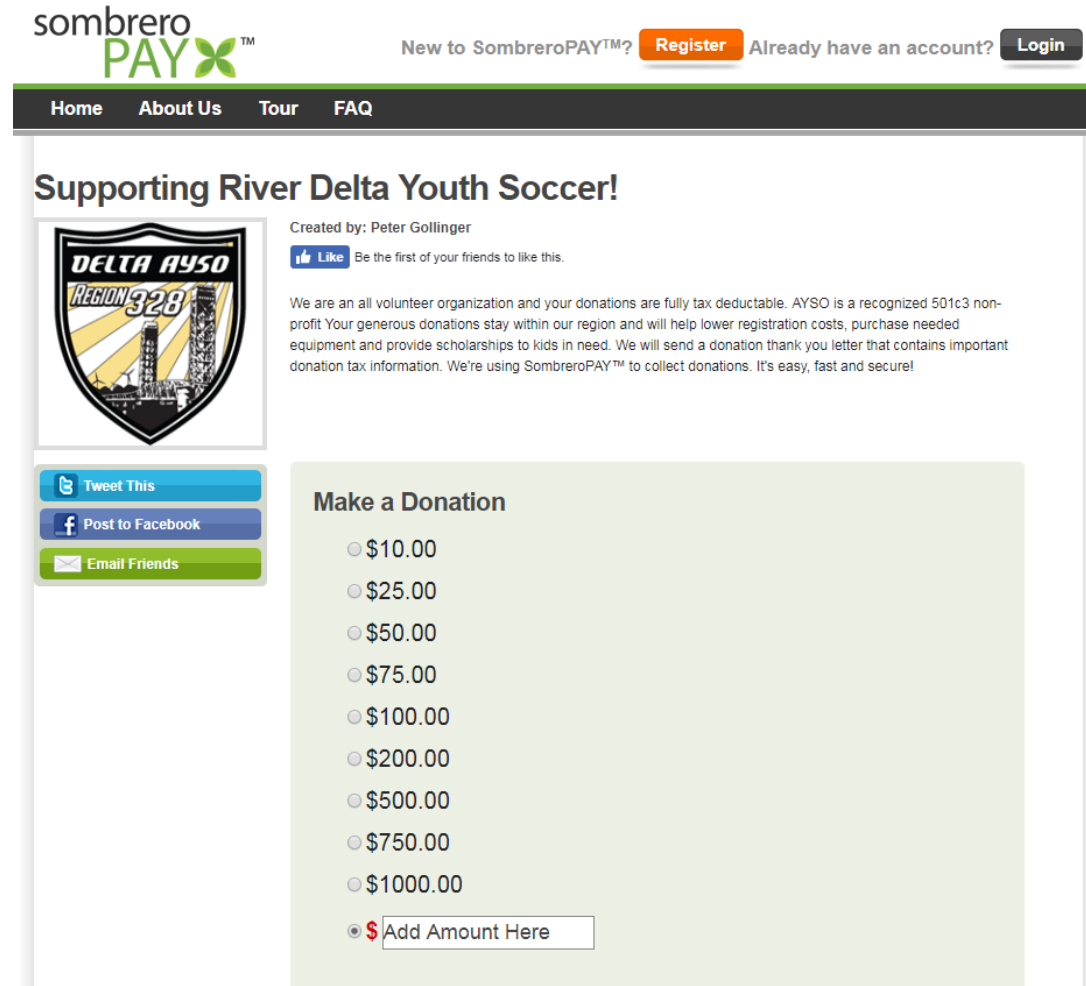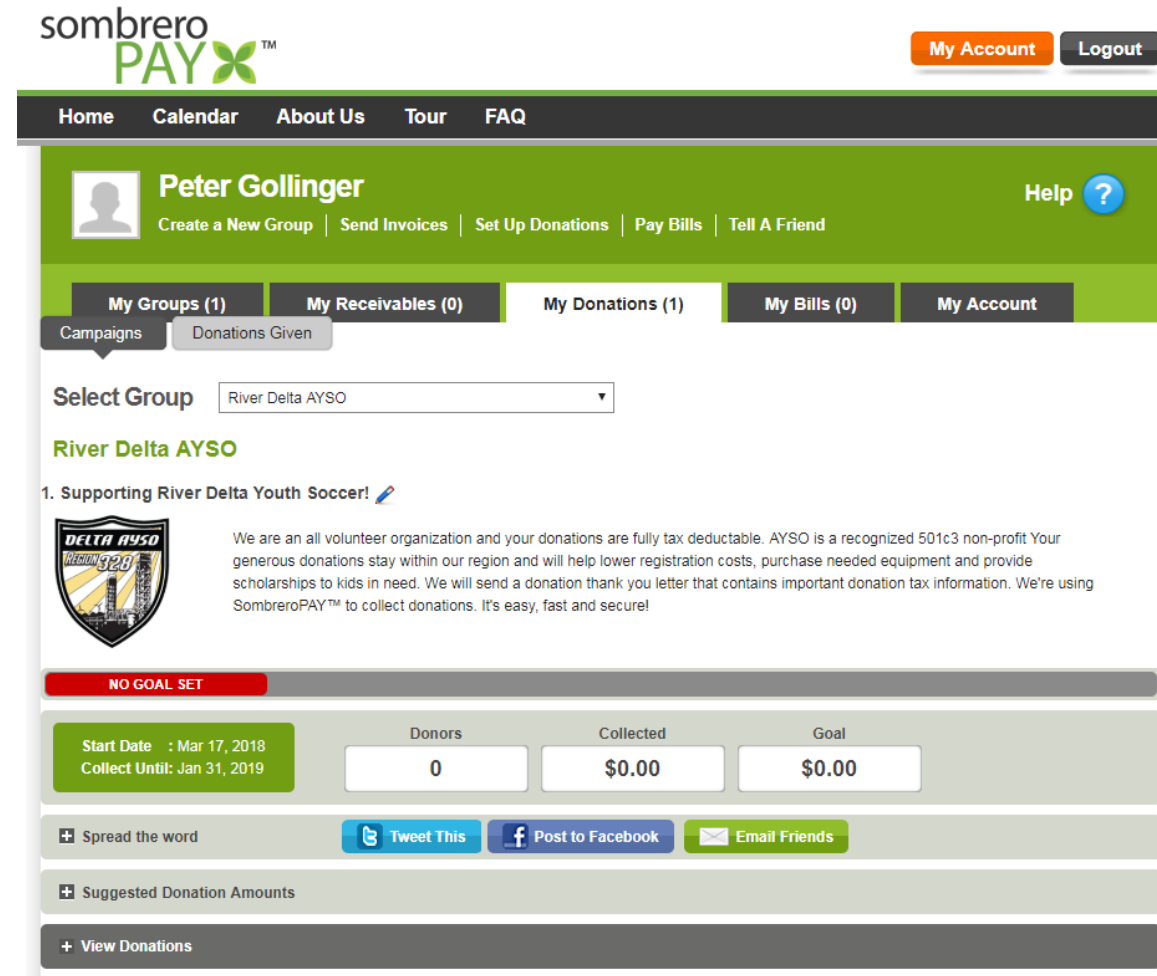You can set fundraising goals, create different fundraising campaigns and share directly with social media.

My home region has yet to use it for a campaign so we have no feedback yet on invoicing or accounting procedures.

Using iframes to Embed Media in a Content Module

<iframe>...</iframe>

An inline frame (iframe) places another HTML document in a frame. Unlike an <object /> element, an <iframe> can be the "target" frame for links defined by other elements, and it can be selected by the user agent as the focus for printing, viewing its source, and so on.

The content of the element is used as alternative text to be displayed if the browser does not support inline frames.

Using iframes to Embed Media in a Content Module

You can use frames to embed surveys, interest forms, documents, or videos that you would rather show on your page module than link to.

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Using iframes to Embed Media in a Content Module

YouTube and Google Forms/Docs/Sheets will give you the embed code. Simply copy and paste into your page.

But what will it look like to regular users?

One thing that can be frustrating is trying to explain a BSB process to a user when not looking at their screen.

Knowing what is showing on their screen compared to your admin screen is next to impossible. One solution is to create an alternate log-in to use for this purpose.
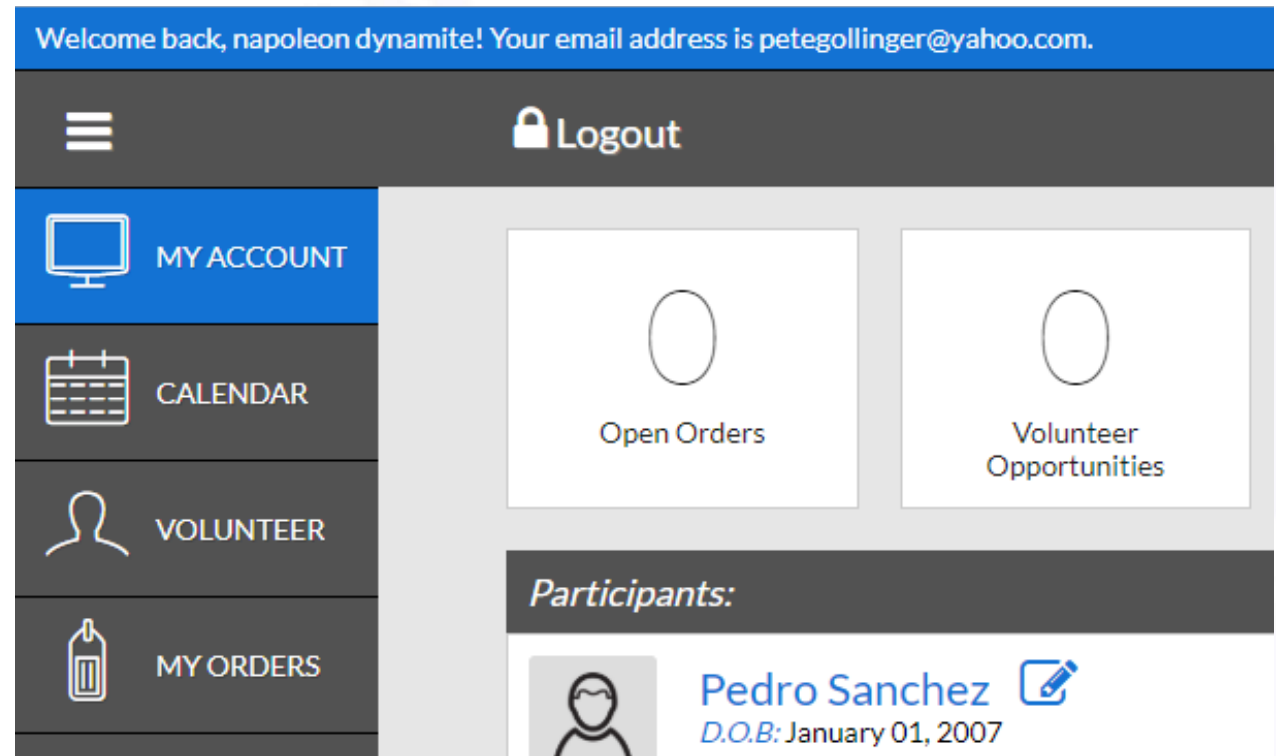
But what will it look like to regular users?

This test account can be used to create step by step how to documents that are up to date with the changes to BSB and specific to your site.

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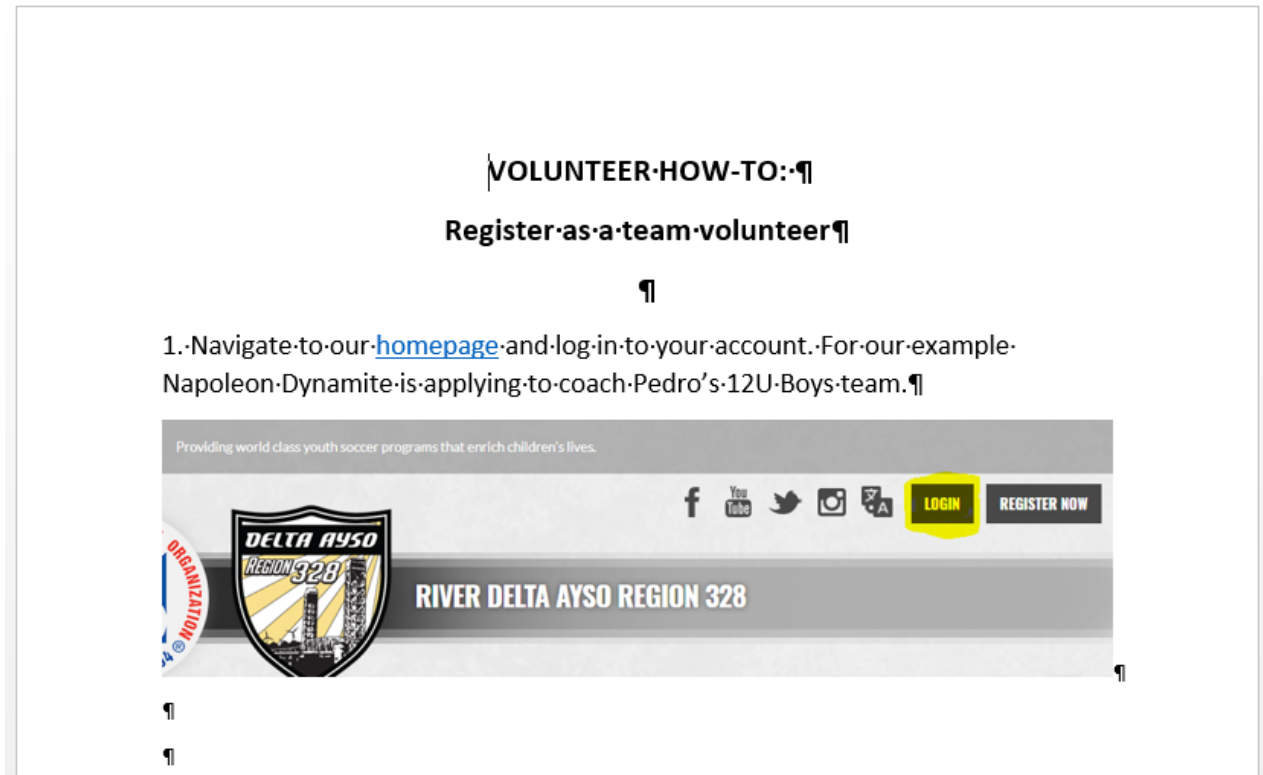
Questions? Comments? Ideas?

If you have questions about any RMS processes or features we can try and answer them if time allows.

Thank you for your participation!

Links and Resources

- Resize image http://resizeimage.net/ - Use for changing file types, sizes, and adding transparency.

- Color codes https://html-color-codes.info/colors-from-image/ - Use for learning the HTML color code from your image.

- Favic-o-matic http://www.favicomatic.com/ - Use for generating favicon from your image.

- Facebook debugger https://developers.facebook.com/tools/debug/ - Use for checking your open graph tags for social media sharing.

- Canva https://www.canva.com/ - Use for creating image related content for web or social media

- Sombrero Pay http://www.sombreropay.com/ - Donations portal.

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