

# Patty Hickman

*Content Writer and Editor*

LET'S TELL YOUR STORY



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# DIGITAL PUBLISHING DESK MANAGEMENT



- Secure publishing in access-controlled systems
- Version control and audit-ready documentation
- Role-based permissions and stakeholder workflows
- Compliance-aware documentation practices

# Web Content Writing



- Audience-focused web content designed for clarity and usability
- Structured for scanning, relevance, and engagement
- Enable large-scale user autonomy through clear instruction

# Commercial, Instructional, and Explainer Video Scripts



Message-driven scripting aligned to brand voice and audience needs

Collaboration with designers, videographers, and stakeholders

Cross-functional collaboration from concept to delivery

FADE IN:

1996. Huntersville, North Carolina

EXT. MANOR ESTATE - LANE MORGAN, MARY CAROLINA - DAY

ESTABLISHING shot opens a late afternoon sky, half the frame filled with a long view of ski boats moored on a private dock. A shoulder frame of fifty or more guests at a ladies' garden party. 3-piece band plays.

This STAGED house party is a featured photo shoot for the magazine SOUTHERN LIVING. These women are rich, southern elite.

INTERMITTENT CAMERA SHOTS of garden party guests from a photographer's viewpoint. CLICK! CLICK! as . . .

SAPHORA (V.O.)

They all want it. . .

Guests voices MURMUR.

MANY WOMEN GUESTS (V.O.)

Saphora's the ball of the ball. . .  
. Married to the richest man on the lake. . . I love her. . . I hate her.

SAPHORA (V.O.)

They want my life. My house. My husband - well, that's a given. But today, something is stirring. Call it kismet. Or the sudden clear-eyed ability to see into a life that has eluded me. Come hail or high water, today is the day. That's what I tell myself anyway. That's what I tell myself every day.

CU ON AN ATTRACTIVE WOMAN SEATED IN A DECK CHAIR ON THE LAWN

EXT. - BACKYARD, MANOR ESTATE - DAY

The party's host, SAPHORA MORGAN, age 50, downs a flute of champagne. The centerpiece of the party looks miserable. Described by all as beautiful and young for her age. Mother of three adult children, several grandkids.

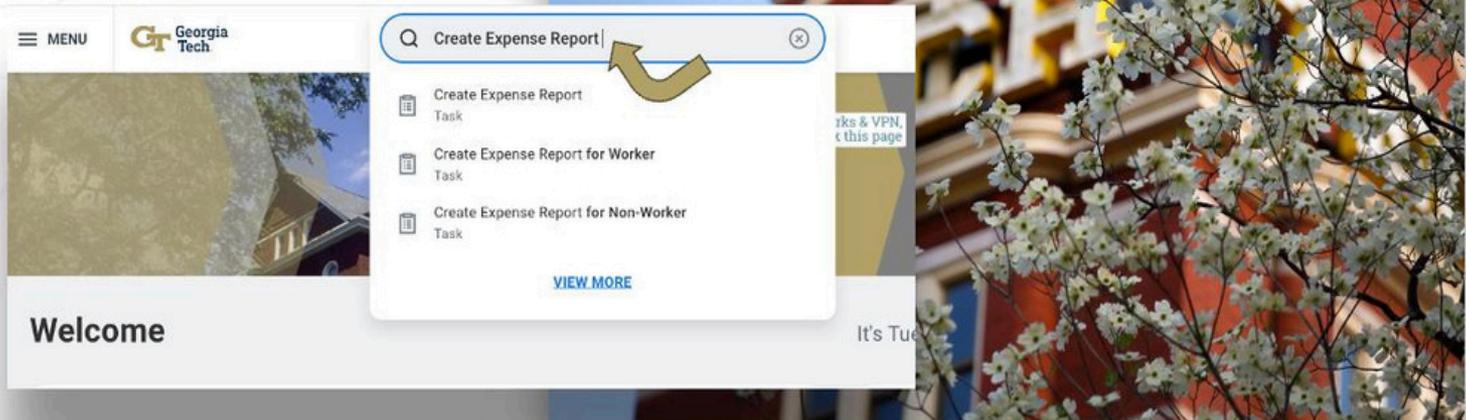
# AI-Enhanced Content & Design



# Accessible Instructional Design

What Better Way to Ensure Clarity and Adoption?

Go to the Searchbar.  
Type in:  
Create Expense Report



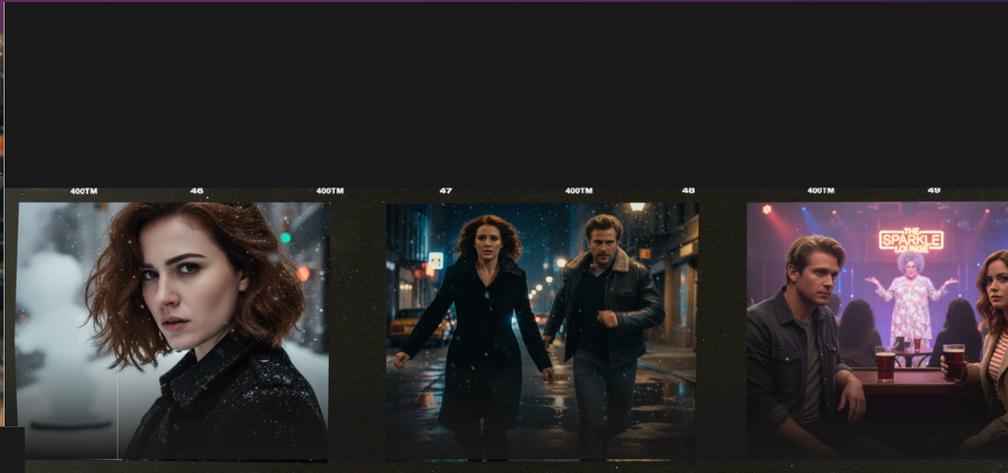
The screenshot shows a web application interface with a search bar and a dropdown menu of search results. The search bar contains the text "Create Expense Report" and has a magnifying glass icon on the left and a close button on the right. A yellow arrow points from the search bar to the first search result. The search results are listed as follows:

- Create Expense Report Task
- Create Expense Report for Worker Task
- Create Expense Report for Non-Worker Task

Below the search results is a blue link labeled "VIEW MORE". The background of the screenshot shows a building with a sign that says "GT" and some white flowers in the foreground.

# High Impact Presentations

## What Better Way to Attract Partners and Backers?



The series explores themes of justice, blind morality, and the victims suffering under the tactics of self-serving agendas. It examines the impact of violence on vilified victims and their families. It also delves into the inner workings of unsolved crimes covered over by corrupt professionals.

### ABOUT THE SERIES

The Ms. Mac Murder Mysteries follows an unlikely duo, a complicated female Junior Detective LJ Benetti, and Ms. Mac, a troubled stand-up drag comic, who are thrown into a grisly unsolved murder, placing them in the crosshairs of New York City's criminal underbelly. Out of this risky, gritty world trickles the subtext of humans who seek love but are met with hostility.

# Content Development and Editorial

Happy Fall!



Share the Biweekly Update!

**SPOTLIGHTS**



## TEACHER SPOTLIGHT

Enjoy the fall 2015 launch video, a musical video with a sampling of the spotlight videos. What about you? Will you be in the Spotlight? Click [here!](#)

## SCHOOL & DISTRICT SPOTLIGHT

Dr. Maria Pitre-Martin and her district team members, Ceretha Mitchell and Jennifer Buck, share Thomasville City Schools' vision for using Schoolnet to answer the needs of every student. Every Educator in Thomasville Schools is committed to end for an Outstanding Education for every student.

Patricia Hickman | Communications Specialist  
Communication and Information Services | NC Department of Public Instruction  
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## EDUCATOR EFFECTIVENESS

Principal READY Session Launch in North Carolina  
Principal READY sessions are scheduled for December 15, 2015.



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# Strategic Communicator

## Story Development & Editorial

NC STATE  
UNIVERSITY

NC STATE

### TOWER QUARTERLY

Project News from Facilities Capital Project Management, Design & Construction Services and Office of the University Architect

April 20, 2016



#### Cox Hall SCALE-UP Classrooms

Facilities Capital Project Management is a big part of NC State's SCALE-UP Classrooms project at Cox Hall, recently completed this March. The project's scope included renovating office space in Cox into high-technology classrooms.

[Read Now»](#)



#### Restoring an Icon

Reynolds Coliseum was built in 1949 and is approximately 200,000 gross square feet. The renovation of Reynolds Coliseum will provide a new Athletics Walk of Fame and History exhibit within the northern third of the existing building. The project scope includes...

[Read Now»](#)



#### Carmichael Gym Locker Room Makeover

Carmichael Gym has been undergoing a much needed locker room makeover. The Facilities Capital Project Management-led renovation is adding 5500 square feet of fitness space, including...

[Read Now»](#)

#### Greek Village: A New Chapter in a Longstanding Tradition

Story by Patty Hickman

For more than half a century, Fraternity Court has stood as a cornerstone of NC State's Greek life—a place where friendships took root, traditions thrived, and campus leaders first found their voice. Originally built in 1964, the Court served as home to many of the university's fraternities. Over the years, it gradually welcomed women's organizations, and by the early 2000s, its name evolved to reflect a more inclusive spirit: Greek Court.

You can now designate resources in Schoolnet at the district level as "All Districts" for district approval, then among all districts in NC. As schools submit teacher work through Schoolnet for district approval, districts will now have the option to make those resources available to all other districts in the state. Resources created at the school or district level can also be shared among districts. This means you will be able to showcase and share your teachers' and curriculum leaders' work, not only within your own district, but across all districts in North Carolina. This option is now available, in addition to the Submit to State option as another way NC teachers and leaders can share instructional resources statewide. We hope you will take advantage of the ability to showcase the work being done in your district and the opportunity to share with your peers.

To learn more, please view the archived video at <http://bit.ly/1zU8uO3>. Register here: <http://bit.ly/1M38Nq1>

# Corporate Branding

**NC STATE UNIVERSITY**

**TOWER QUARTERLY**

April 20, 2016

**Cox Hall SCALE-UP Classrooms**

Facilities Capital Project Management is a big part of NC State's SCALE-UP Classrooms project at Cox Hall, recently completed this March. The project's scope

## What is an Expense Report?

An expense report is your request for a reimbursement. The content of your submission is just as important as how you submit it.

### What must you bring with you?

- Receipts that show the last 4 digits of your payment/credit card, the date paid, and the balance/amount paid.
- Group meal reimbursements must include the attendee's list if under 15 in attendance.
- Students may not include alcohol with food reimbursements.
- Travel expenses need proof of itineraries/agendas.
- Worktag - provided by the faculty member authorizing your expense.



**NC STATE**

**Facilities Operations & Grounds Official Newsletter**

Summer 2016 Edition | The Official Newsletter of Facilities Operations

Home | About | Facilities Operations | Grounds

**HOME BASE**

Public Schools of North Carolina

### Teaching Tools

**Day-to-Day Tools**

- Administrative Features
  - Attendance & Schedules
  - GradeBook
- Student Data
  - ID, Demographics & Contacts
  - Health Records
- Learner Profiles
  - Personal Education Plans
  - Student Work Samples

### Teaching Tools

**Educational Tools**

- Lesson Planning & Instruction
- Assessments & Reporting
- Collaborations & Connections

**Professional Development Tools**

- Courses & CEUs
- NC Educator Resources
- Educator Evaluation

### One Suite – Many Learning Tools

- Schoolnet – Instructional Improvement System: Teaching, Assessment, Lesson Planning and Reporting
- PowerSchool – Student Information System: Student Information, GradeBook and Reporting
- TrueNorthLogic (TNL) – Educator Effectiveness System: Professional Development, Reporting and Analysis of Student Work
- Canvas – Learning Management System: Collaboration and Instructional Resources
- Equella – Learning Object Repository: Create, Store and Share

**One Login Home Base – Your Place!**  
Find It All At Home Base.  
Learn more at [www.ncpublicschools.org/homebase](http://www.ncpublicschools.org/homebase)

# Targeted & Creative Social Media Management



**HOME BASE**  
PowerSchool

## 4 ways

### Teachers Can Connect with Parents through Home Base & PowerSchool

- 1 Provide "Real-time" Data**  
Input student grades throughout the quarter. Parents grow less anxious when they can see their students' progress. This can save time for parents and teachers in face-to-face conferences.
- 2 Parent Portal How-to's**  
Provide parents with helpful how-to links during Back to School Night so that they know how to link to their students' accounts. Parents can login to PowerSchool through the Parent Portal where they can view students' grades and attendance.
- 3 Explain Weighted Assignments**  
Explain to parents how assignments are weighted for your students.
- 4 Use Specific, Detailed Language**  
Use unique, specific descriptions in PowerSchool. You can include standards covered by an assignment ensuring parents are on track with their student's core standards plan. Use the section description to uniquely describe the class, link to syllabus/other online resources and as a place for reminders/important information.

For a tutorial to customize class name, or to add links/other online resources, visit this link: [https://powersource.pearsonschools.com/demos/ims/powerteacher-gradebook-getting-started/course/PTG\\_03\\_03.html](https://powersource.pearsonschools.com/demos/ims/powerteacher-gradebook-getting-started/course/PTG_03_03.html)

To connect with more Home Base resources, go to: <http://www.ncpublicschools.org/homebase/>

# Publishing & Secure Online Archiving



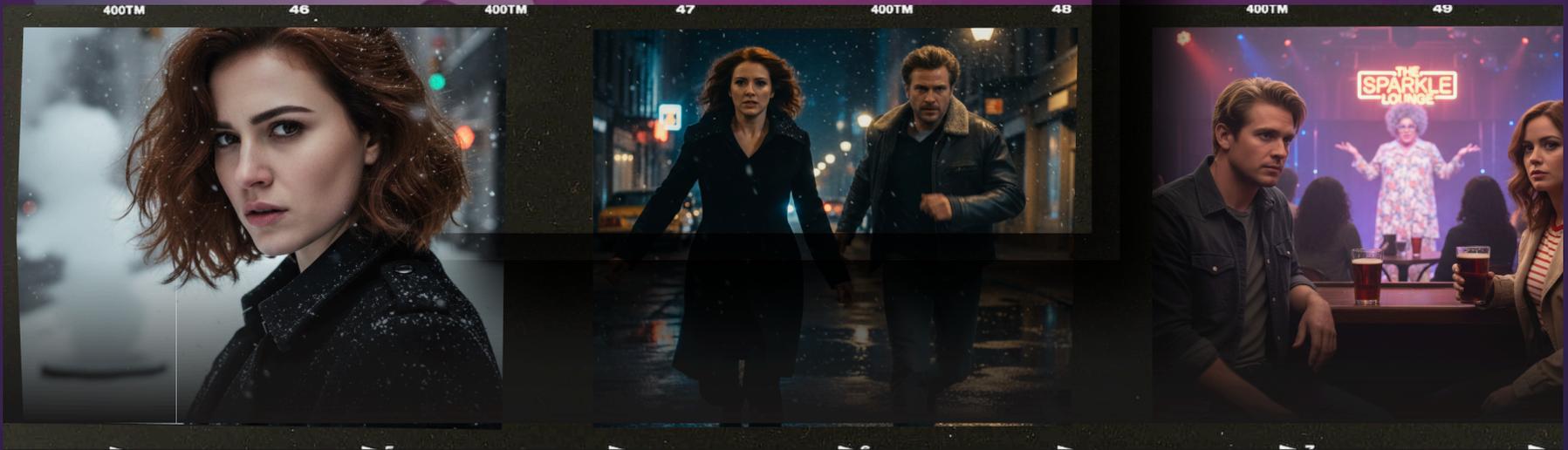
- Collaborative web publishing for a statewide educator audience (900K+)
- Guiding contributors toward clear, web-friendly, audience-focused content
- Ensuring relevance, consistency, and editorial standards across submissions

# Marketing Collateral

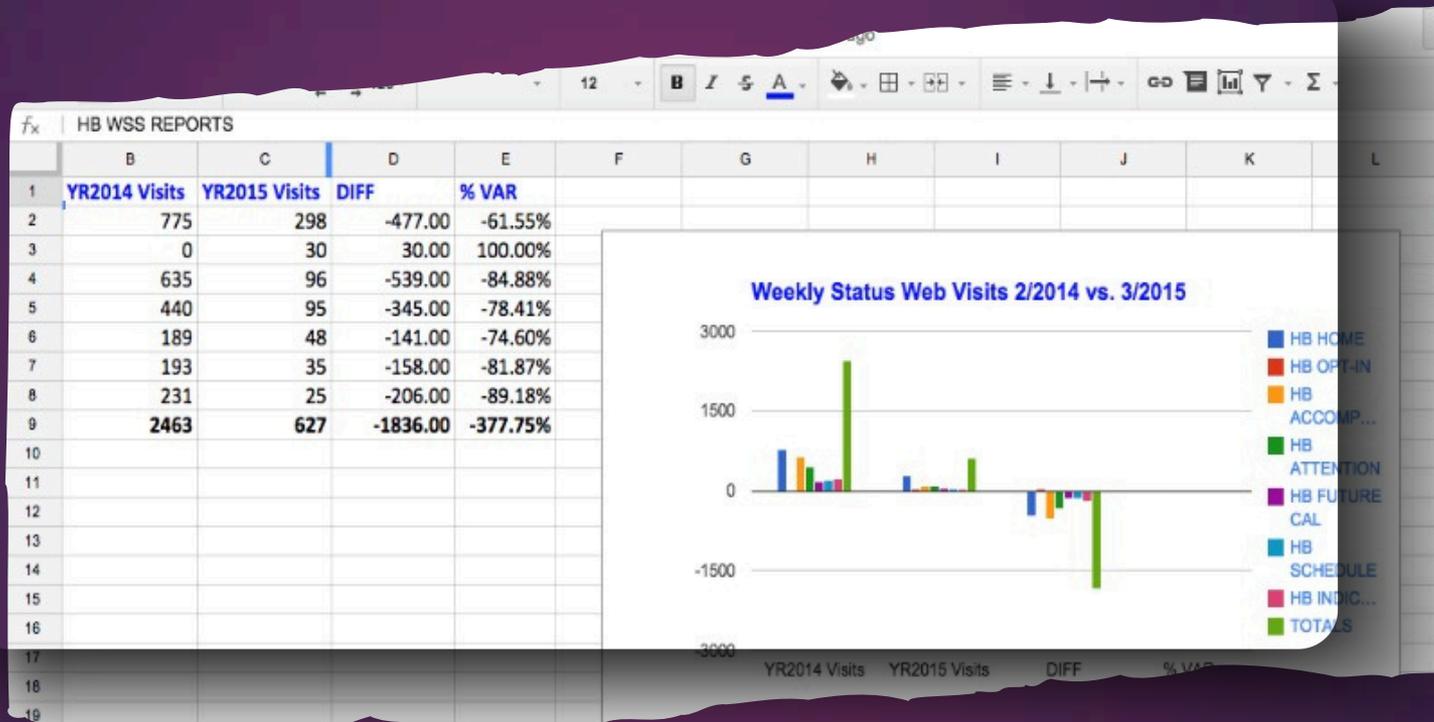
- AI-assisted creation of graphics and visual assets
  - Brand-aligned design for digital and web use
  - Centralized storage and version control in a web library
- Ready-to-use assets for distributed teams



You just go



# Excel



## Data Analysis/Charts

# Quick Reference Documents

School

**Navigation:** Start Page > Special Functions > North Carolina Special Functions section > Athletic Eligibility

The screenshot shows the PowerSchool interface. At the top right, there are links for 'Welcome, [username]', 'Help', and 'Sign Out'. Below that, it shows 'School: [name] High' and 'Term: 14-15 Year'. The main header is 'Start Page > Special Functions'. On the left is a navigation menu with categories: 'Functions', 'Reports', and 'People'. Under 'Functions', 'Special Functions' is highlighted with a red box. A red arrow points from this box to the 'Special Functions' section in the main content area. In this section, there is a table with two columns: 'Function' and 'Description'. The 'Athletic Eligibility' row is highlighted with a red box, and another red arrow points from the 'Special Functions' menu item to this row.

Function	Description
Assign IDs & Passwords	Automatically assigns IDs and passwords to students.
Attendance Functions	Performs attendance related functions.
Current Users	Shows the names of those currently signed in to PowerSchool.
Daily Bulletin Setup	Adds and edits items on the daily bulletin.
Enroll New Student	Adds a new student to PowerSchool.
<b>North Carolina Special Functions</b>	
AIG Student Listing	Display a list of all students currently associated with an AIG Program in this school.
Load PNR Defaults	Automatically create default PNR intervals (20) for schools with valid calendars in the current school year that do not already have any defined.
<b>Athletic Eligibility</b>	<b>Perform Athletic Eligibility Administration Functions</b>
Medicine Administration	Perform Medicine Administration Functions.

# Calendars and Event Management

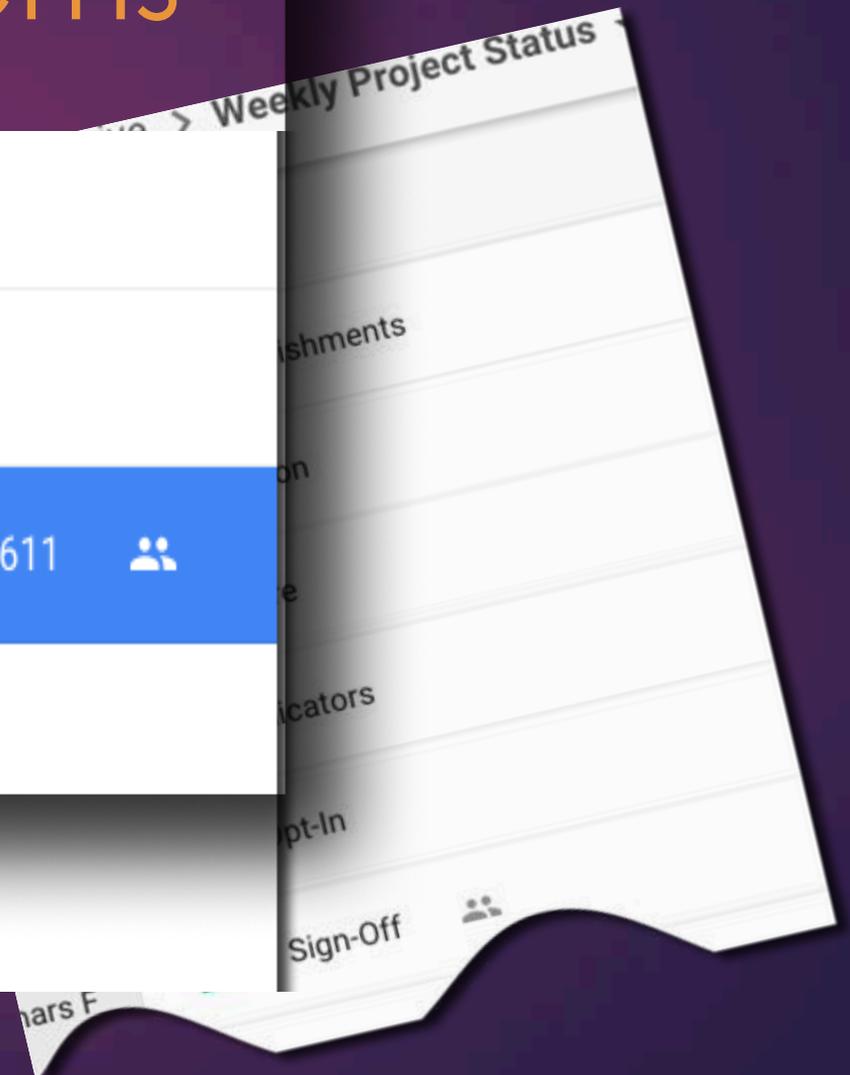
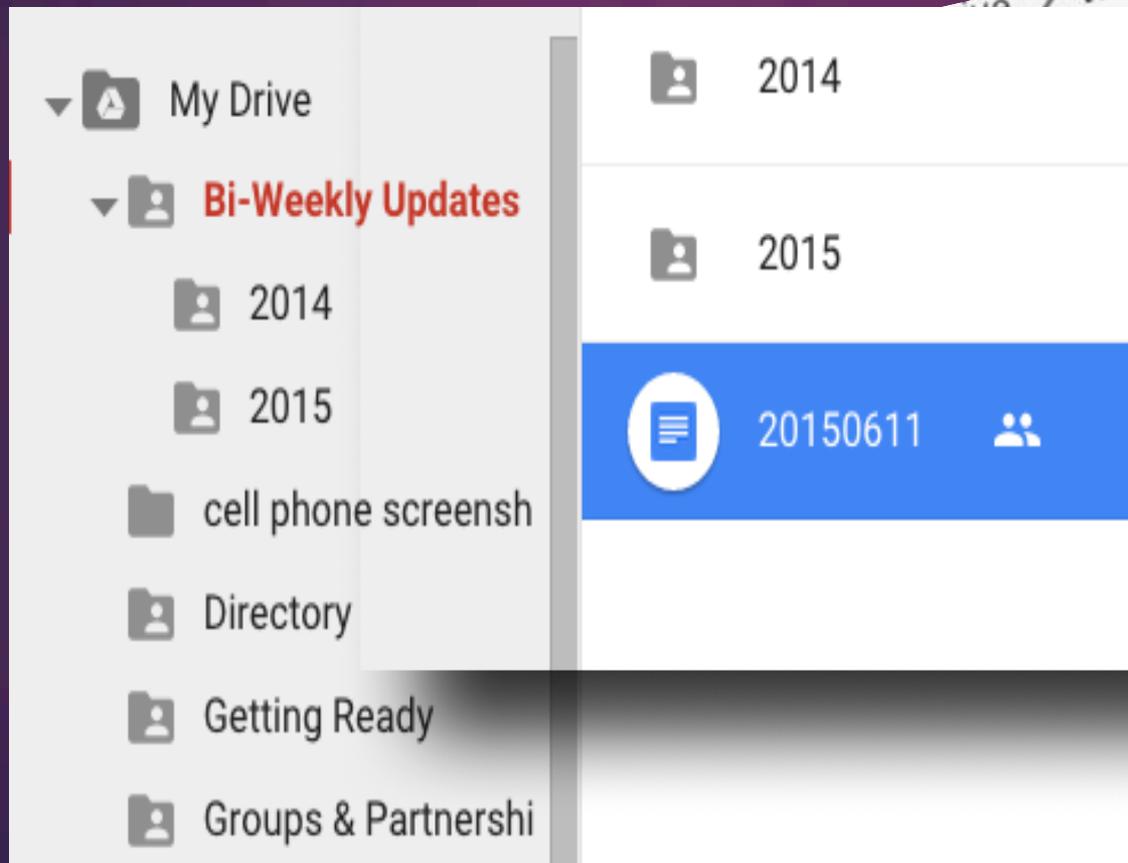
The image displays a web-based calendar and event management interface. On the left, a sidebar menu is titled "Calendar" and includes a list of event categories: "All Events", "Conferences", "Job Fairs", "Seminars", "Webinars", and "Workshops". Below this list is an "Administration" section with links for "Login" and "Calendar Event Form".

The main content area shows a calendar grid for the month of May. The grid has columns for "Sun" and "Mon". The dates 28, 29, 5, 6, 12, and 13 are visible. Several events are listed in purple bars across the calendar cells:

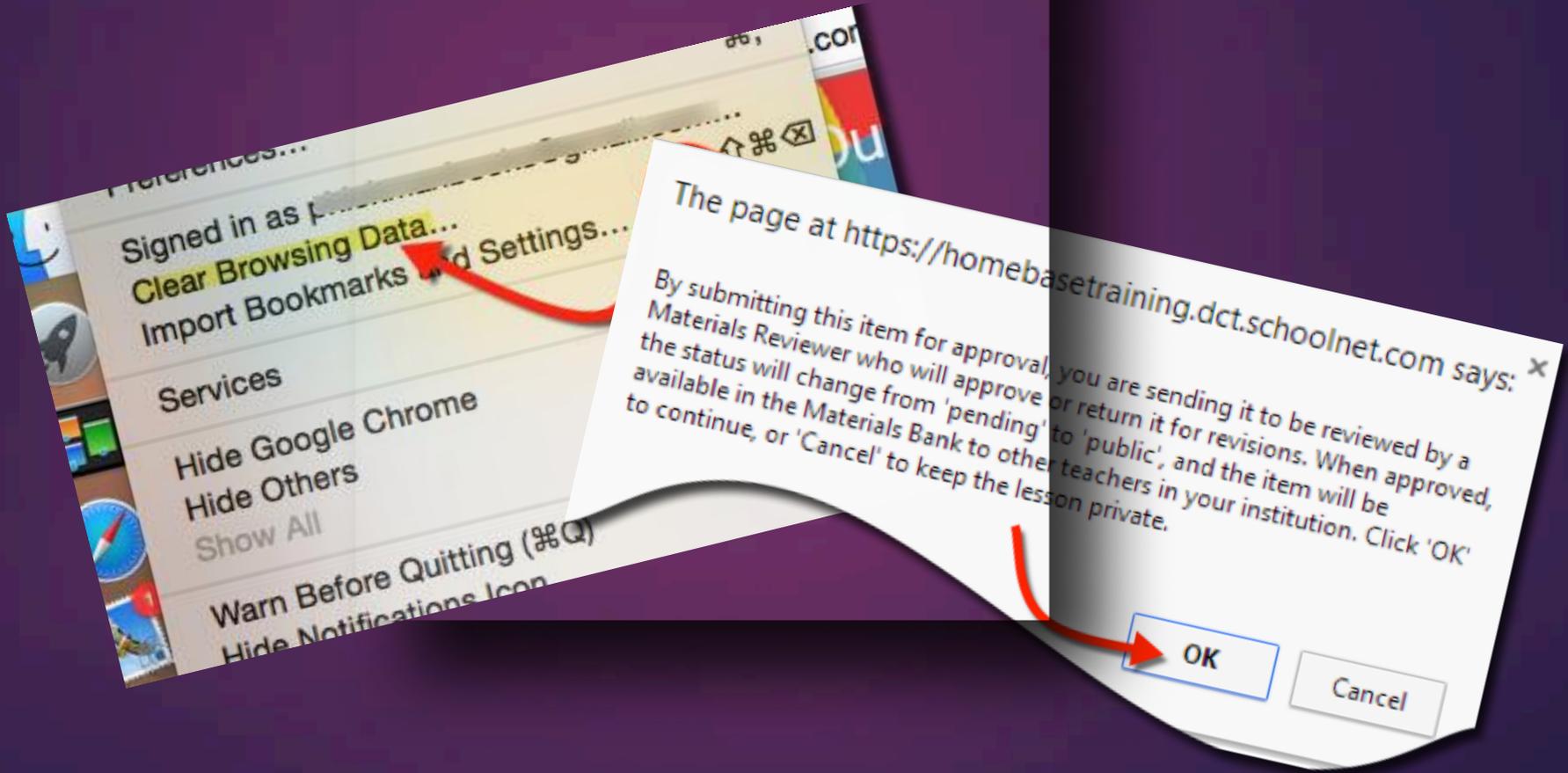
- On Sunday, May 28: "Shattering the Myths of Online and Blended Learning"
- On Monday, May 29: "Shattering the Myths of Online and Blended Learning"
- On Sunday, May 5: "Shattering the Myths of Online and Blended Learning"
- On Monday, May 6: "12am Rethinking the Gilded Age and Progressive Era: Capitalism, Democracy, and the Future of Work"
- On Sunday, May 12: "Shattering the Myths of Online and Blended Learning"
- On Monday, May 13: "Rethinking the Gilded Age and Progressive Era: Capitalism, Democracy, and the Future of Work"

At the bottom of the calendar view, there are additional event titles: "8am CTE Conference" and "8am Follow-Up Workshop for Previ...".

# Content Management Systems



# Database Communications



# Style Guides

## Writing Educational Resources for Home Base



The NCDPI Writer's Style Guide 2

### INTRODUCTION Writing for North Carolina

Emerging writers are taught the first consideration when writing is audience. This question is answered for you, because your audience is North Carolina public and charter school educators. There are still audience considerations: education level, experiences, subject expertise and comfort level with technology and digital learning. What do most teachers share in common? At any time, a desire for new instructional materials that work and an appreciation for the NCDPI-vetted resources that align with the standard course

# Let's Tell Your Story

**HOME BASE**

**Teaching Tools**

- Day-to-Day Tools
- Administrative Features
  - Attendance & Schedules
  - GradeBook
- Student Data
  - ID, Demographics & Contacts
  - Health Records
- Learner Profiles
  - Personal Education Plans
  - Student Work Samples

**Teaching Tools**

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- Professional Development Tools
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**One Suite - Many Learning Tools**

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Searchbar.

Expense Report

Create Expense Report!

- Create Expense Report Task
- Create Expense Report for Worker Task

Posted on April 14, 2016 by rhickma

**Project: 5 Phase Greek Village Infrastructure Project**

Project Manager: Rudy Lopez

Project Budget: \$3,019,000.00

Project Manager

Court was built in 1964, and has served as the hub for several fraternities since... Women's groups were slowly introduced into the Court, and the name was... g to Greek Court in the early 2000's. In 2005, the Chancellor appointed the Greek... Court Redevelopment Task Force to develop a new vision for Greek Village. In line with... State's mission, the office of University Architect was tasked with building the infrastructure

**MS. MAC MURDER MYSTERIES**

**INTRODUCTION**  
Writing for North Carolina Edu...

Emerging writers are taught that the... writing is audience. This question is... for North Carolina public and charter... considerations: education level, exper... with technology and digital learning. ... teachers share in common... time, a desire for new instr... work and an... the NCDPI-vetted... the standard cour...