




# Sustaining Web Content Management

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## Know Your Presenter

- Campus context
- Group mission
- Core responsibilities
- Communities of practice
- Current projects



## Know What You Want

- Goal: Ensure continuing success
- Process: Maximize the known and minimize the unknown
- Path: Iterate and validate to avoid unnecessary risks
- Principle: Sustain evolution of content management process over time

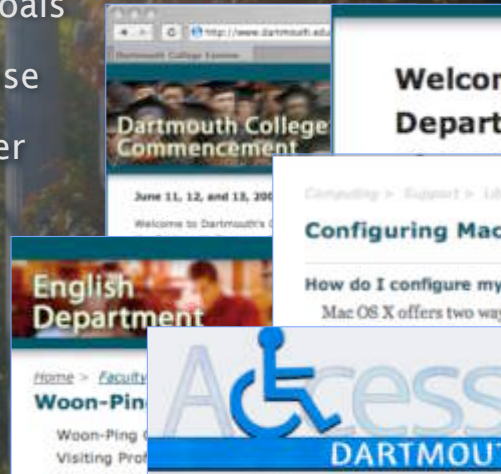


## Know the Emerging Trends

- Ubiquitous and free Internet access
- Radically-simple publishing
- Findability enhancements, increasing value of deep content
- Amateur collaboration and construction development environments

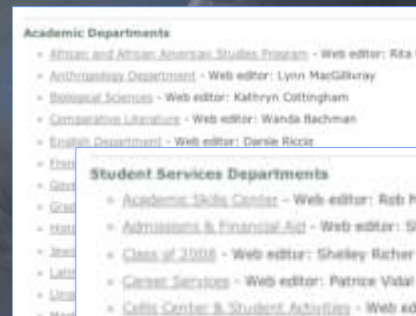
## Know Your Campus Context

- Administration goals
- Web staff expertise
- Content developer assumptions
- Existing infrastructure systems



## Know Your Governance

- Executive sponsor
- Advisory committee
- Direct supervisor
- Key clients
- Other important constituents



Web Oversight Comm

## Know Your Program

- Marketing communications
- Information architecture
- Editorial and content development
- Design and interface
- System integration



## Know Your Finances

- Leverage existing communications funding
- Identify clients for incremental developments
- Vendor partnerships
- Institutional support or cost recovery

## Know Your Staff

- Department staff
- Client partners
- Campus Web professionals
- Independent contractors

### Web Groups and Committees

- **Web Producers Group** - Divisional Web production lead translating communications strategy into online experience
- **Computing Services Web Editorial Board** - Also known as Web Editors Group; supports and advises the Web Editors Group on Web site and communications issues.
- **Content Developers User Group** - Staff members who



## Know Your Discovery Process

- Establish discovery team
- Brainstorm and prioritize requirements (NGT)
- Verify with initial vendors
- Custom demonstrations
- Input from advisory groups
- Final decision

### Web Publishing S

[WebPub Home](#) > [Projects](#) > [Content](#)

#### Scope Statement

##### Purpose

Those who are responsible for  
Computing and Library depart

##### Evaluation Criteria

The optimal Web content manage

1. Be easy to use for all user gr
2. Generate pages which adhere to design.

## Know Your Deployment

- Implement live prototype
- Test all processes
- Finalize contract (go/no-go)
- Phase two deployments
- Soft launch
- Implement with early adopters



**Project Queue**

Web Publishing Services is expanding its client base. The current estimate for new requests is about six.

**In Process**

- Dean of the Faculty ([current site](#)) - Contact: Don
- Development and Alumni Affairs Professional De

## Know Your Next Steps

- Formalize migration pipeline
- Document processes
- Scale up campus collaboration
- Add support tools
- Increase quality assurance services

Activity Name	Date	Finish Date	Res onsi ility
<b>Computing Website Redeployment- Phase 2 Work Plan - 1/2/03</b>			
<b>Project Planning (JC)</b>			
Create project web site	9/2/02	9/6/02	JC
Identify core team	10/14/02	10/18/02	JC
Develop project scope documents	9/10/02	9/27/02	JC
Kick-off meeting	9/24/02	9/24/02	JC
Status report 1 (directors meeting)	9/27/02	9/27/02	JC
Work breakdown structure/work plan	9/30/02	10/3/02	JC
Identify area representatives	10/2/02	10/25/02	JC
Status report 2/revise work plan	1/3/03	1/3/03	JC
Status report 3/revise work plan	1/30/03	1/30/03	JC
Status report 4/revise work plan	2/28/03	2/28/03	JC
Status report 5/revise work plan	1/3/03	1/3/03	JC
<b>Workflow development (JC)</b>			
CMS Discovery			
Write planning documents	9/16/02	9/17/02	JC
Kick-off meeting	9/17/02	9/17/02	JC
Develop content features and	10/19/02	10/29/02	JC

## Know Your Metrics


- Session and search analysis
- User feedback (Web forms)
- User testing - task orientation
- Commissioned constituent research
- Client satisfaction surveys



## Know When to Start Again


- Production has settled into a regular routine
- Processes are established and running smoothly
- Problem escalation process is established
- Challenging migrations are complete





## Know Your Inspirations

- Be Natural
- Be Enriching
- Be Universal
- Be Democratic
- Be Collaborative
- Be Intuitive



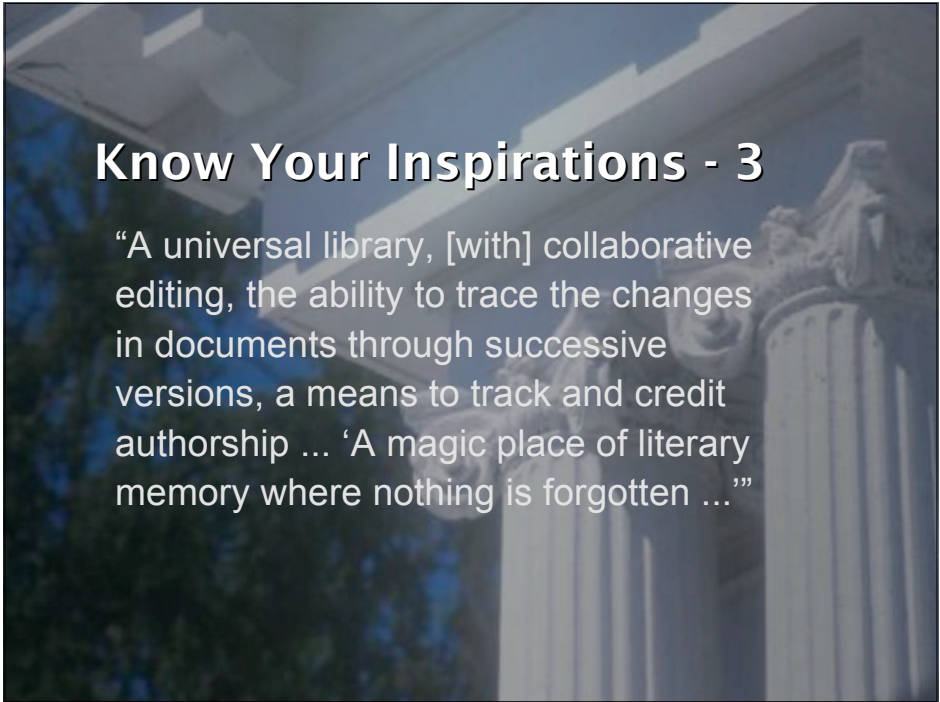
## Know Your Inspirations - 1

“The human mind ... operates by association ... in accordance with some intricate web of trails carried by the cells of the brain ... [It] is awe-inspiring beyond all else in nature.”



## Know Your Inspirations - 2

“Miracles in communication are our daily routine ... Today our problem is not making miracles — but managing miracles ... [An] electronic knowledge bank ... could involve other nations ... in a partnership to share knowledge and to thus enrich all mankind.”



## Know Your Inspirations - 3

“A universal library, [with] collaborative editing, the ability to trace the changes in documents through successive versions, a means to track and credit authorship ... ‘A magic place of literary memory where nothing is forgotten ...’”



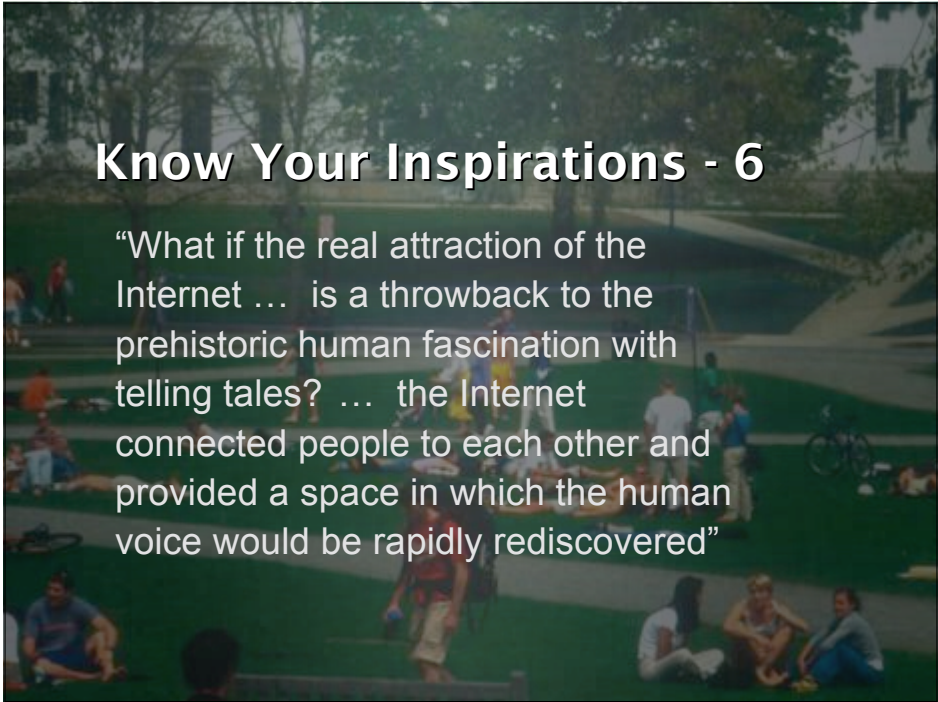
## Know Your Inspirations - 4

“The ... dream has really been putting the power of the personal computer into an individual person's hands ... The great ideas that are yet to come ... are mostly going to be from people who aren't programmers but who have great ideas.”



## Know Your Inspirations - 5

“[It should become a] realistic mirror ... of the ways in which we work and play and socialize. ... Once the state of our interactions was on line, we [can] then use computers to help us analyse it, make sense of what we are doing, find where we individually fit in, and how we can better work together.”



## Know Your Inspirations - 6

“What if the real attraction of the Internet ... is a throwback to the prehistoric human fascination with telling tales? ... the Internet connected people to each other and provided a space in which the human voice would be rapidly rediscovered”



## Thank You!

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