

Web Content Management

A cohesive content approach across FAS

FAS Office of Communications

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Today's Presentation

The Current Process: How are web sites managed? How is content created and maintained? Who is responsible?

A New Approach: Web Content Management and a unified approach to *creating and sharing* content across FAS.

A Preview of the Content Management System (CMS) with an introduction to some of its features and benefits.

The Next steps in moving department and program sites into the CMS.

How is content managed now?

How does your website get updated?

- Departmental administrator/staff
- Student worker
- FAS Office of Communications

How is new content created?

- Newly written
- Reused/pulled from another source (Bulletins, press releases, brochure/flyer)

Who reviews the updates/content changes prior to publishing?

- Departmental administrator
- Departmental chair/DUGS/DGS
- Depends on topic (different people for different areas of site)
- No one in particular

How is content managed now?

Who keeps track of the content and is responsible for gathering updates?

- Departmental administrator/staff
- No one in particular

How often is content updated?

- Frequently
- Once a semester

How do you make content updates?

- Use web authoring tool like Dreamweaver or Frontpage
- Upload files to the web server

General Content Concerns

Redundancy can lead to inaccurate content

- Content pulled from another source and rewritten (e.g. CAS/GSAS Bulletins)
- Rarely checked for accuracy/changes made to original text
- Outdated information

Maintenance of content

- Little or no content ownership
- Not much time to focus on web site
- Takes too much time to update content
- Process is too complicated/time-consuming

Web Content Management

What is a content management?

A process that allows people to more easily create and update content on their web sites.

Why should we be concerned with content management?

- The increasing complexity of web sites, and their function as a primary communications tool.
- The growing number of content contributors across FAS.
- The issue of outdated and inaccurate content, and redundancy across sites.

What is a content management system (CMS)?

A software tool designed to help content managers create, manage, and publish their content. A CMS is a database that contains the *content* for a Web site: faculty profiles, events, program information, etc. Content can be added to the database simply by cutting and pasting text into a browser-based page resembling MS Word.

Content Management System

How can a CMS help you?

A **Content Management System** helps people:

- Update content without knowing HTML.
- Reuse content by sharing a single file.
- Separates content from the design template/style sheet.
- Schedule content for publishing/expiration.
- Establish content ownership and workflow within department/program.
- Allow varying levels of permissions (i.e. update content only, unable to publish, etc.).

Benefits of a Content Management System

- Increased site maintenance.
 - No longer limited to one person.
 - No prior knowledge of HTML needed.

- Share content, reduce redundancy. This is especially useful to departments that work closely together.
 - Storing content in the CMS allows for reuse.
 - Make content change in one central location.

- Distributed content ownership. Global content versus local content.

- Content scheduling and workflow

- Template consistency: Focus is on content
 - Update content without affecting the design.

Content Accountability: Who Manages What?

Content Strategy

Faculty and Research

- Faculty alert their home department of new publications, honors and awards, etc.
- FAS Faculty Profiles and listings of honors, awards, and publications will pull from the department's faculty pages.
- Create content template for faculty pages (areas of interest, publications, honors and awards, affiliations, etc.).

Undergraduate/Graduate Program and Requirements

- Modify Bulletin copy to include summary of main points; increase readability.
- Important: Update your Bulletin copy so that it is accurate and relevant to reflect the information you want students to know.

Content Accountability: Who Manages What?

Content Strategy

Admission and Financial Aid

- Rely on university and school resources.
- Extensive admission and financial aid information can be found on the NYU, CAS, and GSAS web sites.

Important to Note: If information is not included in the Bulletin or on the Admissions and Financial Aid sites, then let the appropriate office in CAS/GSAS know. Avoid rewriting content that is managed elsewhere.

News and Events

- Relevant news and events added to departments and programs/school sites can be reused (affiliated or co-sponsored events, new location, faculty announcements, etc.)
- Originating department is responsible for the content.

Benefits for Web Site Maintenance

Edit content in one place (one file) and it is updated in multiple locations.

Distributed ownership of sections within the site (e.g. graduate, undergraduate, news and events, faculty).

Focus on department or program specific information; less content to directly manage.

A Few Examples

Atmosphere Ocean Science

<http://caos.cims.nyu.edu/>

Creative Writing

<http://www.cwp.fas.nyu.edu/>

Sociology

<http://sociology.fas.nyu.edu/>

More sites to follow soon. Visit “Recent Work” at

<http://communications.fas.nyu.edu/>.

Migration of Web Sites into the CMS

Information architecture

- Site structure and organization
- Site navigability
- Updated visual layout to reflect improved usability and architecture

Create Content Strategy/Leverage Content across CMS

- Shared vocabulary across all sites
- Reusable content
- Content groupings, content specifications and guidelines

Build FAS/CAS/GSAS sites and Departments/Programs sites

- Navigation and visual design
- Incremental development
- Strong collaboration/accountability from departments

Using the CMS

Develop documentation/content style guide (shared vocabulary/terminology).

Create reference materials and maintenance guides.

Conduct group and individual training sessions. Introduce concepts (content reuse, metadata, workflow, etc.) in further detail.

Visit the FAS Communications web site for resources on how to work in the CMS.

<http://communications.fas.nyu.edu/>

Any questions?