Many Hands, Light Work:

Leveraging a Content Management System to Empower the College Community

Copyright Colin Lange, 2005. This work is the intellectual property of the author. Permission is granted for this material to be shared for non-commercial, educational purposes, provided that this copyright statement appears on the reproduced materials and notice is given that the copying is by permission of the author. To disseminate otherwise or to republish requires written permission from the author.
What to Expect: Goals & Outcomes
What to Expect: Goals & Outcomes

• How to leverage your website as a nexus for communication and creating a cohesive brand online
What to Expect: Goals & Outcomes

• How to leverage your website as a nexus for communication and creating a cohesive brand online
• Staffing: How to do more with less
What to Expect: Goals & Outcomes

• How to leverage your website as a nexus for communication and creating a cohesive brand online
• Staffing: How to do more with less
• Become familiar with the ideas behind a Content Management System (CMS)
What to Expect: Goals & Outcomes

• How to leverage your website as a nexus for communication and creating a cohesive brand online
• Staffing: How to do more with less
• Become familiar with the ideas behind a Content Management System (CMS)
• Assess the return on investment for implementing a CMS
The Problems With Our Website

• General Communications Problems
The Problems With Our Website

• General Communications Problems
  – Inconsistent brand perception
The Problems With Our Website

• General Communications Problems
  – Inconsistent brand perception
  – Weak external communications
The Problems With Our Website

• General Communications Problems
  – Inconsistent brand perception
  – Weak external communications
  – Diminishing budgets
The Problems With Our Website

• General Communications Problems
  – Inconsistent brand perception
  – Weak external communications
  – Diminishing budgets
  – No brand standards or method of enforcing unified look and feel
The Problems With Our Website

• General Communications Problems
  – Inconsistent brand perception
  – Weak external communications
  – Diminishing budgets
  – No brand standards or method of enforcing unified look and feel
  – Inability to deliver personalized messaging to diverse audiences
The Problems With Our Website

• Website Specific Problems
The Problems With Our Website

• Website Specific Problems
  – 5000+ page static website; only web-savvy could update
The Problems With Our Website

• Website Specific Problems
  – 5000+ page static website; only web-savvy could update
  – Organic growth of site structure over time: lacked consistency in information architecture or design
The Problems With Our Website

- **Website Specific Problems**
  - 5000+ page static website; only web-savvy could update
  - Organic growth of site structure over time: lacked consistency in information architecture or design
  - Chronically outdated content
The Problems With Our Website

• Website Specific Problems
  – 5000+ page static website; only web-savvy could update
  – Organic growth of site structure over time: lacked consistency in information architecture or design
  – Chronically outdated content
  – Only 2 full time staff to work/support entire website
    • Content & design bottlenecks based on staffing resources
So, What Can Be Done?

- There are only two solutions:
So, What Can Be Done?

• There are only two solutions:
  – #1: Increase Resources
    Build a large in-house “agency” to centralize and handle all aspects of website & communications
So, What Can Be Done?

• There are only two solutions:
  – #1: Increase Resources
    Build a large in-house “agency” to centralize and handle all aspects of website & communications
  – #2: Use Existing Resources Better
    Find a way to decentralize content and construction of website to leverage existing staff throughout the college
Our Outcome

- We chose to utilize a proven technology to empower existing employees to edit, update and manage the web.
Our Outcome

- We chose to utilize a proven technology to empower existing employees to edit, update and manage the web.

Requirements were outlined; vendors were evaluated
- A CMS (CommonSpot) was selected that met the features and requirements outlined in the requirements
Our Outcome

• We chose to utilize a proven technology to empower existing employees to edit, update and manage the web.

Requirements were outlined; vendors were evaluated
• A CMS (CommonSpot) was selected that met the features and requirements outlined in the requirements

This CMS enabled:
  » The control of the brand through a flexible template structure
  » Empowered non-technical staff to edit content via web browser
  » Established robust content controls for publishing, workflow and content freshness.
Content Management:
What is it and how does it work?
Content Management:
What is it and how does it work?

• A web-based CMS is a server-side application into which all web pages are integrated.
Content Management:
What is it and how does it work?

• A web-based CMS is a server-side application into which all web pages are integrated.

  – By applying an application framework, your website becomes editable directly via a web browser through easy menus and icons.
Content Management: What is it and how does it work?

• A web-based CMS is a server-side application into which all web pages are integrated.
  
  – By applying an application framework, your website becomes editable directly via a web browser through easy menus and icons.

  – A CMS levels the playing field: allowing for non-technical users to easily edit, update, and publish content online.
Content Management:
Top Features of Our CMS
Content Management:
Top Features of Our CMS

1) Easy to Use:
   Completely browser-based solution. Contributors create content right within the Web pages.

2) Rapid Implementation:
   CommonSpot’s out-of-the-box functionality and flexible architecture dramatically shorten the time to
   market, allowing you to implement and deploy your site in weeks, not months.

3) Affordable:
   CommonSpot offers the sophisticated feature set of high-end solutions, at a fraction of the price.

4) Customizable:
   With CommonSpot’s open architecture, you can seamlessly extend and enhance functionality, and also
   integrate external data sources and other applications.

5) Scalable:
   Whether you are a small-to-mid-size organization or a large enterprise, CommonSpot is a great solution
   that scales to meet your needs.

6) Industry Standards:
   CommonSpot leverages the power of the Java platform, without the complexity. CommonSpot
   integrates with major Internet standards including J2EE, XML and Web Services.
Content Management: Separating Content, Design, Technology
Content Management: Separating Content, Design, Technology
Content Management: Separating Content, Design, Technology
Content Management: Before and After – See it in Action
Content Management: Before and After – See it in Action
Results & Benefits of CMS at CCNY

• Measuring the ROI
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
  – Improved communication with all audiences
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
  – Improved communication with all audiences
  – Increased usability
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
  – Improved communication with all audiences
  – Increased usability
  – Templates enforce CCNY branding
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
  – Improved communication with all audiences
  – Increased usability
  – Templates enforce CCNY branding
  – Content is now published by the content creator – ensuring more accurate and timely content online
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
  – Improved communication with all audiences
  – Increased usability
  – Templates enforce CCNY branding
  – Content is now published by the content creator – ensuring more accurate and timely content online
  – CMS project extensions: Bulletin Administration system allows for the college to save over $100K by moving offline process online.
Results & Benefits of CMS at CCNY

• Measuring the ROI
  – Significant reduction on strain on web staff
    • Reduced maintenance hours = ability to refocus on higher-level projects
  – Improved communication with all audiences
  – Increased usability
  – Templates enforce CCNY branding
  – Content is now published by the content creator – ensuring more accurate and timely content online
  – CMS project extensions: Bulletin Administration system allows for the college to save over $100K by moving offline process online.
  – Empowered CCNY community
Questions?