

The Denison CMS Adventure

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The CMS Adventure

- Why – what was the problem?
- How did we resolve it?
- What did we learn?

Why?

- Wanted something new without a lot of fuss (came from the Top)
 - * First Goal defined – “Fresh new look”
- Needed to improve the web update process
 - * Second Goal defined – “Simplify for our users”

How? – Further defined goals

1) Fresh look – make improvements

- Restructure underlying architecture
- Re-design pages to create consistency
- Adopt universal top level navigation (and left side bar)
- Decide what gets home page real estate and create a new one

How? – Further defined goals

2) Simplify process to update content

- Keep current distributed model
- Implement a CMS to replace rudimentary tools
- Develop standard template pages

How? – Establish plan & timeline

- April 2006 – Staff now in place (new Mgr); CMS product evaluation begins
- Summer 2006 – test product; redesign ITS
- Fall 2006 – Get Buy-In; Web Advisory Group; continue working w/templates
- Jan 2007 – WAG decision on home page design

How? – Establish plan & timeline

- Mar / April 2007 – purchase and install hw;
install CMS
- May / July 2007 – develop templates;
migrate content (June – site freezes)
- Aug 2007 – Go Live

CMS Selection (typical features)

- Web-based application
- Collaborative content creation, editing
- Manages site structure, access rights
- Separates content from presentation
- Much easier editing (WYSIWYG)
- Flexible, simplified work flows

CMS Selection (our requirements)

- Limit evaluation to (3) Commercial + (3) Open Source products
- Able to deploy in ~1 year timeframe
- Good fit for our technical environment
- Easy to use! (WYSIWYG editing, clear work flows)
- Software support available
- Flexible, extensible, secure, maintainable, standards compliant

Bricolage

eWeek magazine said:

“Bricolage is quite possibly the most capable enterprise-class open-source application available. The Web content management application features excellent administration capabilities, and it is highly extensible and capable of managing even the biggest and most complex Web sites. As an open-source product, Bricolage is free, and companies can now purchase support and development services from Kineticode.”

Responsibilities & Oversight

■ ITS

- All technical aspects – infrastructure/architecture
- Product selection
- Migration of content (work with departments)
- Training of users

■ WAG – composition of group important!

- Timeline for cutover to new site
- Home page real estate
- Appointment of home page redesign team
- Web Policy & Guidelines
- All major decisions to senior staff for acceptance/approval

Lessons Learned

- ***More communication
- More WAG involvement & communication
- Guidelines earlier
- More training/more documentation
- A few technical problems
 - Some dynamic programs didn't work
 - Perception of 'lost' content (didn't migrate orphaned pages) – opened old site for reference