Web

How will using the WCMS benefit us?

Technical Considerations:

Sites will be compatible with all browsers and SEO ready
Sites will be screen reader accessible and meet WAIC standards.
Standards Compliant XHTML based pages (W3C)
Sites will meet CSS2.0 standards.
Sites will meet 508 compliance standards.
XML and RSS ready for dynamic feeds.
Handheld integration for mobile computing is actionable.
Clean Print Controls from standard print interfaces.
Dynamic Style and Layout Controls for user-centered template features.
Portal Ready content management is possible now.
Database Driven content for multi-use and specialized replication of strategic content.
Elimination of special software and overhead costs through the use of online web-based content management tools.
Tracking ability for content currency via database monitoring tools.

Enhanced User Experience:

Need user centric designed templates with dynamic control of content control by USER.
Quick links, other services, etc should be configurable by the user within bounds.
Homepage content regions can be enabled or disabled by user within bounds.
Color scheme (from basic, supported selections) should be changed by the user within bounds.
Enhanced search / directory / sitemap integration is needed.
Contact links should provide automated forms for users [masking email addresses limits SPAM].
True channelized & audience based configurations should be available.
Services and tools need to be more accessible via homepage.
High use content areas need to be integrated in homepage not buried beneath clicks.
Blogging and wiki usage needs to be evaluated for student centric content.
Student experience needs to be more Facebook like, Web 2.0 is needed.
Stronger integration of multiple types of media is desirable [video, audio, animation].

Content Management:

TRACKS authenticated web-based editor tools to replace Contribute licenses
Focus is on the content management and quality control
The WCMS interface will allow for easy, quick, and fool-proof editing of site content.
WCMS is available from anywhere, with no added software required
Reduction in complexity = reduced learning curve for web editors through easy to use tools
Departments may allocate several editors without concern for licensing

Quality Management

Currency audits and tracking is possible with analytics support and SEO is possible
Approval cycles and controlled release is possible
Many content types will be automated from the official data sources for display, requiring less human intervention and reducing replication and synchronization issues.
New pages require an approval process, regular content updates are to be integrated modularly. Colors cannot be changed on fonts beyond the use of approved styles for consistency. Page style and formatting is constrained to university-approved collection. Graphic use, image size, etc. is constrained and major content additions require approval. Graphic collection / repository should be made available for users seeking additional graphics. Additional site wide analytics are being included to enhance our analysis of traffic and user patterns. Page flagging is possible with meaningful messages to content owners. Sites lacking current information may be disabled until content is corrected.

Enablement for Further Enhancements:

Ability to monitor currency of content and frequency of edits. Documentation needs to be handled in an organized manner that is more suited to usability and long term management (document management integration). Form manager system and modules instead of document folder of various copies of PDF files.

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Author: Eric Donath
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