



Content Management Systems for the Web

A Collaborative Model for
Web Implementation

WUG March 29, 2012

Intranet 1.0 – Where We Were

Friday, May 18, 2007

Department Information

Director's Office

- Tracking System
- News Media Contact Form
- Conservation Easement Log
- Correspondence Guidelines
- Public Records Requests Guidelines

Divisions

- Administrative
- Habitat Conservation
- Wildlife, Fisheries & Enforcement
- Spill Prevention and Response

Regions

Newsletters



Related Sites

- DFG Internet
- FGC Intranet
- California Portal Site
- CERES

For Your Information



**Operational
Recovery Plan**

Staff eDirectory

**DFG Subject-based
Directory**

**Novell GroupWise 7
WebAccess**

proofpoint

Department of Fish and Game



**DFG
IntraNet**



**Windows Update/DST Files
Spybot Worm Virus Removal Tool**



**The Seven Strategic Initiatives
Planning DFG's Future**



Avian Influenza Information



**Biogeographic Information and
Observation System (BIOS)**



DFG GIS Metadata Explorer



DFG Employee Resource Navigator



MCOB & DM Public Works 5 Yr Plan

*For more information contact the
Intranet Management Committee*

Administrative Services

**DFG Operations Manual
DFG Contact Information
DFG Volunteer Handbook
DFG Regulations Process
DFG Forms and Templates
DFG Procurement**

DFG Activity/Task Book

- Budget Fact Book
- PDF Version
- Fund Reference Manual

Training

- Schedule of Classes
- e-Learning
- Registration
- Scientific Community
Development Training

Human Resources

- Request for Personnel Action
- Safety/Worker's Comp
- Equal Opportunity
- Jobs
- Surplus/SROA Information

Information Technology

- Request Help Desk Support
- Help Desk
- Printer Installation
- IT Projects
- IT Standards
- Procurements & Payments
- DFG Data Warehouse

Budget

- Contract Status

Licensing

- Contents
- Sales Office Support
- Sales Statistics

Intranet 2.0 – Where We Are



- [Home](#)
- [Director](#)
- [Human Resources](#)
- [Training](#)
- [Business Operations](#)
- [Information Technology](#)
- [Explore DFG](#)

[Intranet FAQ](#) | [New Employee Resources](#) | [Trading Post](#)

I Need To...

- > [Contact the Help Desk](#)
- > [Update my contact information or find an employee](#)
- > [Install a printer](#)
- > [Find a class](#)
- > [Find a form](#)
- > [Fill out a time sheet](#)
- > [Make a purchase](#)
- > [Report a media contact](#)
- > [Travel](#)
- > [Volunteer](#)
- > [Go to the DFG Internet](#)

Additional Links

- > [Employee Resources](#)
- > [Pictures and stories](#)
- > [Fish & Game Commission Intranet](#)
- > [FGC Home \(Under Construction\)](#)
- > [DFG Acronyms](#)

Home

Welcome to the California Department of Fish and Game's Intranet. Please explore and learn about the vital services that DFG provides to you and the State of California. This information will assist you in learning more about the Department and to help you on the job. A link is provided on the far left to the DFG Internet for information available to the public. May your exploration be an exciting journey!



WHAT'S HOT?

- > [Accounting](#)
- > [Procurement and Payments System \(PPS\)](#)
- > [Personnel](#)
- > [Automated Systems](#)
- > [Business Operations](#)

WHAT'S NEW?

- > [Director](#)
- > [Mitigation Endowments](#)
- > [Accounting](#)
- > [2007-08 CalStars Reports - September](#)
- > [2008-09 CalStars Reports - July](#)

Please note: All IT purchases now require the approval of the state's Chief Information Officer (OCIO) before the procurement can proceed (please refer to the [Information Technology Policy Letter 09-06](#)).

FEATURED PAGES!



- > [H1N1 Flu Epidemic](#)
- > [New DFG Password Policy](#)
- > [New Employee Integration](#)
- > [DFG Data Portal](#)
- > [Trading Post](#)



- > [New! Rare Plant Survey Protocols](#)
- > [Staff Guidance Document](#)

ADDITIONAL APPLICATIONS

- > [DFG GIS Metadata Explorer](#)
- > [Biogeographic Information & Observation System \(BIOS\)](#)
- > [DFG Data Portal](#)
- > [IT Catalog \(projects, products and services\)](#)
- > [CERES](#)
- > [Engineering 5-year Plan](#)
- > [DFG Document Library](#)

[Back To Top](#)

Intranet 3.0 – Where We're Heading

The screenshot shows the homepage of the State of California Department of Fish and Game Intranet 3.0. At the top left is the CA.GOV logo. The main header reads "State of California Department of Fish and Game". A navigation bar includes links for Home, Director's Office, Human Resources, Training, Business, IT, and Explore DFG. A search bar is located in the top right corner, showing the date "Tuesday, January 04, 2011". Below the navigation bar is a large banner image of a rocky coastline with a waterfall. A "Home" button and a "Login" button are positioned below the banner. A tabbed interface shows "Unlicensed Version" selected, with other tabs labeled "Tab 1", "Tab 2", "Tab 3", and "Tab 4". A red notice states: "Please note: All IT purchases now require the approval of the state's Chief Information Officer (OCIO) before the procurement can proceed (please refer to the Information Technology Policy Letter 09-06)". The "Featured Pages!" section contains a "FEATURED PAGES" icon, a list of links including "H1N1 Flu Epidemic", "New DFG Password Policy", "New Employee Integration", "DFG Data Portal", "Training Post", "New! Rare Plant Survey Protocols", and "Staff Guidance Document", and a photograph of yellow flowers. The "Additional Applications" section lists links for "DFG GIS Metadata Explorer", "CEBES", "Biogeographic Information & Observation System (BIOIS)", "Engineering 5-year Plan", "DFG Data Portal", "DFG Document Library", and "IT Catalog (projects, products and services)". On the right side, there is a "Charitable Campaign" graphic and an "I Need To..." section with links for "Contact the Help Desk", "Update my contact information or find an employee", "Install a printer", "Find a class", "Find a form", "Fill out a time sheet", "Make a purchase", "Report a media contact", "Travel", "Volunteer", and "Go to the DFG Internet". Below this is an "Additional Links" section with links for "Employee Resources", "Pictures and stories", "Fish & Game Commission Intranet", "DFG Home (Under Construction)", and "DFG Acronyms".



A Well-Designed Website

- Attractive
- Well-organized
- Intuitive to navigate
- Easy to understand
- Consistent from page to page
- Effective for accomplishing your goals
- Makes you want to return
- Simple and fast to create, deploy and maintain!



Traditional Model

- Website developed using static HTML
- Most changes require technical expertise and are funneled through the Webmaster (Webmaster bottleneck)
- Some “superusers” provided with Web development tools (e.g. Dreamweaver)
- One, or a handful of people, responsible for the work for the entire site
- Differential access is difficult to enforce
- Workflow is difficult to implement



In a Static HTML Environment

- Attractive
- Well-organized
- Intuitive to navigate
- Easy to understand
- Consistent from page to page
- Effective for accomplishing your goals
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- Simple and fast to create, deploy and maintain!



Why Simple and Fast?

- Content is ever-changing
- Website must remain fresh and relevant
- Some content is extremely time-sensitive
- Content can be highly-technical
- Website must accurately portray the enormous diversity of a department's operations
- Appropriate workflow (develop, approve, publish) can be critical to assure accuracy, completeness and appropriateness of content!
- How do you keep a site simple to maintain?

Dreamweaver (etc.)

The screenshot displays the Adobe Dreamweaver interface. The main window shows a live preview of a website titled "DFG Intranet". The website header includes the DFG logo and the text "Skip to: Content | Footer Monday, March 19, 2012". Below the header is a search bar and an "Editor Login" link. The main content area features a navigation menu with the following categories and items:

- Home
 - Intranet FAQ
 - New Employee Resources
 - Trading Post
- Director's Office
 - DFG Mission
 - Seven Strategic Initiatives
 - Operations Manual
 - Tracking System
 - Executive Staff Directory
- Human Resources
 - Recruitment
 - Exams
 - Personnel
 - Health and Safety
 - Workers Comp
 - EO
 - Labor Relations
 - EAP
- Training
 - Class Schedule
 - Facilities
 - eLearning
 - New Employee Integration
 - Supervisor's Toolkit
 - Employee Excellence Awards
- Business Operations
 - Business Services
 - Budgets

The left sidebar shows the HTML code for the page, including meta tags, a form, and a large block of JavaScript code. The right sidebar contains the "ADOBE BROWSLERLAB" panel, "CSS STYLES" panel, "Properties" panel, and "BUSINESS CATALYST" panel. The bottom of the interface shows the "PROPERTIES" panel with fields for Format, Class, Link, Title, and Target.



Content Management Systems (CMS)



Content Management Systems

- Put content owners in charge of their own content
- Enable non-technical staff to create and maintain content
- Enforce the overall control of site's "look and feel" so editors can focus on content
- Quickly lock down access and editing rights
- Provides built-in workflow for content creation, approval and publishing

A Content Management System

DFGINtranet > Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

dfgintranet/portal/Default.aspx

Google CUA Central My Page - CUA Central CALSTARS User Proce... ComputerUser.com Hi... Google IrfanView Frequently A... gethuman 500 database ITI Voluntary Product ... Join the Listserv - Web... Kartoo Metasearch

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Mode: View Edit Design

Page Functions: Add Settings Delete Copy Export Import

Module: <Select A Module> Pane: ContentPane Add New Module Add Existing Module

Title: Insert: Bottom Add

Visibility: Same As Page Align: Left

Common Tasks: Site Users Roles Files Help Solutions

DFG Intranet

Home Director's Office Human Resources Training Business Operations Information Technology Explore DFG Editors Only Admin

Intranet FAQ New Employee Resources Trading Post

Leftnav_TOP

I Need To...
Contact the Help Desk
Update my contact information or find an employee
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Leftnav_BOTTOM

Additional Links
Employee Resources
Pictures and stories
Fish & Game Commission Intranet
DFG Acronyms

TopPane

Home

ContentPane

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WHAT'S HOT?

- Accounting
- Procurement and Payments System (PPS)
- Automated Systems
- Personnel
- Business Operations

WHAT'S NEW?

- Procurement
- Director's Office
- BDCP Document Review
- Accounting
- Budgets

Dreamweaver (etc.)

The screenshot displays the Adobe Dreamweaver CS3 interface. The main window is split into two panes. The left pane shows the source code of an HTML page, with line numbers 1 through 19 visible. The code includes a DOCTYPE declaration, meta tags for keywords and author information, and a search form. The right pane shows the design view of the page, which features the 'DFG Intranet' logo, a date 'Monday, March 19, 2012', a search bar, and a navigation menu with categories like Home, Director's Office, Human Resources, and Training. The interface also includes a Properties panel at the bottom left, a CSS Styles panel at the top right, and a Summary for Selection panel on the right side. The status bar at the bottom indicates the page dimensions as 1433 x 763 and the encoding as Unicode (UTF-8).

A Content Management System

DFGINtranet > Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

dfgintranet/portal/Default.aspx

Page Functions: Add, Settings, Delete, Copy, Export, Import

Module: <Select A Module> Pane: ContentPane Insert: Bottom Visibility: Same As Page Align: Left

Common Tasks: Site, Users, Roles, Files, Help, Solutions

DFG Intranet

Home Director's Office Human Resources Training Business Operations Information Technology Explore DFG Editors Only Admin

Intranet FAQ New Employee Resources Trading Post

Leftnav_TOP

I Need To...
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Leftnav_BOTTOM

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Budgets



Why Is a CMS Different?

- Attractive (design enforced at the site level)
- Well-organized (IA enforced at the site level)
- Intuitive to navigate (Site-wide navigation standard)
- Consistent from page to page (rules are transparent)
- Easy to understand (leveraged learning)
- Simple to deploy and maintain!



Simple to Deploy and Maintain?

- Editing a page is as simple as editing a Word document—no technical skills required
- The CMS enforces site-wide “look and feel” so the editor can focus on the content
- The CMS enforces page-by-page, module-by-module access and editing rights
- The CMS provides tremendous functionality “out of the box”
- The CMS has a built-in workflow engine for managing the publishing approval hierarchy



The Technology Benefits

- CMS comes integrated with powerful, diverse functionality for almost any need
- Add new features, functions and capabilities instantly without any programming
- You can choose from several different implementations of the same functionality
- There is a consistent module-to-module UI which leverages experience and familiarity
- Benefit from a huge developer community supplying thousands of free or low-cost modules



The “People” Benefits

- Content editors distributed throughout the entire organization
- No special technical or Web development skills or background needed
- No Webmaster bottleneck
- Content created and maintained by those who know it best (content owners/experts)
- Collaborators imbued with “pride of ownership” in their efforts, which produces buy-in
- Unites the organization



Considerations

- Existing platform and infrastructure
- Open-source or proprietary solution
- Build-your-own solutions
- Maintenance of the CMS
- How to form the development team
- Developing an effective migration plan
- Purging/retaining/updating
- Creating documentation
- Providing training and support



Conclusion

- Significant engagement of staff throughout the department in the design, creation and maintenance of our Web content
- Tremendous improvement in overall quality, approval and utilization of our Web presence
- Huge boost in usability and user experience
- Minimal cost – great value



Questions and Discussion