Content Management Systems for the Web

A Collaborative Model for Web Implementation

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 e Directory



DFG Subject-based Directory

No vell GroupWise 7 WebAccess

proofpoint?





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



MCOP & DM Public Works 5 Yr Plan

For more information contact the Intranet Management Committee

Administrative Services

DFG Operations Manual DFG Contact Information DEG 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

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Contract Status

Licensing

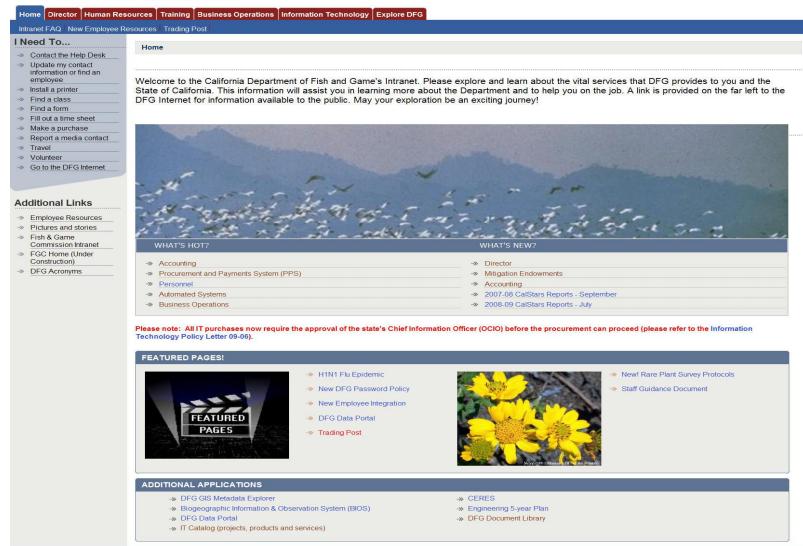
- Contents
- Sales Office Support
- Sales Statistics

Intranet 2.0 – Where We Are

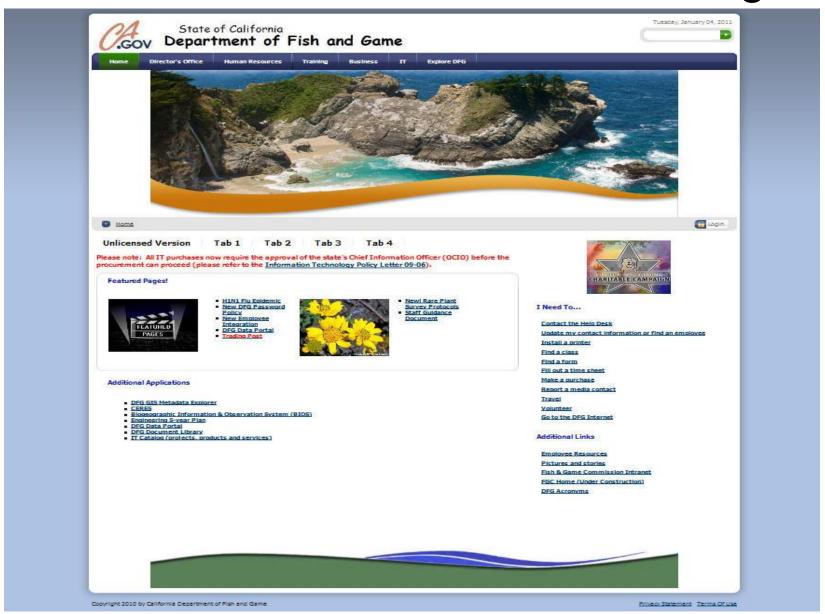


Tuesday, January 04, 2011

Search (Search Editor Login



Intranet 3.0 – Where We're Heading



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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!

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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 inforce
- Workflow is difficult to implement

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In a Static HTML Environment

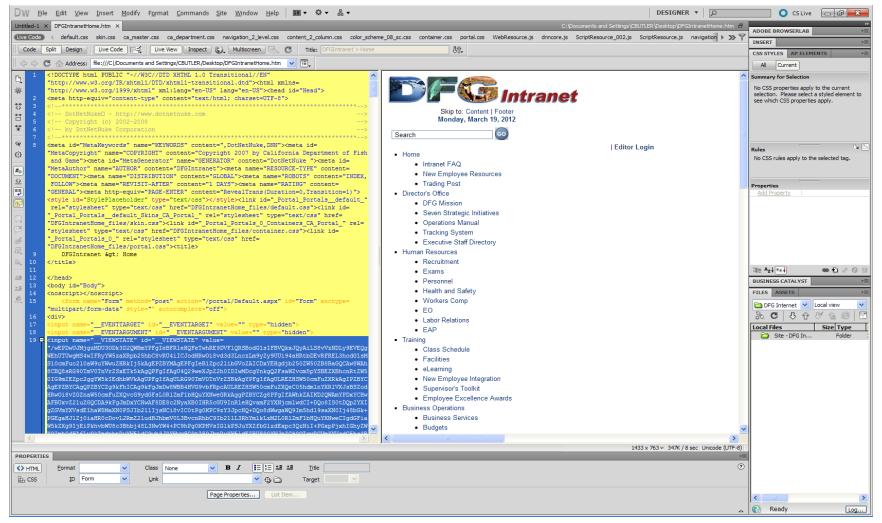
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Why Simple and Fast?

- 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.)



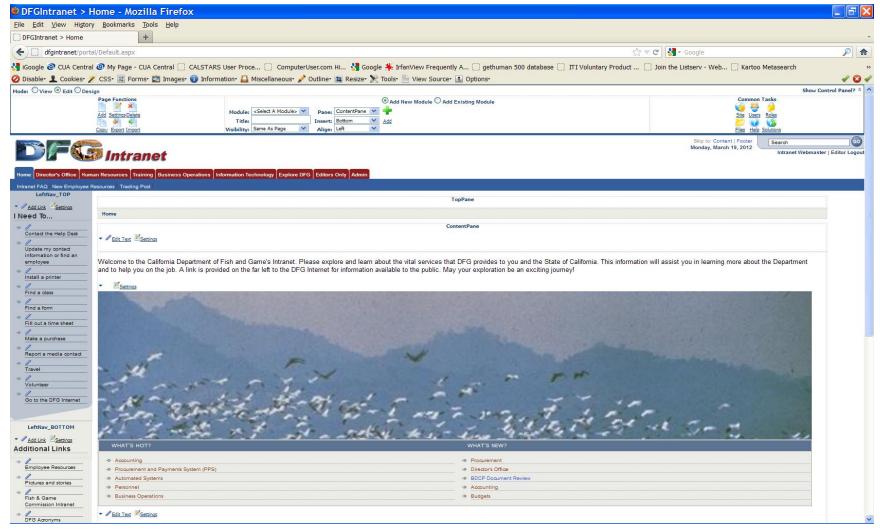
Content Management Systems (CMS)

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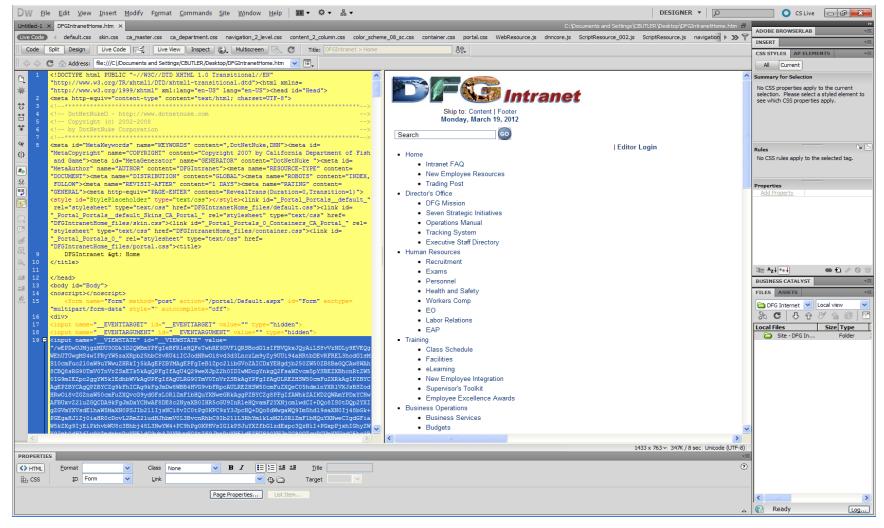
Content Management Systems

- 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

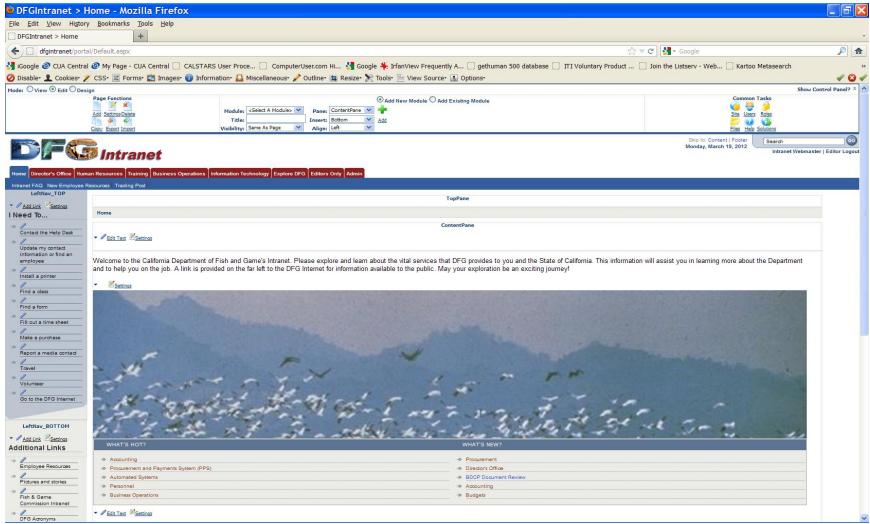
A Content Management System



Dreamweaver (etc.)



A Content Management System



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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!

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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-bymodule 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

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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

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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