Content Management Systems for the Web

A Collaborative Model for Web Implementation

WUG March 29, 2012
Intranet 1.0 – Where We Were

For more information contact the
Intranet Management Committee
Intranet 2.0 – Where We Are

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 (CIO) 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

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
Intranet 3.0 – Where We’re Heading
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

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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)
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.)
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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!
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