

VAMC-Upgrade Content

Editorial Roadmap with Process Flow Chart

Goals

- To update the VAMC websites using Plain Language to help guide Veterans, their families, and caregivers on their health care journey and prepare them for their visit to a VA health facility.
- To provide a clear content procedure for assigning, creating, editing, and approving content needed to populate the new VAMC webpages for the 19 Veterans Integrated Service Networks (VISN).
- To provide a quick and easy way for Public Affairs Officers (PAO) at local Veterans Affairs Medical Centers (VAMC) to review and update information on the new websites.

Technology

1. Zenhub
2. Word 365
3. Drupal
4. Slack
5. Shared drive
6. Skype
7. Photo editing program

Content Team Roles

1. Product Owner
 - a. Stan Gardner (GCIO)
2. Content Writers
 - a. Kim Mueller (GCIO)
 - b. Larry West (GCIO)
3. Copy Editors
 - a. (TBD)
 - b. (TBD)
4. Stakeholders/SMEs
 - a. Individual VAMC Public Affairs Officers
 - b. VHA Digital Media Deputy Director Jennifer Heiland-Luedtke
 - c. Individual VISN Web Manager (VISN 4 Web Manager is Louis Scavnicky)
5. Quality Assurance/508 Compliance
 - a. VSA Design and Acceptability Specialist (Jennifer Strickland, Ad Hoc)
 - b. VSP Web Accessibility Specialist (Trevor Pierce, Ad Hoc)

Editorial Process

1. Product Owner
 - a. Creates stories in Zenhub
 - i. Story must be attached to Epic
 - b. Each section/page of content represents a Zenhub story
2. Content Writers
 - a. Review Zenhub stories together before assigning
 - b. Assign themselves to the stories

- c. Write content, meeting story guidelines detailed in VAMC Site Playbook for character, length, style, and voice
 - d. Uploads content document to shared drive
 - e. **Meets Sprint Acceptance Criteria**
 - f. Story closes
3. Copy Editor
 - a. **New Story:** Reviews uploaded content document in Word, implementing tracked changes
 - b. Consults with content writer/pushes content back to writer for big changes
 - c. Inserts content in Drupal
 - d. Writes comment in Zenhub
 - e. Deposits Word documents with Drupal review link in shared drive for stakeholders/SMEs
 - f. **Meets Sprint Acceptance Criteria**
 - g. Story closes
4. Stakeholders/SMEs
 - a. Review and edit copy
 - b. Convey final changes to copy editors by using best method:
 - i. Track changes in Word 360 and deposit in a shared drive or
 - ii. Make changes directly in Drupal or
 - iii. Discuss edits directly with copy editor by screen sharing or
 - iv. Slack changes using PDFs and screen shots
5. Copy Editors
 - a. Transfer stakeholder's/SME's final changes into Drupal
 - b. Commit final document

Implementation

Sprint 1

- Content writers write per ZenHub stories, submit pages to copy editors
- Time limit: 10 days/1 Sprint

Sprint 2

- Copy editors review and submit pages to stakeholders
- Time limit: 5-7 days

Sprint 3

- Stakeholders make changes and approve pages
- Time limit: 7-10 days

Sprint 4

- Copy editors make final changes and publish pages
- Time limit: 3-5 days

Content – Editorial Process Flow

Four Sprint Cycle

