9 SEPTEMBER 2019

ICT 302, WEEK 3: LEARN

WEEKLY REVIEW

WEEK 3

▸ Monday (Learn): attend lecture on content, content management, teams, workflows, and external integrators

▸ Wednesday (Explore): meet classmates, learn about Slack, Asana, and Toggl

▸ Friday (Create): introduce CMS Guidebook (and other assessments), start organizing class teams and workflows

▸ Sunday (Submit): Introductory Web Page Proof of Concept

WHAT IS CONTENT?

INFORMATION WHICH IS (1) CREATED BY EDITORIAL PROCESS AND (2) INTENDED FOR CONSUMPTION BY A HUMAN AUDIENCE.

Deane Barker

CONTENT OR NOT?

WHAT IS CONTENT MANAGEMENT?

A WIDE-RANGING TERM THAT GENERALLY REFERS TO THE PRACTICE OF DEFINING, CREATING, ORGANIZING, SECURING, REVIEWING, APPROVING, PUBLISHING, AND DELIVERING CONTENT.

Deane Barker

THE DISCIPLINE OF CONTENT MANAGEMENT—THE ACCUMULATED THEORIES, BEST PRACTICES, AND ACCEPTED PATTERNS OF THE FIELD—TRANSCENDS ANY SPECIFIC SYSTEM. IN THIS SENSE, IT'S A PLATONIC IDEAL: AN ABSTRACT, SUBJECTIVE REPRESENTATION OF HOW CONTENT IS TO BE MANAGED

Deane Barker, Web Content Management: Systems, Features, and Best Practices, p. 6

WHO CONTRIBUTES TO CONTENT MANAGEMENT?

MEMBERS OF A CONTENT MANAGEMENT TEAM

▸ editors

▸ site planners

▸ developers

▸ administrators

▸ stakeholders

EDITORS

▸ "A CMS user responsible for performing <u>editorial process</u> to create, edit, or otherwise manage <u>content</u>. An editor creates, manages, edits, <u>approves</u>, and <u>publishes</u> content. This is considered the core user of a CMS. Most CMS functionality is based around editors." (<u>source</u>)

EDITORS

▸ "power editors" versus editors limited to particular:

    ▸ sections

    ▸ content

    ▸ interfaces

EDITORS

▸ "There are several subtypes of editor: ([source](#))

  ▸ "A power editor might also have some [administrative](#)
    responsibilities.

  ▸ "An approver might only be responsible for moving content
    through the approval process.

  ▸ "An [UGC](#) editor or community manager might only manage and
    review user-generated content (comments, ratings, reviews, etc.)

  ▸ "A marketer might not create and edit content directly, but is
    responsible for delivery, optimization, and performance of that
    content"

SITE PLANNERS

▸ "Site planners are responsible for designing the website the CMS will manage. Most of their involvement will be prior to launch, with sporadic further involvement as the site develops and changes over time." Deane Barker, *Web Content Management*: Systems, Features, and Best Practices, p. 56

DEVELOPERS

▸ "The role responsible for installing, configuring, extending, and templating a CMS implementation. (source)

▸ "Developers are roughly separated into:

  ▸ "Front-End Developers, who work with HTML/CSS and templates

  ▸ "Back-End Developers or Server-Side Developers, who work with the CMS itself and the extensions required to fulfill the project requirements"

ADMINISTRATORS

▸ "A <u>role</u> responsible for managing the settings, users, <u>permissions</u>, and other configurable functionality of a CMS. This role manages the system itself, not the content within it. (<u>source</u>)

▸ "The person in the administrator role is often also a <u>power editor</u>, and occasionally one of the implementing <u>developers</u>."

ADMINISTRATORS

▸ an administrator may be:

    ▸ a CMS administrator

    ▸ a server administrator

    ▸ a database administrator

STAKEHOLDERS

▸ "A role which does not interact directly with the CMS but is primarily concerned with the results the CMS is intended to bring about.

STAKEHOLDERS

▸ "A <u>role</u> which does not interact directly with the <u>CMS</u> but is primarily concerned with the results the CMS is intended to bring about.

▸ "The CEO, for instance, may never use the CMS, but is expecting the CMS to either increase revenue, reduce costs, or both. Stakeholders are often involved in purchasing decisions."

WHAT DOES A CONTENT MANAGEMENT WORKFLOW LOOK LIKE?

WORKFLOW

▸ "An [sic] framework to move content through a defined set or map of specific **steps**, **activities**, or **tasks**. (source)

▸ "The content can only be "in" one such state for a particular workflow at a time. When that state resolves, content will "move" to another state, and continue until the workflow ends.

▸ "What constitutes a workflow step is highly configurable. Workflow is often used to approve content, though many CMS have separate approval systems, or allow the functional equivalent through permissions. Other activites [sic] might change the content in some way, or execute arbitrary code."

CONTENT LIFECYCLE

▸ create

▸ edit and collaborate

▸ submit and approve

▸ publish

▸ archive

▸ delete

INTERNAL VERSUS EXTERNAL WORK

REASONS FOR WORKING WITH AN EXTERNAL INTEGRATOR

▸ no internal development staff

▸ internal development staff is too busy

▸ internal development staff is not focused on the Web

▸ internal development staff does not know a particular CMS

▸ internal development staff doesn't want to get involved in politics

(from Deane, *Web Content Management: Systems, Features, and Best Practices*, p. 305)

MODELS FOR WORKING WITH AN EXTERNAL INTEGRATOR

▸ integrator develops

▸ integrator and organization codevelop

▸ organization develops, integrator consults

▸ organization develops

(from Deane, *Web Content Management: Systems, Features, and Best Practices*, p. 305)

AGREEMENTS FOR WORKING WITH AN EXTERNAL INTEGRATOR

▸ marketing proposals

▸ general services agreement (GSA)

▸ statement of work (SOW)

(from Deane, *Web Content Management: Systems, Features, and Best Practices*, p. 305)

STATEMENTS OF WORK

▸ a statement of work should include:

  ▸ what is being done

    ▸ how much detail?

  ▸ when it is being done

    ▸ specify start date and time spent on completion

  ▸ how much it will cost

    ▸ flat fee vs. time and materials vs. fee-capped

(from Deane, *Web Content Management: Systems, Features, and Best Practices*, p. 305)

HOW DOES GITHUB REFLECT THE CONTENT MANAGEMENT PROCESS?