

Governance Component

Content strategy proposal for
remote e-learning product

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Introduction

The following documentation is the Governance Component section of the Content Strategy proposal. This section contains the following sections of the strategy:

- Opening scenario
- Governance content strategy:
 - Distribution Channels
 - Publishing Procedures
 - Optimization and Action Items
 - Trends and Analytics (Evaluation)
- Governance component context

Opening scenario

The Resource Development department helps our company accomplish content integration and streamlined product implementation by providing descriptive and concise content that makes the government clients feel fluent and empowered so they can register their employees to the Portal.

Governance Components

The following sections identify the most important areas of content governance:

Distribution Channels

The following channels use technical content:

1. Twitter → for company visibility, end-user engagement, and highlighting partnerships.
2. Azure Portal → Knowledge Base for operating the Portal and Modules.
3. Confluence → contains knowledge base for UI functionality, QA test plans, and WCAG 2.0 accessibility checklists. Accessible only to employees of the company.
4. D2L → for language modules.

Publishing Procedures

All vendors and internal units must follow these policies:

1. Web Governance Policy (Blogs & Newsfeeds).
2. Directive on the Management of Communications (social media, web communication).
3. Policy on Official Languages.
4. Analytics, Metrics, & Quality Assurance policy.

Optimization and Action Items

Optimize all content for its medium and platform: (from Policy on Official Languages)

1. Provide procedural content in English and French.
2. All new content must be made available in English and French simultaneously.
3. Allow users to activate English or French as a maternal language for the Modules.
4. All communication sent to users must be in French and English (emails, announcements).

Trends & Analytics (Evaluation)

The following metrics evaluate topic quality:

- 1.WCAG 2.0 checklist to evaluate topic accessibility.
- 2.Number of times going back through breadcrumb trail to evaluate topic navigability.
- 3.Number of times returning to topic page to evaluate topic clarity.
- 4.Number of users who link topic to evaluate topic importance.
- 5.Number of internal links clicked on topic page to evaluate topic depth.

Context

Since the company is currently transitioning to an updated version of the legacy product, the items in each section of the governance model reflect the need to maintain a rigorous documentation practice for the legacy product (to ensure the consistency of product functionality) and the importance of establishing an overarching and stable structure for the new end-user documentation.

The selected **Distribution Channels** emphasize the centralization of technical content for the product (knowledge bases), and the engagement of end-users via Twitter and D2L. The **Publishing Procedures** require that documentation adhere to security, relevancy, and linguistic policies. Although the company is not a federal institution that has to abide by the Policy on Official Languages, observing and implementing this policy will make the company more competitive in the government contractor market.

To emphasize the commitment to the Policy on Official Languages in the content strategy, all **Optimization and Action Items** push for intuitive navigability of all content. Success at a high level is passing accessibility checks for all web and non-web content, maintaining UX best practices for English and French content, and adherence to the Privacy Policy. Failure at a high level is content that fails accessibility checks, content that is not successfully translated into French or English, the failure to keep tabs on the items for **Trends and Analytics**, and undocumented deviation from the content strategy.