



EXECUTIVE COUNCIL RESPONSE

TEAM: Faculty

CHAIR: Michael Miller, PdD

EC SPONSOR: Dr. Steven Scheinman, MD

**RECOMMENDATION NO: Rec #7 Use Content Management Software
Rec #8 Web Design Capacity Expansion**

Improve timeliness and usefulness of our web environment such that the web becomes a positive recruitment tool as well as a resource that better supports faculty in performing their roles.

#7 Content Management System

#8 Expansion of web-design capacity

FORM COMPLETED BY: Mr. Joseph C. Smith

Additional staff assigned:

RESPONSE STRATEGY:

The adoption of a Content Management System and the expansion of web design capacity are complementary recommendations. Content Management makes available the technology and infrastructure necessary to create, publish, manage and maintain an expansive web environment. A C(ontent)MS environment can provide not only a standardized platform for web page creation, editing, updating, and deployment but in most cases adds features, such as newsletters, blogs, survey tools, classifieds, that would otherwise require either custom development and/or additional technologies.

While the introduction of the CMS will improve what Upstate does with the web, it will not create effective content on its own. Expanding web design capacity, especially editorial (writing) staff, is critical to moving both external and internal web content and services to the breadth and quality expected not only by our faculty and students, but all external web audiences.

The growth in staff and adoption of new technology, as the Faculty Task Team recognized, also requires a governance structure that can guide the Marketing and EdComm/IMT teams in developing new web initiatives. This governance structure needs to recognize the needs of both external and internal web users. They will be tasked to evaluate the value of major web initiatives and guide the web team's setting of priorities.

Strategy

Making these Faculty Team recommendations a reality will require both technical and content oriented efforts.

A Web Advisory Committee, co-chaired by Marketing and EdComm/IMT, will be created consisting of a membership with representative participation of faculty, students, administration, alumni, patient advocates and clinical services. This committee will be a standing committee whose membership will be appointed at the appropriate administrative level. The first order of business will be to reaffirm the goals of electronic communications (the Web) at Upstate. This activity will require that the committee: explore the needs of both external and internal customers; develop policies and review staff strategies for collecting, creating and maintaining the web content and features/services that meet these goals. Some of the areas this committee will identify include (but are not limited to): what content needs to be created and maintained at the institutional level, what content is the responsibility of departments, review and offer web publishing guidelines for web sites that use *upstate.edu* in the URL, recognize and encourage the development of specific web services.

The governance group will continue past deployment of a content management system as an advisory group to campus editorial and technical web services.

The technical implementation of the recommendation covers the entire process of identifying, acquiring and deploying a content management environment capable of supporting both an academic and clinical enterprise. This process will include:

- a. defining the publishing features needed, such as support for both centralized and decentralized content creation, editorial control of content, multi-templates, etc.
- b. establishing “ease of use” requirements
- c. defining the web features required and others that might be considered “preferred,” such as blogs, surveys, newsletters, classifieds, etc.
- d. reviewing best fit technology for on-going IT support at Upstate

Potential systems will be reviewed using the above criteria. Once a system is selected, acquired and installed a plan will be implemented for training, transition of current web content and finally, deployment of the new system.

The implementation of a content management system will make changing and managing web pages both more efficient and timelier. The technology however will not create original content or repurpose existing content from other media for the web. The creation of content, training departmental content updaters and developers, evaluating navigation and usability of Upstate web pages, etc. are among the bottlenecks that expanding the University’s web design capacity will address. Two additional web professionals will be required to support the level of web development anticipated by the task team’s recommendations. These positions will primarily support editorial and content maintenance. These positions would report primarily through Marketing Communications. Additionally, as part of this implementation, the current Senior Web Designer will be promoted to a position designated as Campus Web Coordinator. Her responsibilities will include supervising and participating in the design efforts for Upstate web sites, coordinating web production efforts with Marketing Communications with the available technical resources.

The timeline associated with the process outlined above is between 24 and 36 months. Appointment of the Web Advisory Committee would be the kick-off activity. They would be expected to accomplish their initial charge within 6 months. Concurrent with the committee’s administrative and editorial activities, a sub committee would begin working with Marketing Communications, IMT’s EdComm and ONS groups to initiate the process of process of acquiring a content management system.

In addition to the technology costs – hardware and software – and additional staff, there is the possibility that the Web Advisory Committee will require a budget for external consultants who can guide them in addressing the diverse web requirements of an academic health science center with its unique higher education, clinical and research orientations.

TIME FRAME:

24 to 36 months to complete transition of existing web environment to CMS

RESOURCES:

As defined above – 2 additional staff, hardware, software and possible consultants

REPORTING MECHANISMS:

Activity will be reported through the CIO and the Associate Senior Vice President with the Web Advisory Committee expected to produce minutes and reports of their activities and recommendations.

PERFORMANCE MEASURES:

Meeting the timeline for implementation. Through a the creation of feedback mechanism, web content updaters and content providers response to the use of the CMS.

FINANCIAL ANALYSIS ASSIGNED:

CMS Hardware and Software – approximately \$100K; annual licensing costs will be determined by selected product.

Staff Salaries – 2 positions at approximatey \$90,000

DATE of EC Approval:

NEXT STEPS: