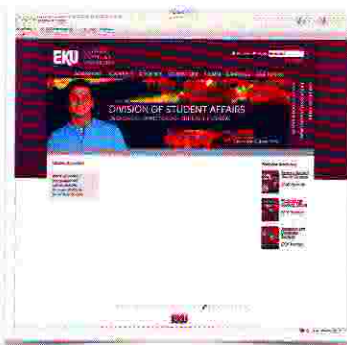


Prototype Web Page: create and edit pages within your internet browser (IE, Firefox...)



Provided Structure



Graphic content added



Text content added



Targeted info. added

A Web CMS allows for a reasonably consistent look and message across the entire site. As visitors move from section to section, they will find visual clues that tell them that they're still on ECU's website. The authoring process requires no technical knowledge of programming or markup languages. This levels the playing field for the varying levels of technical proficiency available to certain areas on campus. It also leads to faster turnaround time for new pages and updates. Universal changes to the look of ECU's site in the future can be accomplished rapidly vs our current template approach.

Key Points: CMS is being implemented to assist ECU recruit and retain students, ECU's CMS software is open source and at no cost, Implementation is being handled with existing hardware resources and human resources, Creating and editing webpages requires no HTML or computer language technical skills, Authoring model puts content closer to the sources of information

Web Content Management FAQ

What is a Web Content Management System?

A web-content-management system (CMS) is software, implemented as a Web application, for creating and managing web content. The software provides browser-based authoring tools to facilitate content creation and maintenance for users with little or no knowledge of programming or markup languages. Unlike Web-site builders, CMS allows non-technical users to make changes to a website after appropriate training.

When will I be able to have a new website?

Six primary areas have been identified as crucial to recruitment and retention of students. These areas are: EKU Home Page, Admissions, Financial Aid, SOTO, Housing, and Graduate School. We expect pages for those areas to be developed by August 2010. Next, site structures will be developed for Colleges, Departments and Administrative Offices. The goal is to have all of the EKU webspace moved to the CMS installation within 18 to 24 months of deployment.

In two years, what happens when there is a decision to have a new look for EKU Web? Are we going to have to start over yet again?

No. The beauty of a CMS is the ability to make structural and design changes to the entire web presence without affecting content.

My department does not have a Web Developer on staff. Who is going to make our page?

With a CMS, non technical users can develop and update web pages without any HTML or computer programming knowledge. The designated contributor(s) can concentrate on content and message while maintaining a consistent look that represents EKU to prospective students, students, faculty, staff and other constituents.

Is this going to change how I interact with blackboard?

No. Think of the CMS as the outward face of the EKU Web presence dedicated to student recruitment and retention. Internal systems (Blackboard, EKU Direct, Banner, etc...) will remain unchanged.

How much does it cost?

The chosen software (Drupal) is an open source platform that is available at no cost. At this stage of the implementation, only existing hardware, software, and human resources have been utilized.

Will I get training on how to use the CMS?

Yes. We are developing training and learning opportunities that will be available soon.

Can my site have its own identifying banner?

Yes

Will I lose my current web page during the transition?

No. Your current web pages will remain active until your new CMS site is "live".

Can I keep my personal web pages?

Yes. Pages that reside on personal (W)Drive will remain unchanged.

For more Information, see www.enrollment.eku.edu/cms



Web Content Management



EKU Webpage Vision Statement

EKU's web presence will be a well planned and visually attractive portal for the world to learn more about the Essential Eastern. EKU's web site will be an open invitation to potential students, characterized by continuous activity, change, and progress. The EKU web site will be the university's primary tool for marketing current information to students, parents, faculty, staff, and visitors and will showcase the best EKU has to offer.

CMS Implementation - Mission Statement

Develop a user-friendly, dynamic and informative web presence that will market EKU to the world by implementing a Content Management System for all university web pages.

CMS Implementation – Goals

- Build a unified look and feel for the EKU web presence that is consistent across all media and publications;
- Promote an EKU identity and an image of excellence;
- Make visual theme changes to the entire EKU web presence quick and easy, eliminating the need to touch and reconstruct every web page;
- Make updates quickly in response to current events, issues, and user feedback;
- Reduce the technical skills and resources necessary to contribute content to the web;
- Establish a distributed model for content creation, leaving content management with the source of content knowledge, thus making "content" the focus of the web;
- Eliminate redundant, extraneous and out-dated materials;
- Add structure, using a web publishing model, that facilitates editorial review, prior to publishing content to the web;
- Ensure pages are reviewed regularly for accuracy and currency;
- Leverage campus-wide talents and resources by aligning job duties with employee expertise.