

The ART of Content Management Training

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Widener University

- Urban metropolitan university
- Chester, Pennsylvania
- 6,000 students
- Civic Mission
 - Economic development
 - Community Partnerships
- Four Campuses
 - Chester, Pennsylvania
 - Exton, Pennsylvania
 - Wilmington, Delaware
 - Harrisburg, Pennsylvania

www.widener.edu

- 1 Content Management System
- 1 Web Content Manager
- 50+ Contributors

P.S.

Currently in the process of finishing a re-launch in mid-November.

Contributor Titles

- Assistant Deans
- Professors
- Associate Professors
- Administrative Assistants
- Secretaries
- Assistant Campus Safety Director
- Assistant HR Director
- Assistant News Editor
- PR Director
- Development Director
- Assistant Alumni Director
- Assistant Dean of Campus Life

undergraduate and graduate students

“Get them all in one place and talking to each other.”

Jared Spool – HigherEd Web 5 10 2009

The One Place

- Office of Web Publishing
 - Includes individuals designated or involved in web publishing
 - Meets regularly in various campus locations
 - ITS and University Relations team
- Forum for training, education, and collaboration.

“Get them all in one place and talking to each other.”

Jared Spool –5 HIGHEDWEB Conference 10 2009

What Are We Talking About?

- **A**ccurate
 - Factually, grammatically, stylistically and visually correct
- **R**elevant
 - To your audience and purpose
- **T**imely
 - Posted before events or information needed
 - Take down after events or information is no longer relevant or no longer required.



Content Management Professional Training

- 1 Semester 2 Sessions (2007-2008)
- Six Sessions
- 12 hours
- Certificate of Excellence Awarded

Course Content

- IT Basics
- Browsers - HTML
- Web Design
- Editorial
- CMS Training
- Marketing



IT Basics

- Hardware
- Software
 - Menus
 - Right Click
- Applications
 - Office
 - Browsers
 - Keyboard Short Cuts
 - Ctrl+ Z,X,C,V and Y
 - Alt+Tab
 - F1
 - Ctrl+Enter
- Network
 - C: drive
 - Novell drives
- Internet/Web
 - Not the same as the web
 - Domains
 - protocols



HTML Fundamentals

- Code
 - `<html></body></body> </html>`
 - ``
 - ``
- Sites
 - htmldog.com
 - wc3.org

Web Design Intro

- File types (.jpg, .gif, .png)
- Resolution (pixels)
- Cropping (in an image editor)
- Sites
 - edustyle.net
 - websiteshatsuck.com



Editorial Primer

- Web Writing
 - Bright (style)
 - Tight (250-350 words)
 - To the Point (audience/goals)
- Link Writing
 - Promise
 - No Click Here



CMS Training

- CMS of choice
- HTML mode
 - Relative links
 - Absolute links
- Management Controls
 - Access
 - Permissions



Web Marketing 101

- Brand/**Vision**
- Style
- Analytics
 - Bounce rate
 - Campaigns
- User Experience
 - Usability
 - **Feedback**



Culture

Collaboration & Creativity

- Information Technology Services
- University Relations - Advancement
- Academic Departments
- Campus Life
- Life Long Learning and Development (LLPD)



Next Steps

- Formal recognition for the Office of Web Publishing
- Recurring Beginning Classes
- Certification
- Advanced Content Management Training