

# 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](http://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>`
  - `<a href="link">`
  - `<img source="">`
- Sites
  - `htmldog.com`
  - `wc3.org`

# Web Design Intro

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

