INFORMATION ARCHITECTURE PLANNING AND GATHER CONTENT

» Welcome! We are glad you are with us today!

INTRODUCTIONS

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TRAINING AGENDA

» Information Architecture (IA)

» Gather Content

» Workflow Process

» Wrap Up

UPCOMING SESSIONS

First Draft Check-In

10–11 a.m. or 3–4 p.m.

This session is a milestone check-in with Q&A and a Ten Tips for Success.

Sitefinity Publishing

9 a.m.–12 p.m. or 1–4 p.m.

This session is an introduction to the new Content Management System (CMS) and offers content creation guidance.

Webinars

Morning and Afternoon Sessions

There will be ongoing live webinars to improve overall campus understanding of digital strategy to advance our brand and in turn improve overall admission and retention.

INFORMATION ARCHITECTURE (IA)

WHAT'S IA?

» **IA is the organizational strategy for the information on the site.**

» **How you sort and group the content on your site.**

Card sorting is one way to think of how your visitors would sort and group content.

WHY IA IS IMPORTANT

Building blocks

IA considers what topics or pages should be grouped together.

Top-level outline of the information that:

- we have
- needs to be created
- help determine what should be internal only

Information for external audiences

Organize and group information that our external audiences seek, in our case prospective students.
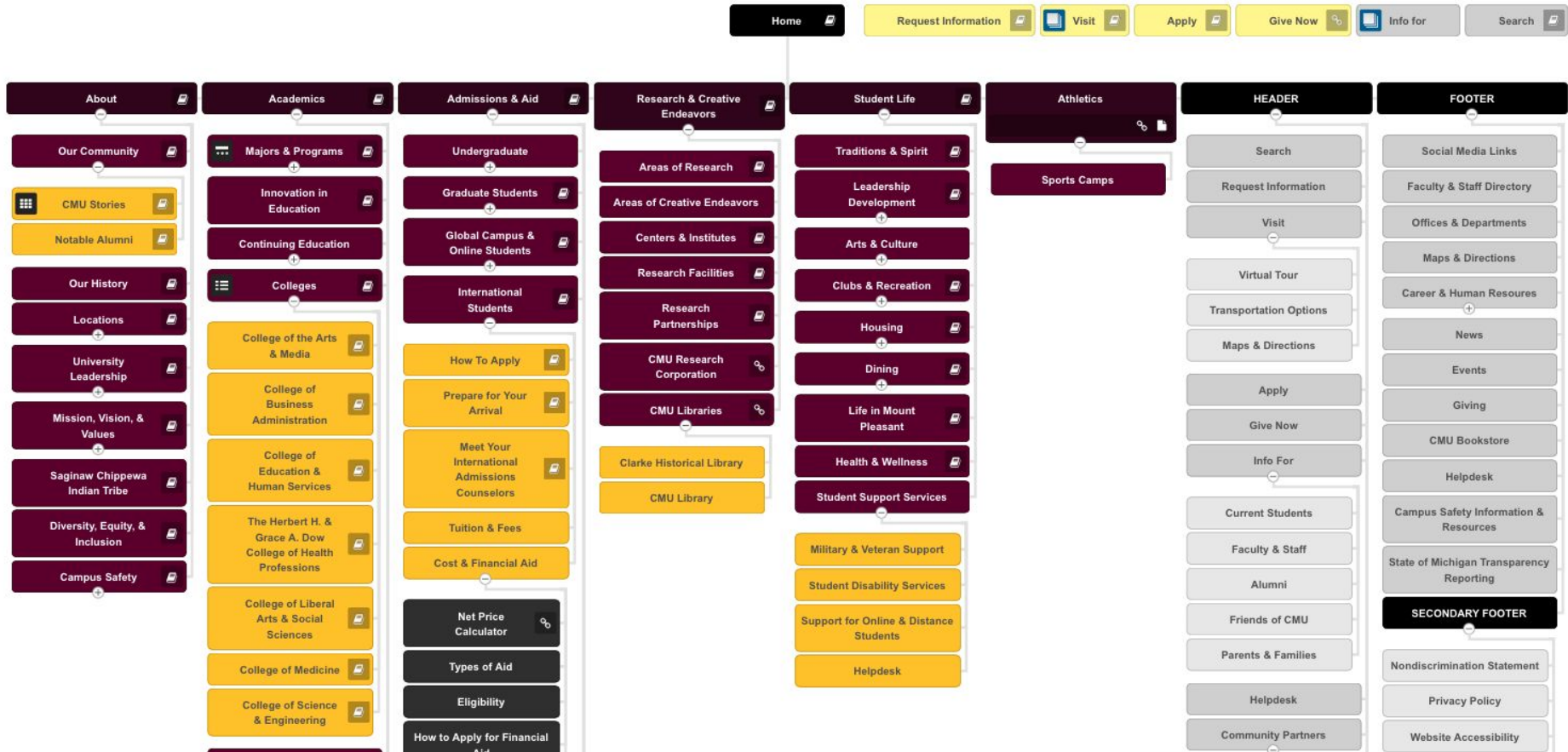
Easy to engage with

How the information is organized into a navigation system that is easy to engage with by our audiences.

CMU's 5.0 Information Architecture

CMU EXAMPLE

UNIVERSITY COMMUNICATIONS

CBA EXAMPLE

DEPARTMENT EXAMPLE

EXAMPLE University Recreation DEPARTMENT IA

UREC Landing Page

+ ADD UTILITY PAGE

About
- General Information / Mission / Vision / Values / Statement
- Contact / Location Information
- Staff Directory
- FAQ (if wanted)
- Policies
- Staff / Faculty Employment Opportunities (link to jobs.cmich.edu)
- Student Employment Opportunities (link to ses.cmich.edu)

+ ADD PAGE

Facilities
- Outdoor Sports Complex
- Fitness
- Weight Training
- Indoor Cycling Center
- Locker Rental
- Aquatic Facilities
- Reservations

Injury Care Center

Intramural Sports
- Awards
- Team of the Week
- Sport Creation & Rules

Memberships

Programs & Events
- Aquatics
- Club Sports
- Fitness
  - Personal Training
  - Group Fitness
- Certifications
  - Red Cross

Ticket Central
- Theatre & School of Music Events
- CMU Athletics Events
- Seating Charts
- Request Ticket Central Services

+ ADD FOOTER PAGE

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WHAT TO EXPECT NEXT

Wendland, Lisa Laura

I.A. Review Session

🕐 15 min

📍 Teams - We'll call you!

Select a 15 minute time slot to discuss the pages in your I.A. and any open questions on writing for the new site. If other contacts within your college or department are working with you on the new site please include them on this invite so we can review the I.A. all together and collaborate most efficiently.

Select a Date & Time

POWERED BY Calendly

July 2020   <   >

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

https://calendly.com/wendl1l-cmich/i-a-review-session?month=2020-07

» Choose your 15 minute time slot to review your I.A. with the Digital Strategy Team.

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Q&A

BREAK

GATHER CONTENT

WHAT IS GATHER CONTENT?

» Our platform to "house" all of our content in one location.

» Easy and simple functionality.

» Ability to collaborate with others on a page, provide comments, see revision history and page status.

A CLOSER LOOK AT GATHER CONTENT

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UNIVERSAL TEMPLATE FOR DEPARTMENTS

UNIVERSITY COMMUNICATIONS

REVIEW CONTENT

» Collaborate, contribute, and discuss content on the page with the **Comments** feature on the toolbar or simply highlight the text and click the comment icon to add your thoughts.

» Comments appear in the sidebar, next to the highlighted text. The author of the comment will be shown. To reply to a comment, begin typing in the reply text box.

» Tag people and notify them of comments or revisions by typing @emailaddress in the reply text box. (i.e. @wegen1pa@cmich.edu)

CW **Curtis Wildfong**
an hour ago

@pamelawegener - Pinging for one minor edit

ADDING CONTRIBUTORS
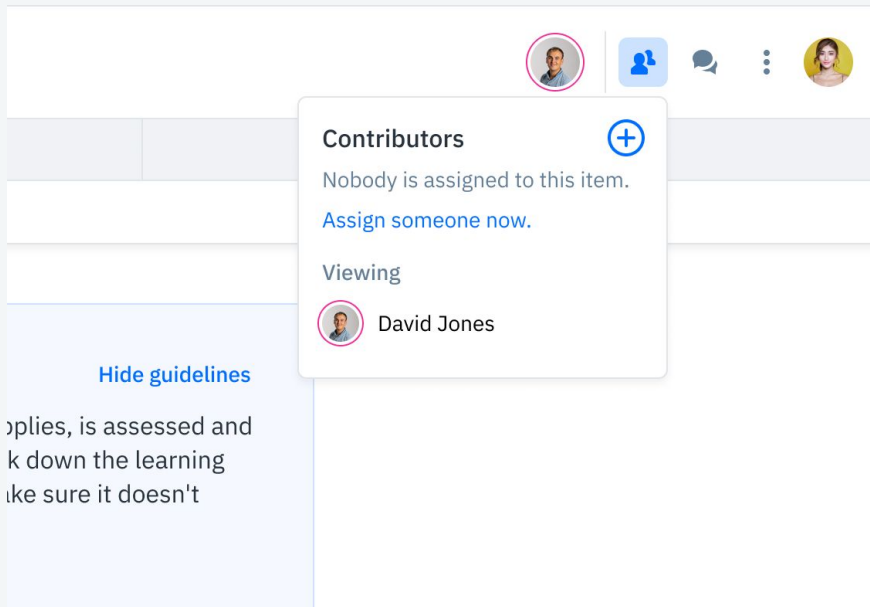
» You will be able to see your contributors(s), by page, in the top right hand corner once they are in the system. To add contributors to the system, please email Lisa Wendland at wendl1l@cmich.edu with the name, email, and department of the contributor(s).

REVISIONS AND COMMENT HISTORY

» Track revisions and comment history, see what has been resolved and what is unresolved. Click the three vertical dots at the top right of the page you are working on to see the history menu.

» Refer to the Gather Content guide for more quick tips.
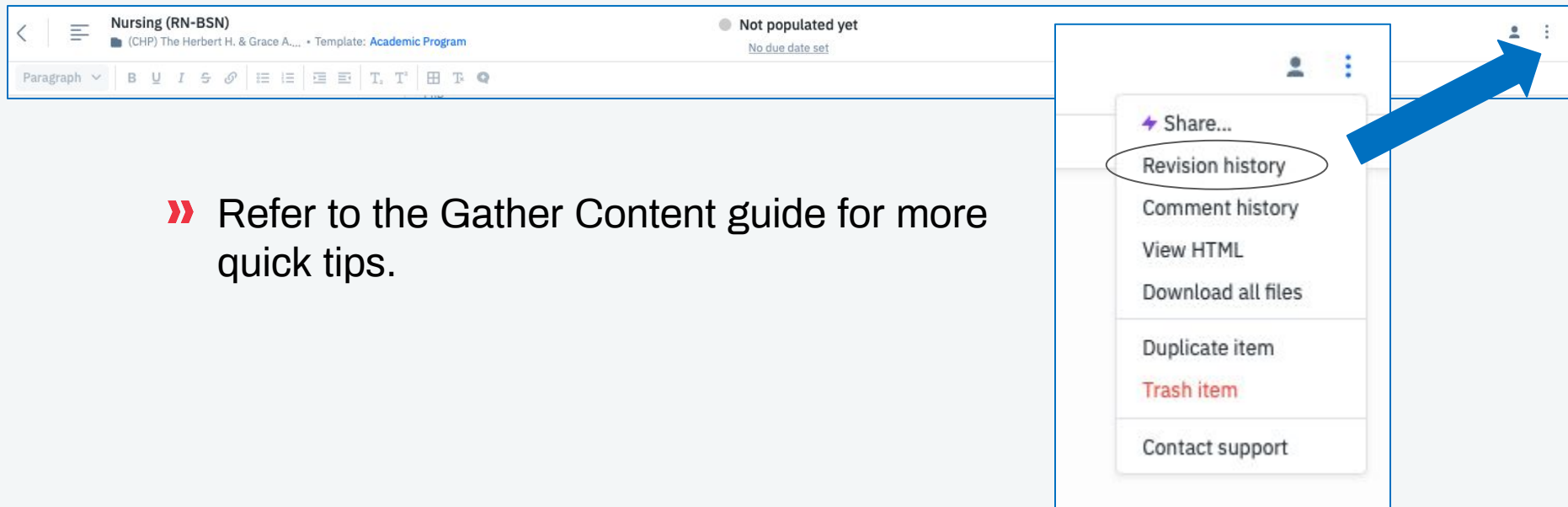
CONTENT WORKFLOW

(1) Content assigned in Gather Content	(2) Writer gathers assets	(3) Writer completes Draft 1 & QA 1	(4) Alternate Strategist/ DDS completes QA 2	(5) Brand completes QA 3
				(6) Strategist routes for Grammar & Spelling QA 4
(11) Brand completes QA 2	(10) Writer adjusts creating draft 2 and completes QA 1	(9) Strategist reviews edits and makes suggestions	(8) Stakeholder sends edits	(7) Strategist sends back to Stakeholder for review
(12) Alternate Strategist completes QA 3				
(13) Strategist routes for Grammar & Spelling QA 4	(14) Digital Team QA & Sign Off	(15) Strategist sends to Stakeholder for review	(16) Stakeholder gives final sign off	(17) Digital Team assigns upload [Ready to Migrate]

PAGE STATUS: ALL STATUSES

PAGE STATUS

Central Michigan ▾   Overview   Content   Templates   Workflow   Calendar   Migrate   Settings   🔍   PW ▾

▧ All items	450
👤 My assignments	14
🖼 Files & media	
☰ Hierarchy	

FOLDERS

- 📁 Central Michigan
  - 📁 Home
    - 📁 About
      - 📁 Our Community
        - 📁 CMU Stories
      - 📁 Locations
      - 📁 University Leadership
      - 📁 Mission, Vision, & Values
      - 📁 Campus Safety
    - 📁 Academics
      - 📁 Majors & Programs (Program Pa
        - 📁 (CAM) College of the Arts & I

My assignments

+ Add Filter   [Create new item]

Name	Template	Due date	Updated	Assignees	Folder	💬
🔴 Campus Safety	Universal	No due date	21 days ago	KW PW	Campus Safety	1
🟢 Housing	Universal	No due date	a month ago	PW	Housing	2
🟢 Leadership Development	Universal	No due date	a month ago	PW	Leadership Deve	2
🟢 Real Estate Development & Finan...	Academic Pr...	No due date	a month ago	SL PW AW	(CBA) College of	4
🟢 Entrepreneurship (Major, Minor)	Academic Pr...	No due date	a month ago	SL PW AW	(CBA) College of	2
🟢 Information Systems (Major, Minor)	Academic Pr...	No due date	a month ago	SL PW AW	(CBA) College of	4
🟢 Health & Wellness	Universal	No due date	a month ago	PW	Student Life	2
🟢 Saginaw Chippewa Indian Tribe	Universal	No due date	a month ago	PW	About	6
🔴 Mission, Vision, & Values	Universal	No due date	a month ago	PW	Mission, Vision, &	1

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CHANGING PAGE STATUS

CHANGING PAGE STATUS

» When your draft is complete and ready to be reviewed by the Digital Strategist, change the page status by clicking on the edit pencil icon next to the page. At the bottom of the screen, a menu will pop-up: Select the icon .

» Select the status: Alternate Strategist/DDS Review 1 (yellow dot).

Click **Confirm**

The page status will change in the content list. The dot color represents where in the workflow the page resides.

The digital strategists will see the page status in Gather Content.

TIPS AND REMINDERS

- Gather Content's editor is very similar to Microsoft Word. If you can write in Word, you can write in Gather Content.

- Use the back button on Gather Content, not on your browser. It's much easier to get back to your last page in GC that way.

- Rome wasn't built in a day, this is a process and it will take time to develop the content, but you're not in this alone!

- We're here to help:

    - Lisa wendl1l@cmich.edu

    - Kelsey whing1ka@cmich.edu

    - Pam wegen1pa@cmich.edu

    - Melissa camer1ma@cmich.edu

Q&A

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WHAT TO DO BEFORE IA REVIEW

» Note any Centers or special units that should included.

» Note the status of your Mission, Vision, and Strategic Plan

» Create a list of all relevant forms on your site. Indicate what is an external form and internal form.

THANK YOU!

Please complete the post-training survey that will be emailed to you soon.

Find resources at: https://blogs.cmich.edu/webproject/category/training/

APPENDIX

Additional Tips

ADDING CONTENT

Title — Start writing here...

Body Content — Start writing here...

Title Tag, Metadata — Start writing here...

Meta Description — Start writing here...

Attachment(s)
Copy HTML

Select files to upload or drag and drop here

Start typing in any grey text field to add content.

To add images either drag and drop or upload.

ADDING CONTENT

Paragraph ⌄ B U I S̶ 🔗 ☰ ☰ ☰ ☰ T₂ T² ⊞ T× ⊕

transfers, etc.

Why This Program & What You'll Learn

177/250 Words
Copy HTML

The maximum length of characters are shown for each field.

Why Study Marketing: Pr at CMU?

More people earn over $100,000 annually i profession. As a student in our Marketing: P you'll learn real-world techniques through c International, one of the top 10 sales trainir

"Saving" will appear to show you that it has been autosaved.

SAVING

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GOOD TO KNOW

A spell checker tool doesn't exist in Gather Content editor.

Program Highlights

As a stdent in this program, you'll join the ranks of thousands of CMU-educated teache...

The word "student" is misspelled and underlined in red.

- Every year, CMU confers master's degrees in teaching on more than 700 students–more than anyplace else in the state.
- Synthesize your experience with a capstone project before graduation.
- CMU's Professional Educator Unit is accredited by the Council for Accreditation of Educator Preparation (CAEP).