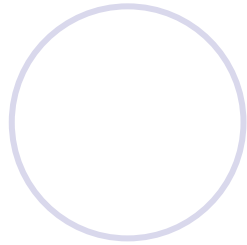
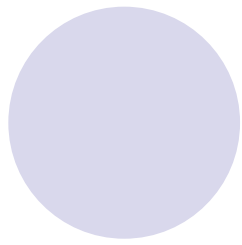


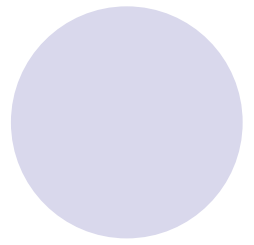
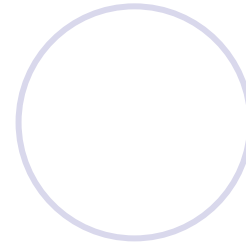
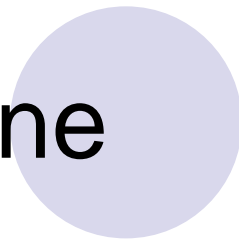
Campus Content Management and Web Presence

Rod Tosten
Gettysburg College





Outline



- Selection process criteria
- Why we went with dotCMS
- Division of responsibilities
- Policy
- Lessons learned

Selection Process Criteria

Gettysburg College Web Strategy

- **Redesign – CMS for the future**
- **CRM – Portal – ERP**
- **E-communications**
- **Web Enterprise Services**
- **...a collaborative approach**

Open Source - dotCMS

- Why choose an open source solution
 - DotMarketing joint design & dotCMS
 - tim@dotmarketing.com (CEO)
 - Dotmarketing.com
 - Cost advantage
 - Progressive relationship with vendor
 - Ability to customize and maintain
 - Ability to integrate and leverage
 - existing business processes
 - data systems
 - in-house expertise

Division of Responsibilities

- Who needs to be around the table?
 - Strategic
 - Web Task Force
 - Strategic and Operational
 - WIG (Web Implementation Group)
 - Operational
 - Web Liaisons
 - Project Managers

Guiding Principles for Policy

Connection to Community Audiences

- Completed Strategic Plan
 - Connection Theme
- Completed branding initiative
- Identified web as our key communication/marketing/connection tool
- Identify external audiences
 - Start with Prospective Students and Alumni
- Make decisions based on data and research
- Leverage our institutional intelligence

Collaboration & Institutional Focus

- All Campus Departments involved
- Content & Services
- Gettysburg known as an innovator



Lessons Learned

- What we learned during our process?
 - Institutional project
 - Identify key audiences
 - Constant Communication with internal community
 - Integration points: redundant data entry/clusterable content
 - Be flexible
 - Take into consideration the academic calendar
 - Use Collaboration tools and multi-day sessions