

Content Management at Reed

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Deputy CTO

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CMS goals

- Feedback from strategic plan:
“Make it easier to maintain web sites”
- Time for a new web design, but...
- No top-down mandate for design consistency
“Facilitate doing it right”

Selection criteria

- Cross platform web client
- Server & DB infrastructure
- Migrate websites over time
- Publish static pages to various servers
- Vendor relationship
- Cost (of course)

Policy setting process

- Web Policy Committee
 - Chaired by IR Director
 - Faculty
 - Staff
 - Students
- Operational Team
 - IR Director
 - Communications Director
 - Web Support Services Director

Responsibilities

- Computing
 - Manage infrastructure
 - Academic web development
 - Coordinate Selection Process
- Communications
 - Home page
 - “outward looking” sites
 - Admin department sites
- Collaboration on design & coding

Lessons Learned

- Include Communications dept. early and often
- Identify early adopters who know what they want but are flexible
- The CMS can do more than people understand (RSS, XML, web services)
- It's hard to make good content