

WEBSITE CONVERSION TO CONTENT MANAGEMENT SYSTEM

All websites are required to be converted to the Kentico content management system (CMS), use the appropriate university template, and follow all website policies and standards. Since the University's website is composed of thousands of individual websites and tens of thousands of pages, it will take time for complete conversion. Prioritizations are made by the Web Strategy Committee, and the work is completed by the Web Developers in the IT Division (IT).

Below are three options for the website conversion. In any of the options the first step is that a department must identify an editor(s), who will be responsible for the maintenance of the content. All editor(s) will be required to complete training on how to use the Kentico content management system.

IT wants to ensure that all website needs are met so when a college/division/program/department is interested in converting their website, they may contact IT. Otherwise, colleges/divisions/programs/departments will be contacted by IT in advance to let them know that it is time to work on their website. At that time the department will have the opportunity to choose one of the three options below.

Option 1 – IT Converts Website to CMS Using Current Website Content

1. Start of website conversion is determined by IT.
2. IT will contact existing website editor (if known) or department head (if not known) informing that the conversion process will start.
3. IT will convert the website to the CMS.
4. IT will contact the department when content has been converted.
5. Department will be required to review the converted website within two weeks, or another agreed upon date.
6. After two weeks (or agreed upon time) the website will be launched.
7. Department editor(s) will make all changes at this point through the CMS.
8. IT staff will archive the previous website for the period of one year.

Option 2 – Department Requests IT Assistance with a Full Rework of Website

1. Department requests IT assistance reworking current content and new content into a new website. Request is submitted online at: <http://www.uwgb.edu/information-technology/request-help/> or by calling the Help Desk at x2309 to open a work ticket.
2. IT will contact the department upon receipt of the request, to setup a meeting to discuss the website. Other meetings may be required depending on the complexity of the website.
3. Department will provide IT with a preferred timeframe. IT will evaluate if the timeframe can be met. If the timeframe cannot be met, the department and IT will agree upon an alternate date.
4. IT will build the reworked website in the CMS.
5. IT will contact the department when the website is ready for review.
6. Department will be required to review the converted website within two weeks, or another agreed upon date. Further meetings may be needed, followed by another two-week review period.

7. After two weeks (or agreed upon time) the website will be launched.
8. Department editor(s) will make all changes at this point through the CMS.
9. IT staff will archive the previous website for the period of one year.

Option 3 – Department will Convert Website

1. Department is ready to convert their website to the CMS. Request is submitted online at: <http://www.uwgb.edu/information-technology/request-help/> or by calling the Help Desk at x2309 to open a work ticket.
2. IT will contact the department to determine if they want a blank website or if they want the content of the current website copied into the CMS.
3. IT will contact the department when website is available in the CMS.
4. Departmental editor(s) will rework website within the CMS.
5. Department will contact IT when website is ready to launch.
6. IT will review website to ensure the website is following all website policies.
7. IT will launch website and notify the department that the website has been launched.
8. Department editor(s) will make all changes at this point through the CMS.
9. IT staff will archive the previous website for the period of one year.

Regardless of the option chosen all questions regarding:

- technical web or CMS questions should be directed to the Web staff;
- policy questions should be directed to the Web Strategy Committee; and,
- academic programs or strategies for making the website more effective for recruitment or promotion should be direct to Admissions or Marketing and University Communications.