

# Transforming Oxford's Digital Communications Programme

ITS899 - New CMS Platform

**Update for Mosaic Users**

**13/14 December 2023**

# Agenda

Slide	Topic	Presenter	Time
2	Agenda & introductions	Lindsey Booth	5 mins
3-8	Transforming Oxford's Digital Communications - The Vision	Lindsey Booth	10 mins
9-15	What this means for Mosaic users	Ruth Mason	15 mins
16-18	What you can do now	Ruth Mason	10 mins
19-21	What next	Lindsey Booth	5 mins
22	Questions/comments	All	15 mins

# Transforming Oxford's Digital Communications The Vision

# Our vision for digital communications

To create **flexible, scalable and secure** platforms that meet the **full range of user needs**, and are appropriate to the University's structure and **culture** – now and in the future, through:

- **Offering consistent, consumer-grade, best-in-class digital communications and digital experiences** for all the University's stakeholders, including staff and students
- Core principles of **simplicity, clarity** and **productivity**
- Using **evidence-based approaches** to give every stakeholder the user-focused services and information they need to feel **connected, productive, empowered and informed**
- Using data to anticipate and predict needs and drive relevance via **personalised information and experiences**
- Minimising the environmental impact of digital platforms

# Content Strategy

	Publishing autonomy so you can still publish what you need
	Enhanced experience for site owners and editors
	Improved community support through reduction in CMS solutions
	Reduced complexity leads to reduced costs
	Improved user journeys across the digital estate

- ✓ A **content strategy** will give clarity on where content should be published and how it can be managed
- ✓ A user-focused approach to streamline navigation and **improve the user experience**
- ✓ Clearer separation of content for external and internal audiences

# Vision

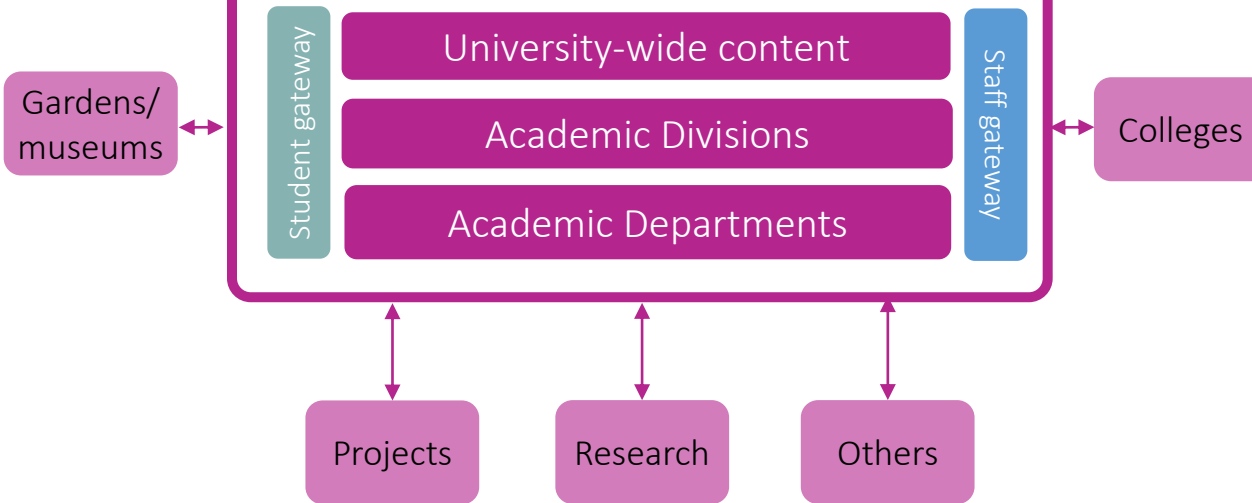
## Public-facing audiences

### Web CMS

A single CMS platform that allows central, division, department and college autonomous publishing under one umbrella

### Main website

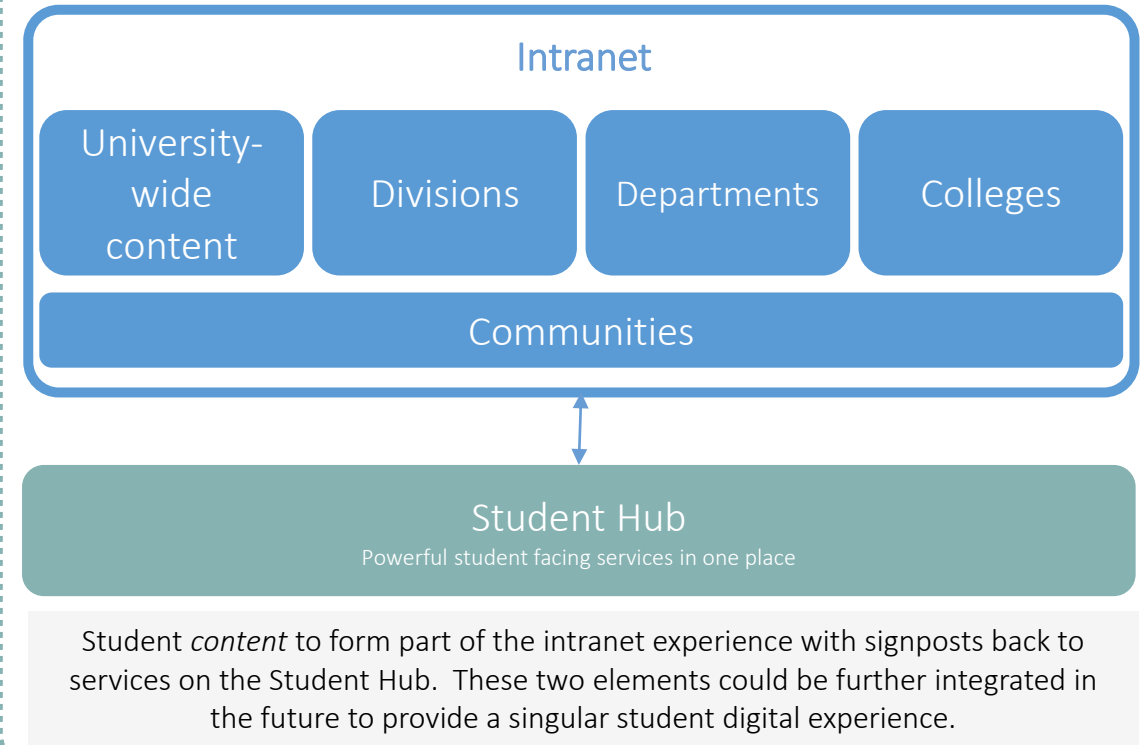
A unified approach for external content to improve the experience for prospective students and external stakeholders



## Staff and students

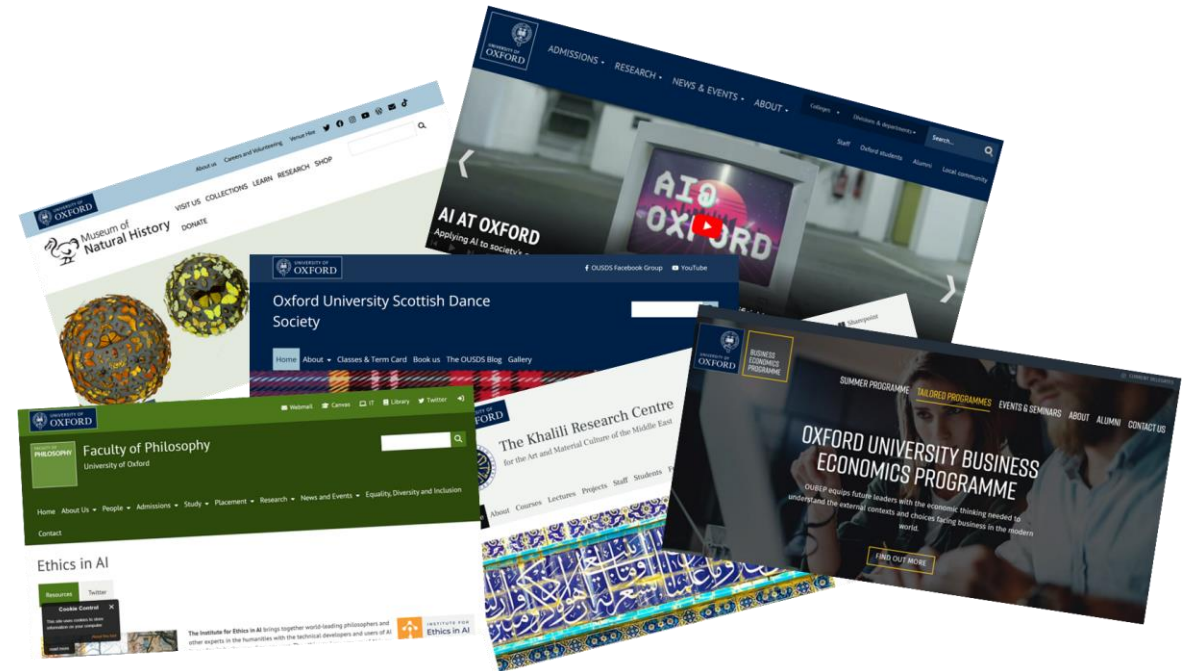
### Intranet

Aggregates content published by teams across Oxford into a single, tailored, user-centric view, using people data



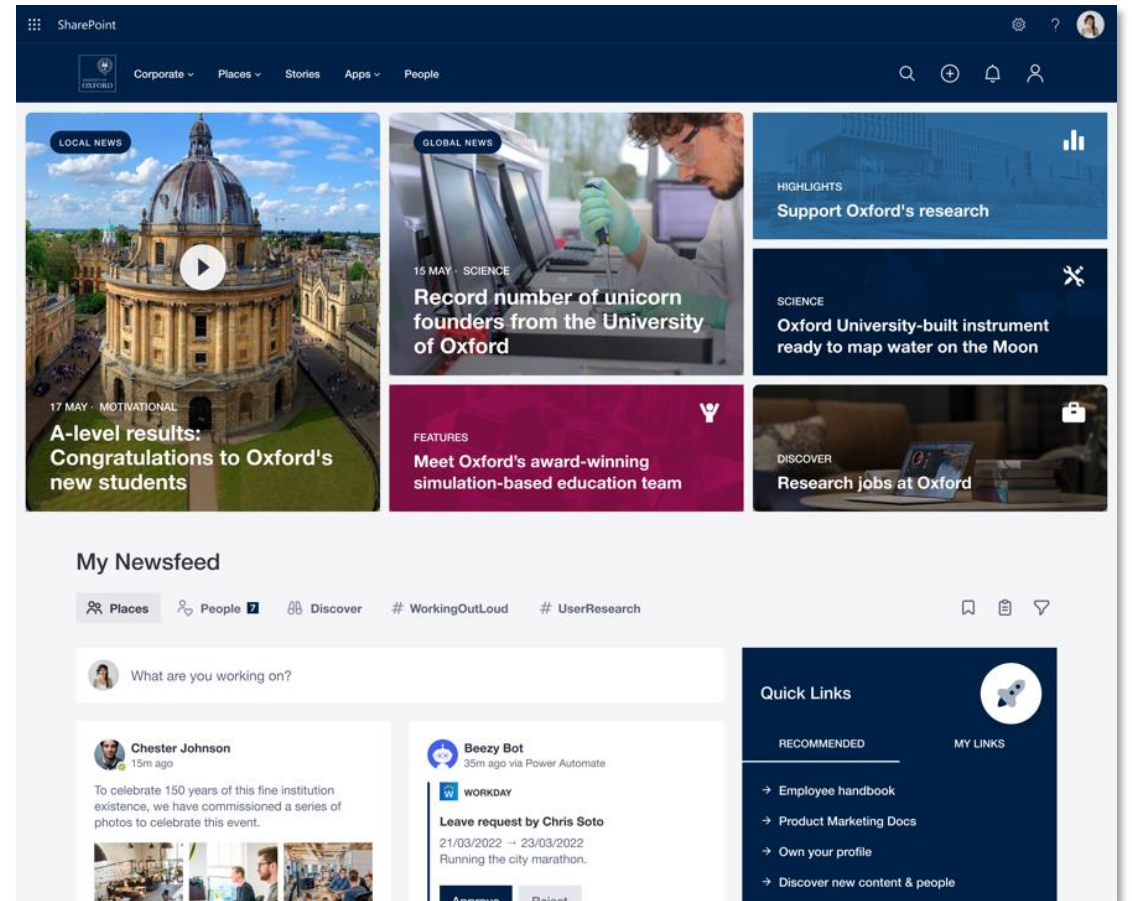
# A single publishing platform for websites

- ✓ A stable, secure and flexible platform for all external-facing websites, including 800+ sites that are currently on the Mosaic platform
- ✓ New platform for the University's main ox.ac.uk website, to include divisional website content
- ✓ Offering improvements to the user journey across the University for our external audiences
- ✓ Improved, flexible tooling for content owners and creators to deliver quality sites for wide ranging audience needs



# The new intranet

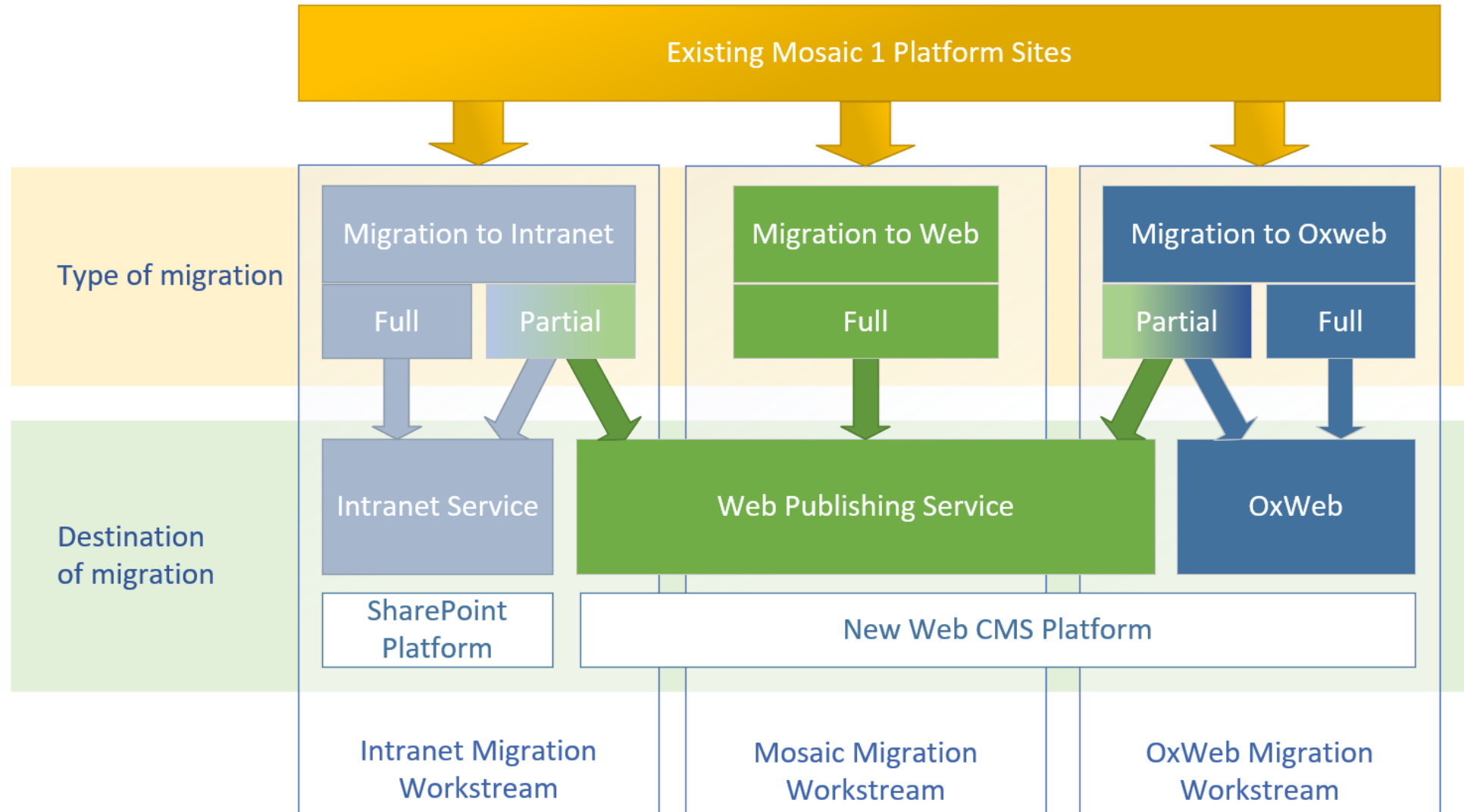
- ✓ A personalised homepage that delivers news and updates tailored to your users' role, location and the communities they belong to
- ✓ Discover, connect with, and access people, content and tools across University of Oxford
- ✓ Connect with people and communities across Oxford
- ✓ Access to the key applications and information we need to do our jobs



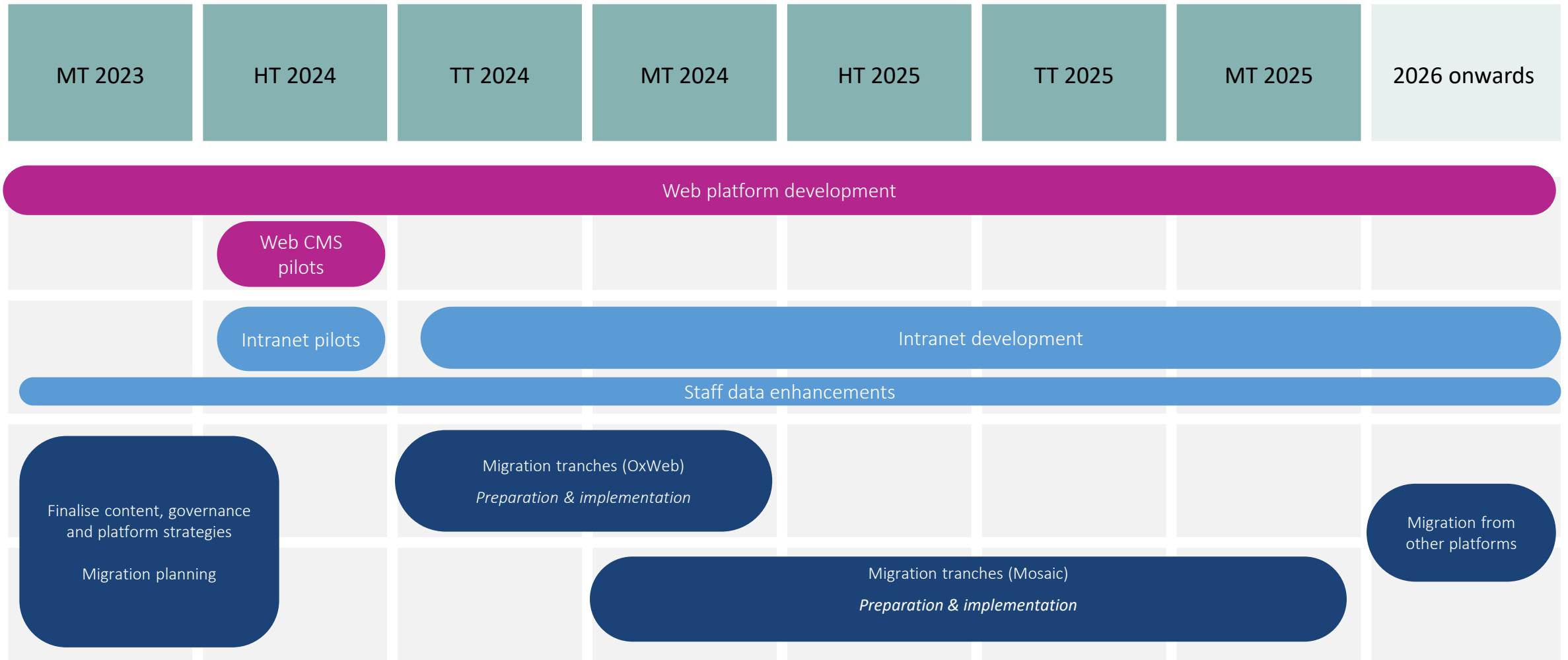


## What this means for Mosaic users

# Where will your content be?



# High level timeline



# Web CMS Project status

## Current Status

### Governance

- Web CMS Oversight Group – initial monthly meeting held 23 November

### Pilot

- Development on track to have a skeleton platform to begin building simple pilot sites during Hilary 2024

### Migration

- Investigating technical migration options

### University website

- Development of requirements underway, design procurement process beginning

## Next steps

- Working on implementation and design requirements
- Prioritise and plan post pilot development
- Prioritise and plan Service development activities

# Pilots

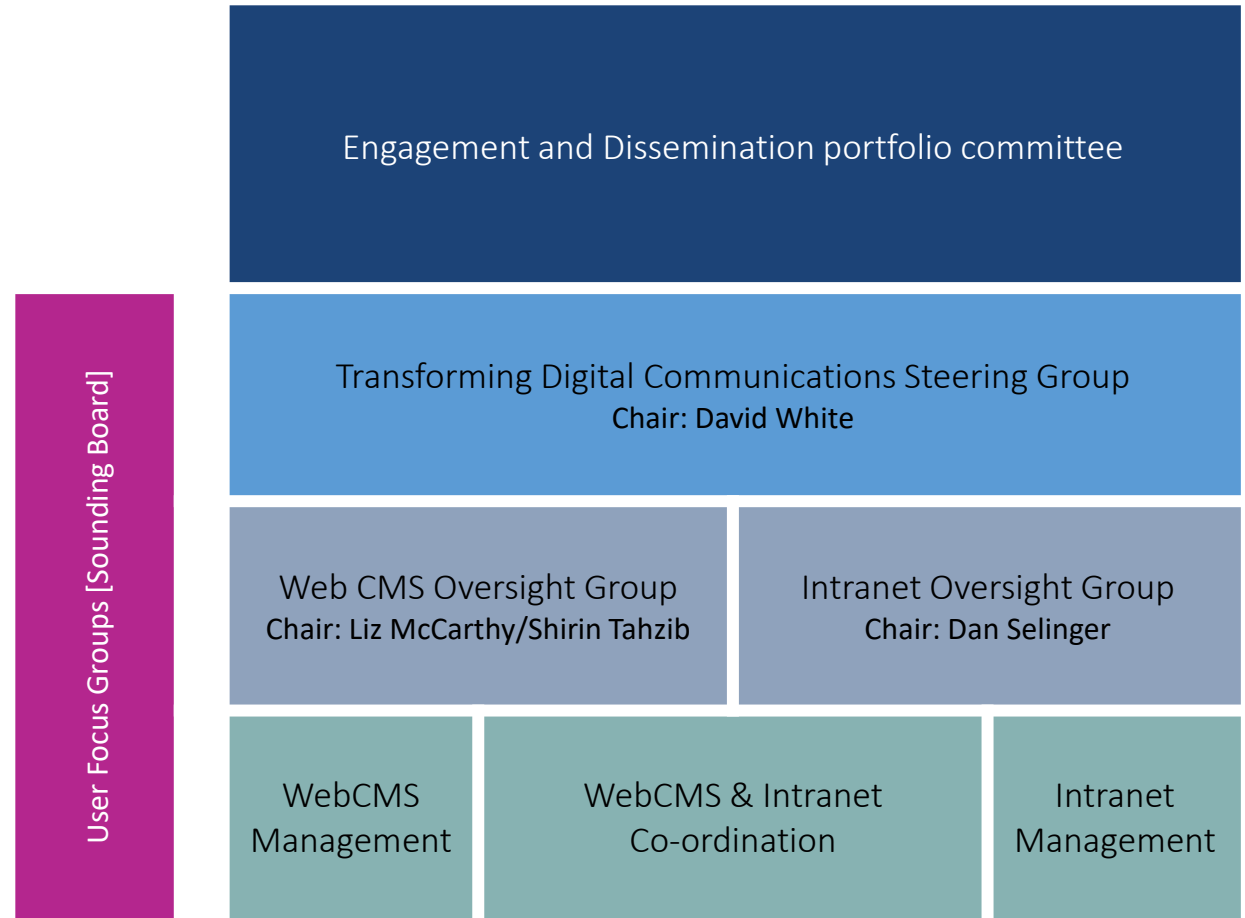
Piloting of the early development in Q1 2024 with a range of users

The purpose of the pilot is to verify that the proposed solution architecture is fit for purpose to deliver web sites with our hosting and software.

Division/Department/Area	Content/Current content location
Bodleian	<a href="https://nhs.bodleian.ox.ac.uk/">https://nhs.bodleian.ox.ac.uk/</a>
Research Support team, IT Services	<a href="https://researchshowcase.web.ox.ac.uk/">https://researchshowcase.web.ox.ac.uk/</a>
History Faculty, Humanities Division	Mosaic site reporting the findings of the Republic of Letters research project
Department for Continuing Education	Test a replacement for the Certificate of Higher Education page.
CMS Platform team	New CMS Documentation site
MedSci	Possibly a site showcasing clinical trials management as a career
Oxford German Network, Humanities	<a href="https://www.ogn.ox.ac.uk/">https://www.ogn.ox.ac.uk/</a>

# Programme & project governance

- ✓ Steering group to oversee the transformation programme
- ✓ Oversight groups to guide development of the intranet and Web CMS with co-owned governance principles



# Project oversight

## Role of oversight group

- Help **guide** the project to achieve its outcomes
- Make key **decisions** about key aspects of the project, to ensure solutions are deliverable, balancing business aspirations with technical options to meet user needs across the University
- Ensure **alignment** with *Transforming Oxford's Digital Communications*, the wider digital transformation and new digital governance arrangements
- Identify **priorities** and **risks**
- **Represent** stakeholders from relevant parts of the University
- **Champion** the project to the wider University

## Oversight group membership

- Liz McCarthy (PAD) - Co Chair
- Shirin Tahzib (IT Services) - Co Chair
- Helen Adams (GLAM)
- Alison Brindle (MedSci)
- Lindsey Booth (Business Change)
- Andrew Carslaw (St John's College)
- Matt Castle (IT Services)
- Andy Davies (Humanities)
- Debbie Gallacher (Project Mgr)
- Kirsty Heber-Smith (MPLS)
- Faith Inch (SocSci)
- Samina Khan (Undergraduate Admissions)
- Susan Lawrance (Cont. Ed)
- Ruth Mason (IT Services)
- Sharon O'Dea (Lithos)
- Meriel Patrick (Research)
- Jonathan Phillips (Lithos)
- Nadia Pollini (Graduate Admissions)
- Dan Selinger (UAS)

What you can do now



# Preparing for migration

## What we're doing

- **Migration survey**
  - To understand the overall scale of need
- **Analysing priorities** to define migration tranches
- Migration tools
  - Looking at possible tools to provide **some automation**
- Looking at **migration support options**

## What you can be doing now

- **Site audit to:**
    - Consider what content should be migrated and to where
    - Gauge the overall migration challenge – understand how much content do you have and what work is needed to move it
    - Identify blocks of pages that need attention before they're moved
    - Estimate volume of pages on your site that need to be considered during migration
    - Help you prioritise any future content improvement work
- We will share a guide to help you with your site audit
- **Get Analytics**
    - Tools like Google Analytics will help you to understand how users currently engage with your web site and help you make decisions regarding what you want to migrate.

## Developing existing and new Mosaic sites

- Use the Site Audit Guide we'll share to consider how you might prepare and prioritise future content improvements
- Refer to our existing guidance which describes how you can deliver effective and engaging websites with Mosaic: <https://oxfordmosaic.web.ox.ac.uk/plan>
- Familiarise yourself with our tips on key principles and practice for building sites with migration in mind:  
<https://oxfordmosaic.web.ox.ac.uk/article/future-proofing-your-mosaic-site>



What next?

## Further communications

- We will be holding regular 'drop-in' sessions, approx. every 6 weeks to update you on what's happening
- Invitations to follow

## Key take-aways

- A single content strategy applying to all internal & external comms across University
- A single web publishing platform & single intranet platform
- Mosaic 2 project continues as the New Web CMS Project
- Look at existing & new content through new lens and make changes in that context
- Watch out for further sessions and we will share a guide to help you with your site audit

Questions/Comments