

# It's All About Content

(well, OK, it's all about people + content + technology)

**CASE II District Conference**

- Sunday, 5 February 2006 -  
2:45 p.m. to 3:45 p.m. ET

It's All About the Content

# Today's agenda

1. The age of me
2. Defining terms
3. Basic Ingredients
4. A roadmap to success

# The age of me

- iPod, iTunes, Tivo, podcasts, vidcasts: my media, when I want it
- Google: information that you want, when you want it
- Amazon.com: stuff I might want (that I might not know that I want,) when I log in
- In other words ...



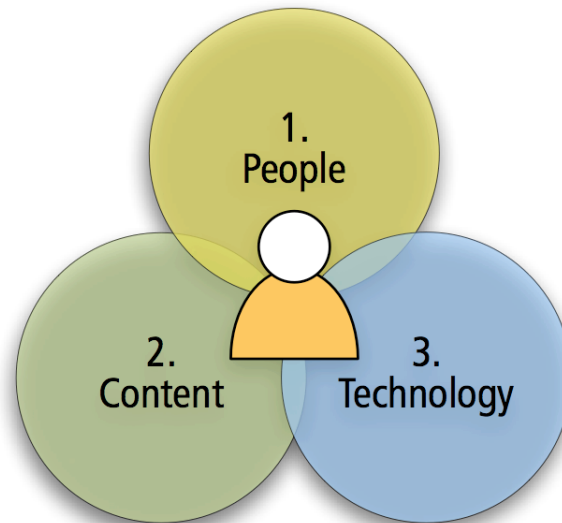
It's All About the Content

# Defining Terms

- **Content** is information put to use.
- **Content management** is the strategic use of information.
- **A content management system** is a carefully thought out process for developing, updating, and sharing information inside an organization for the benefit of visitors to its website. Content management technology facilitates creation and maintenance of content by people ("authors," "content managers") connected to the organization.



# Basic ingredients



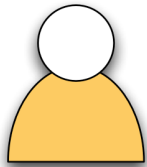
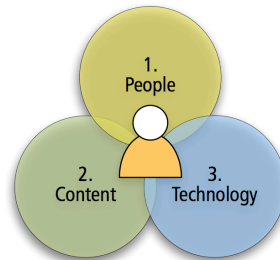
It's All About the Content

# I. People

It's All About the Content

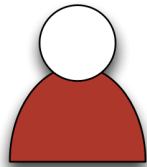


It's all  
about me!



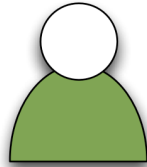
**PROSPECTIVE STUDENTS**

- Do you have my major?
- How much does it cost?
- Can I get in?



**PROSPECTIVE PARENTS**

- How can we afford this?
- Is it a safe campus?
- What will the degree mean?



**PROSPECTIVE FACULTY**

- Who will my colleagues be in the department?
- Where can I live? What's my family's life going to be like?
- What resources will I have?



**DONORS**

- Are you serious about the cause?
- Where does my money go?
- Who can I contact in development?



**ALUMNI**

- What's going on?
- How's our team doing?
- Where are my classmates?

It's All About the Content

# When prospectives shop ...

- Millennials get more than 80% of their information about colleges from the web.<sup>1</sup>
- Prospective students spend less than a minute on a typical site on first access.<sup>2</sup>
- The best prospectives are looking for substance, not glamour, on your website.<sup>3</sup>

1. John Geraci, Harris Interactive.

2. *Christian Science Monitor*, 7 October 2003 <<http://www.csmonitor.com/2003/1007/p13s02-lehl.html>>

3. "Navigating Toward E-Recruitment," Noel-Levitz white paper, <[noellevitz.com](http://noellevitz.com)>

It's All About the Content



It's all  
about me!

# Expectations of websites

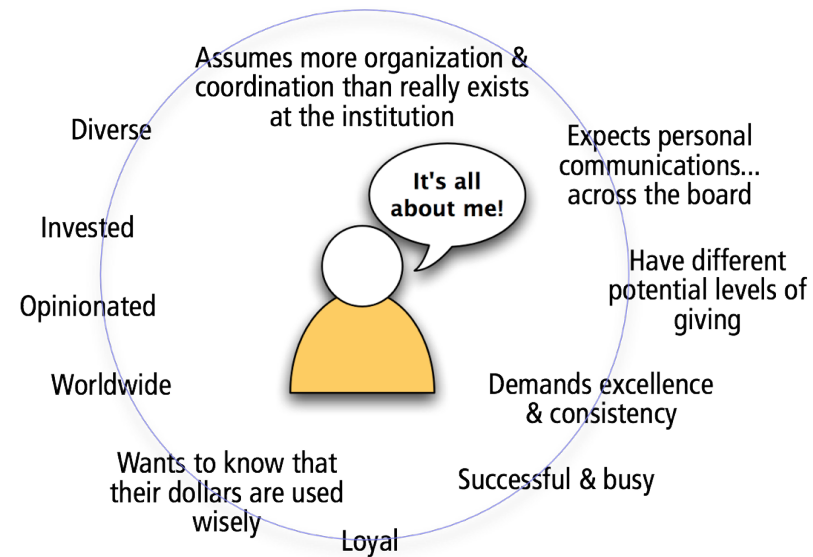
Characteristic	Visitors	Organization
Significant content about cause	1	2
Info about how donations are spent	2	7
Easy to use	3	1
Info about how to get further involved	4	5
Become a member	5	9
How to advocate for a cause	6	10
Volunteer opportunities	7	8
Visually pleasing	8	3
Donate online	9	6
Memorable URL	10	4
Forum for discussion	11	11

SOURCE: Howard and Weber, "Towards e- engagement ...."

It's All About the Content



# Your alumni and donors



It's All About the Content

## 2. Content

It's All About the Content



It's all  
about me!

## 2. Content

- Content is the building block of all your communications
- High-quality content:
  - Is timely and relevant
  - Meets the needs of your visitors
  - Communicates your key messages
  - Builds relationships
  - Encourages people to take action


It's All About the Content



It's all  
about me!

# Choosing the content

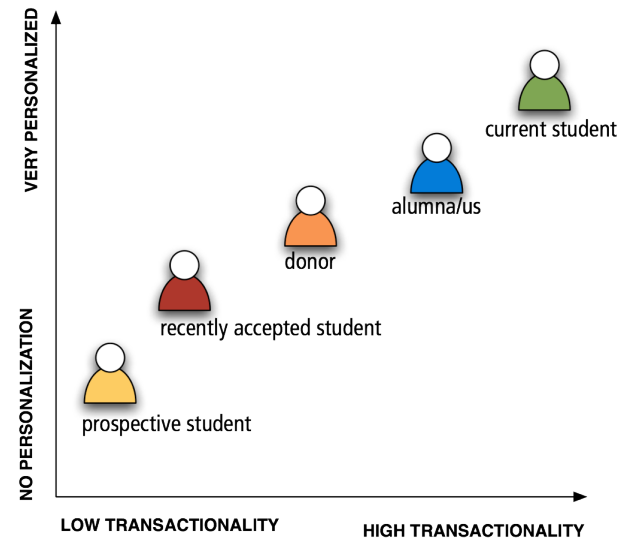
- 🌐 **Research your audiences' needs and expectations.** Check out [pew.org](http://pew.org), sign up for Harris Interactive's "Trends and 'Tudes."
- 🌐 **Learn what makes sense to your audience** (see Krug's "Don't Make Me Think").
- 🌐 **Check your site traffic logs and commonly used search terms.**
- 🌐 **Test, refine, and test again.** Testing can be cheap and easy, and it's essential to know that you're heading in the right direction.



It's all about me!

# Delivering the Content

Information	Services
<b>relational</b> class notes bulletin board donor roll call	Request information Update address Register for class Give online Contact someone Search
<b>marketing</b> why go here? why give here? why teach here?	
<b>factual</b> directions tuition and fees majors	



It's all about me!

It's All About the Content

# 3. Technology


It's All About the Content



It's all about me!

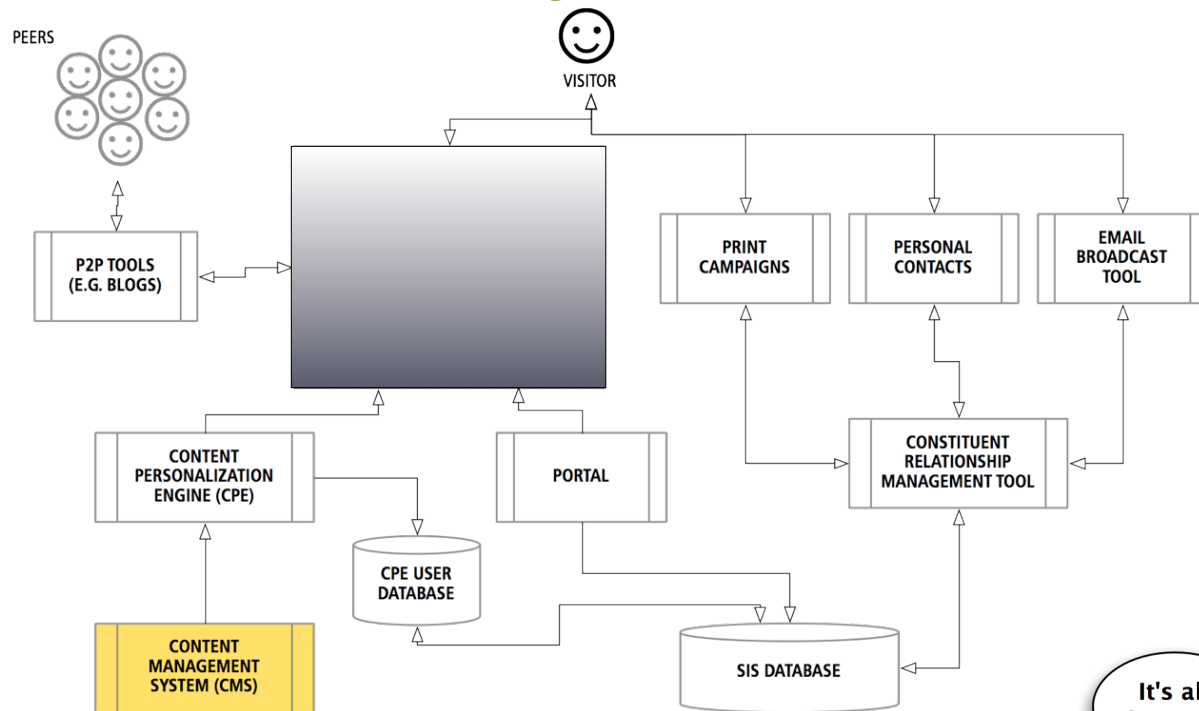
# The role of a CMS

- Technology makes site management tasks easier
  - Auto publish/expire
  - Archiving
  - Syndication
  - Workflow and approval
  - Different levels of interaction: novice to expert



It's all about me!

## Where a CMS Fits into the Larger Picture




It's all about me!

It's All About the Content

# Acquiring a CMS


- Creating your own (don't do it!)
- Renting (cheaper up front, more expensive long-term)
- Licensing
  - Various price points from \$0 to >\$500,000
  - Lots of choices + features aplenty
  - Complicated decision



It's all about me!

# Site management


- Assign content owners who "own" content
  - Make them responsible for developing/maintaining the important content on the site
  - Use technology to make management easier
- Management paradigms
  - Centralized content control
  - Distributed content control



It's all about me!

# Sustainability


- A good site is a managed site!
- Key roles:
  - Lead editor
  - Content manager
  - Technical lead
  - Content contributors



It's all  
about me!

# Success factors

- Leadership commitment to managing the site
- Strong commitment to the value of content for communicating brand qualities
- Clearly identified site management team with agreed-upon roles and responsibilities
- Strong internal project management
- Investment in change management



It's all about me!

## Success factors (continued)

- The capacity to create content
- Training and ongoing communication among content contributors
- Real and realistic metrics to measure site success and ROI



# mStoner process

- Develop strategy
- Determine content and features needed
- Pre-qualify systems
- Involve people from across campus in choice
- Scrutinize vendors carefully

It's All About the Content



It's all  
about me!

mStoner  
smart, sustainable solutions

It's All About the Content