

Information sheet

Project

Replacement CMS

April – December 2017

Rotterdam, March 2017

The Need and Benefits

The need for a new website

- Multichannel and –content strategy 2016: new CMS is necessary
- The hack in November 2016 speeded up the process: current CMS¹ cannot be upgraded
- Joint responsibility of faculties and central departments for the insecure situation
- Mutual interest to build a new secure and robuste website in the short term
- Choice for new CMS Drupal in December, 2016

New website, what's in it for our online visitors?

- Mobile ready website → scalable on all devices
- Applied customer journeys → web visitor will find the right information in a few clicks
- Better presentation of information → "every landingpage is your homepage"

New website, what is in it for the university?

- Clever content; content is tagged and saved in one location → can be re-used in different webpages and other channels. Result: better quality and more efficient use of content.
- Professional support by trained (internal & external) editors and experts (SEO/SEA, graphic designers etc) to improve quality and to measure effects.

New CMS, what will stay the same for Schools / Institutes?

- Schools / Institutes remain responsible for the production, editing and publishing of content;
- School / Institute content is School / Institute branded
- There will be a dedicated School and Institute location (entry) on the website (the navigation structure will be 80% uniform and 20% unique for Schools / Institutes)

New CMS, what will change for Schools / Institutes?

- Schools Shared development and functional/technical management of CMS:
- Skilled editors: editing is a professional job which requires specific skills and competences. Roles will be defined per organisation and training will be offered.
- Active management of content life cycle: the CMS is no archive.

Based on the above list a Manifest with Assumptions and General principles has been drafted. This Manifest will operate as "the binding contract" for the project and has to be confirmed by the Executive Board and Board of Deans.

¹ CMS = "Content Management System", is a software application that allows people to store and publish documents and data on the website

The Project

Goals and scope

- Current CMS Typo3 to be switched off latest at December 31, 2017
- Newly installed CMS Drupal as basis for multichannel and -content strategy
- Migration of relevant external and internal content: from 80,000 pages to app. 20,000 pages,
- A professional organization for development and functional-technical management
- A professional editorial organization → shared roles, editorial formulas and ways of working
- Implementation of 'specials', such as forms management, FAQ's and Payment function
- No redesign of website theme, but improved navigation structures
- RSM.nl and ErasmusMC.nl out of scope

Project approach

Four workstreams

- Technical migration: implementing the Drupal CMS and front end
- Content migration: manually migrate all relevant content to Drupal or other CMS solutions → “good is good enough” no intensive improvement of content
- Specials: implement solutions in Drupal or other software for specials
- Shaping an editorial and business-IT organization for management and development

Three phases

- Phase 1: build core Drupal CMS body, migrate first bulk of content (studychoice material), set up editorial organisation (|incl. basic training for Drupal, privacy awareness) and implement form management solution
April – August
- Phase 2: develop additional functionality in Drupal (or other system) and migrate other content
August – November
- Phase 3: completion, transfer and aftercare
November – December

Project organisation

- Project is part of the programme Topsupport
- Steering committee chaired by president Executive Board. Members: dean ESE, CIO, director MC-USC, director ITD-USC and two directors representing OFB
- Two companies (to be) selected via European tender: 1 for technical migration and 1 for content migration
- Stakeholder management by project manager, CIO, director MC-USC and director ITD-USC

Participation of Schools / Institutes in project execution

- Representatives in steering committee
- Participate in consultation groups for the different workstreams
- Provide coordination and editors for content migration

The Future

By the end of 2017 Erasmus University has taken a big step in her online presence, but the challenge is to turn this into a giant leap (based on our multichannel and -contentstrategy. A leap that truly endorses the long term strategic ambitions as a research university with societal relevance.

Online targets

- Support the recruitment of national and international students for our bachelor, master and postdoc programs
- Strengthen the Erasmus University brand (and School/Institute brands) both nationally and internationally
- Increase visibility and traceability of excellent research and researchers positioning the Erasmus University as an attractive researchpartner and employer

Challenges

- Turn the editorial organisation in a **newsroom** where editors and other content experts from all parts of the university work closely together to bring interesting research output to our target audiences: fast, proactive en flexible.
- Focus on **storytelling**, instead of producing texts and images. Let excellent reserachers tell inspiring stories which are presented in a way the target audiences fit best
- Invest in **new online technologies** and applications to ensure that we stay tuned to our target audiences.
- Build an **online environment** that serves the needs of our customers