



Brandeis University

**Library & Technology Services**  
*Web Technology Services*

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**A Vision and Scope Document for**  
***Content Management System Project***

*Version 4.0*

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## **Vision of the Solution**

### ***Vision Statement***

*While existing tools for managing web content present substantial challenges to departmental content providers and WTS staff, a standardized, role-based, integrated content management system will provide significant benefits, including cost savings, to both groups. Content providers will be able to more easily edit existing pages, add new pages, manage the structure of their sites, and integrate dynamic content. At the same time, WTS staff will be able to improve support and infrastructure to meet the needs of the Brandeis campus community.*

*This new content management system will replace an existing system of tools and approaches, and it will integrate cleanly with existing systems of record at Brandeis. This system's capabilities will catalyze the transformation of our current Brandeis web sites into one unified web with a consistent look-and-feel and a wealth of timely, valid, reliable information.*

### ***Major Features***

*The content management system solution will structure its toolset into two modes – a basic mode for less experienced publishers and a more powerful mode for more experienced publishers. The CMS will allow content stewards to:*

- 1. Add new pages*
- 2. Edit page content*
- 3. Convert content from Word format to web-standard format*
- 4. Create, manage, and check links*
- 5. Post documents*
- 6. Include dynamic content (academic, PeopleSoft, events, news, etc.)*
- 7. Insert images, audio, and video*
- 8. Create, edit, and manage image slideshows*
- 9. Manage site navigation*
- 10. Define a web publishing workflow, including preview, approval, and release of content*
- 11. Track and manage page versions*
- 12. Utilize, apply, and edit multiple page templates*
- 13. Create online submission forms*
- 14. Utilize images, audio, and video from a campus repository*
- 15. Contribute media to campus repository*
- 16. Manage access control lists for subsites*

*The content management system will offer tools allowing site administrators to:*

- 1. Manage access control lists*
- 2. Manage sitewide templates; limit template edits by content stewards*
- 3. Manage indexing and metadata to provide more effective site searching*
- 4. Search for and replace content sitewide*
- 5. Make an exact copy of a subsite*
- 6. Back up and restore a subsite*
- 7. Publish information of various kinds to different areas of the Brandeis web architecture*
- 8. Track and manage page versions*
- 9. Track shelf life of page content and media in campus repository*
- 10. Notify administrators of recent changes as well as pages/media that are old*

## **Assumptions and Dependencies**

### **Assumptions:**

- 1. WTS will successfully convey to department content providers the benefits from better tools and streamlined process.*
- 2. The CMS toolset will be introduced using a phased implementation plan.*
- 3. The CMS will utilize a standard set of approved Brandeis page templates.*
- 4. The CMS will reduce time spent supporting users for content updates and free LTS staff to work on other initiatives.*
- 5. The CMS will permit basic web development support to be provided primarily by the tech desk. Escalated support will be offered by WTS.*

### **Dependencies:**

*Successful execution of this project will rely on:*

- 1. Definition of the role of content steward*
- 2. Identification of content stewards for each Brandeis subsite*
- 3. Successful selection of a CMS application*
- 4. Time and expertise lent by LTS NetSys and AIS staff*
- 5. Integration with existing systems of record (myBrandeis, PeopleSoft, etc.)*
- 6. Time and expertise lent by designers in Communications*
- 7. Tailored, flexible training & coaching for content stewards offered by WTS and ITRC staff*
- 8. Time spent by content stewards to learn key skills for using the CMS toolset*
- 9. Regular content updates by departmental content stewards*

## **Scope and Limitations**

### **Scope of Full Release**

*A conservative release would include the following feature sets.*

*For content stewards:*

- 1. Add new pages*
- 2. Edit page content*
- 3. Convert content from Word format to web-standard format*
- 4. Create, manage, and check links*
- 5. Post a document*
- 6. Insert images, audio, and video*
- 7. Manage site navigation*
- 8. Include dynamic content (academic, events, news, etc.) from existing systems of record using XML, RSS, SOAP, or a similar messaging service.*
- 9. Define a web publishing workflow, including preview, approval, and release of content*

*For site administrators:*

- 1. Manage access control lists*
- 2. Manage sitewide templates; limit template edits by content stewards*
- 3. Manage indexing and metadata to provide more effective site searching*
- 4. Search for and replace content sitewide*
- 5. Make an exact copy of a subsite*
- 6. Back up and restore a subsite*
- 7. Publish content to multiple web servers*
- 8. Track and manage page versions*
- 9. Track shelf life of page content and media in campus repository*
- 10. Notify administrators of recent changes as well as pages/media that are old*

*A more ambitious release would also include these features for content stewards:*

- 1. Track and manage page versions*
- 2. Utilize, apply, and edit multiple page templates*
- 3. Create online submission forms*
- 4. Create, edit, and manage image slideshows*
- 5. Manage access control lists for subsites*
- 6. Utilize images, audio, and video from a campus repository*
- 7. Contribute media to repository*

### ***Limitations, Exclusions, and Considerations***

- 1. Exclude calendar & news. This functionality will be provided by existing systems of record in use at Brandeis University.*
- 2. Exclude personal and group/club websites.*
- 3. Consider how/whether to offer the CMS toolset to sites with custom design.*