

THAT SHEET'S AMAZING:

Using Content Inventories for Redesign,
Migration, and Quality Control

LAURA LEHMAN | EASTERN MENNONITE UNIVERSITY

Slides available at: emu.edu/marketing/docs/outc19-slides.pdf

OUTC19

About Web Management at EMU

LAURA LEHMAN, WEB PROJECT MANAGER AND STRATEGIST

- OU Campus from a homegrown system in 2017
- 3000 pages in OU Campus
- Around 50 OU Campus users
- My role: user management/training, strategy, project management, content manager



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What's a Sheet?

OVERVIEW

- What is a content inventory and why do I need one?
- How do I create a content inventory and what should it include?
- How I have used these and how they have been helpful
- Questions?

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Why create a sheet?

HOW SHEETS CAN HELP YOU MANAGE YOUR WORK

- PDF and document management (syllabi, extra instructions, pdf forms, etc)
- Consistently implement features (snippets, assets, components)
- Section management (for users/administrators)
- Redesign migration (moving content from one template to another)
- Information architecture and content clean-up
- Site migrations (when done by hand)

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Creating your sheet

OU CAMPUS MAKES LIFE EASIER

1. Custom Report > Pages
2. Helpful fields
 1. Path
 2. Date Saved
 3. Last Published
 4. User/Group
3. Run and Export to CSV

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Custom Reports

[Users](#)
[Groups](#)
[Pages](#)
[Directories](#)
[Sites](#)
[Page Products](#)
[Assets](#)
[Tweets](#)
[Facebook Posts](#)

Report Options


☒ **Select All**
☒ **Path**
Starts with
☐ **Access**
Available to ☐ **Group**

☐ **User**

☐ **Toolbar**
☐ **RSS Feed**
☐ **Bypass Approval**
☐ **Approver**
☒ **Date Created**
Start

End

☐ **Date Saved**
Start

End

☐ **Last Save User**
☐ **Total Publishes**
☐ **Last Published**
Start

End

☐ **Last Publish User**
☐ **Last Publish Revision**
[Run](#)

Creating Sheets, Part 2

- Open CSV in program of choice (excel, google sheets, etc.)
- Add info from analytics software
 - 1 year of page views
 - Bounce rates and/or time on page could be useful too
- Color code low-viewed and high bounce pages and research
- Additional columns could include:
 - Notes
 - New URL (if changing architecture)
 - Content edits (needed, not needed, keep, delete)
 - Migration date
 - User responsible (could come from report)
 - Snippets or components to use
 - Additional color codes

Samples

SIMPLE

fx	MAJOR								
	A	B	C	D	E	F	G	H	I
1	MAJOR	DEPT Grid	DEPT slideshow	DEPT faculty slider	Accordion	slideshow	More majors	NOTES	
2	accounting	X	X	X	X	X	X	Check content with dept	
3	art	X	X	X	X	X	X		

MORE COMPLICATED

	A	B	C	D	E	F	G
1	Pages Report						
2		New address- to be renamed when switched					
	Current Address		Date Created	Analytics	Notes	Content needs	migration date
31	/cjp/grad/practicum.pcf		9/15/17 15:52	493	linked in degree pages		3/4/19
32	/cjp/grad/reference-form.pcf	/cjp/admissions/reference-form	4/27/18 8:57	550			3/6/19

Examples Of Use

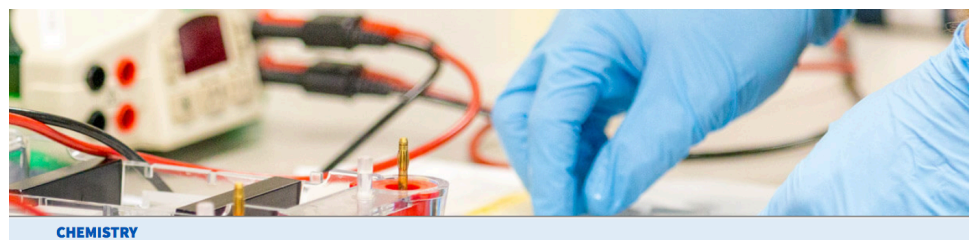
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Using Sheets

Document and Section Management and the Amazing Sheet

	A	B	C	D
1	Pages	Notes	PDF attachments	Notes
2				
3	/ms-biomed/about.pcf		/ms-biomed/docs/2018-19 MABM and MHM Student Handbook.pdf	
4	/ms-biomed/admissions.pcf		/ms-biomed/docs/2018-19 MA in Biomed program policies.pdf	
5	/ms-biomed/ask-a-current-student.pcf		/ms-biomed/docs/5-steps.pdf	
6	/ms-biomed/biomedical-certificate.pcf		/ms-biomed/docs/degrees-and-certificates-chart.pdf	
7	/ms-biomed/calendar.pcf	In the very first sentence, can you italicize "Graduate" to match the rest of the words in the sentence?	docs/foundation-graphic.pdf	
8	/ms-biomed/certificate-plan.pcf		docs/Graduate Assistant application.pdf	
9	/ms-biomed/certificate.pcf		docs/Intent to Apply Form.pdf	
10	/ms-biomed/consulting-team.pcf		docs/MA in Biomed Faculty Committee Interview Request Check List.pdf	
11	/ms-biomed/contact.pcf		/ms-biomed/docs/Professional Health Application Questionnaire.pdf	
12	/ms-biomed/cost.pcf		/ms-biomed/docs/Request for Faculty Reference Letter Form 2018.pdf	
13	/ms-biomed/course-descriptions/current-courses.pcf		/ms-biomed/MA in Biomed Faculty Committee Interview Request Check List.pdf	
14	/ms-biomed/course-descriptions/index.pcf			
15	/ms-biomed/crosscultural.pcf			
16	/ms-biomed/current.pcf			
17	/ms-biomed/curriculum.pcf			
18	/ms-biomed/events.pcf			
19	/ms-biomed/facs.pcf			

Implementing features



CHEMISTRY

Home → Chemistry at EMU → Biochemistry

AREAS OF STUDY | ▼

CHEMISTRY AT EMU

Faculty
Facilities and Equipment
Research Awards for Students
Faculty and Student Research
Suter Science Seminars
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Biochemistry

Some of the most dramatic scientific advances in recent years have been in our understanding of the biochemistry of living organisms. For instance, the phenomenal advances in molecular biology have opened door to a wide range of biomedical and agricultural applications that were not imagined several decades ago, while at the same time presenting a range of bioethical concerns.

The departments of chemistry and biology cooperate in offering students the option of concentrating their studies on this dynamic field by majoring in biochemistry. This rigorous program is geared towards giving students a fundamental knowledge in the molecular basis of biological processes.

Students take coursework involving a combination of chemistry and biology courses, culminating in a two-semester advanced biochemistry series, and including a research laboratory experience.

Recent graduates of EMU's biochemistry program are enrolled in medical schools or in graduate programs, or are working in the pharmaceutical industry.

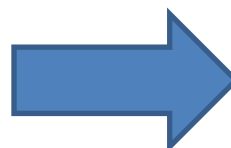
Affordability

- Prospective students may be eligible for the EMU STEM Scholars Engaging in Local Problems (SSELP) grant, up to \$10,000. Learn more about [departmental scholarships](#).
- EMU has offered close to \$1 million in academic merit scholarships collectively to students with outstanding academic achievement.
- Academic scholarships range from \$12,000 to \$20,000 per year and are renewable for four years depending on academic performance.
- EMU students are eligible for Pell Grants and Federal Need-Based Grants as well as student loans.
- Virginia students may be eligible for a Virginia Tuition Assistance Grant (VTAG).
- Learn more by contacting EMU's Financial Assistance Office or checking out our [cost of attendance calculator](#).

Advisors: Stephen Cessna, Tara Kishbaugh, and Matthew Siderhurst

David Showalter research

David Showalter, an EMU biochemistry graduate, studied in Ohio State's PhD program and researched the physiological and biochemical defense mechanisms associated with resistance in ash species to the emerald ash borer, an invasive species that has destroyed millions of trees in North America. [Read more.](#)



CHEMISTRY

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SCHOLARSHIPS
AVAILABLE

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The departments of chemistry and biology cooperate in offering students the option of concentrating their studies on this dynamic field of inquiry by majoring in biochemistry. This rigorous program is geared towards giving students a fundamental knowledge in the molecular basis of biological processes.

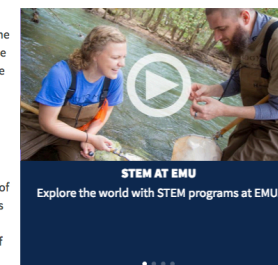
Students take coursework involving a combination of chemistry and biology courses, culminating in a three-semester advanced biochemistry series, and including extensive research laboratory experience.

Distinctives

Student Experiences and Research

Careers and Outcomes

Affordability



STEM AT EMU

Explore the world with STEM programs at EMU.



MORE MAJORS LIKE THIS...



CHEMISTRY

BIOLOGY

ENVIRONMENTAL SCIENCE

Using Sheets

IMPLEMENTING NEW FEATURES AND THE AMAZING SHEET



Undergrad majors feature/content update

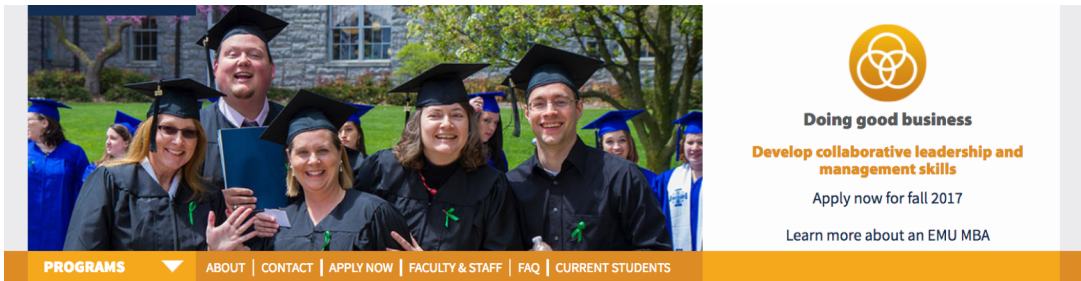


File Edit View Insert Format Data Tools Add-ons Help [Last edit was on September 26, 2018](#)



	MAJOR								
	A	B	C	D	E	F	G	H	I
1	MAJOR	DEPT Grid	DEPT slideshow	DEPT faculty slider	Accordion	slideshow	More majors	NOTES	
2	accounting	X	X	X	X	X	X	Check content with dept	
3	art	X	X	X	X	X	X		
4	art ed	X	X	X	X	X			
5	bible and religion	X	video		X	Video	X		
6	Biochem	X	X		X	X	X		
7	bio sec ed	X	X		X				
8	biology	X	X		X	X	X		
9	Business admin	X	X	X	X		X		
10	Chemisty	X	X		X	X	X		
11	Chem sec ed	X	X		X				
12	Clinical lab scienc	X	X			X	X		
13	Computer sci		X	X	X	X	X		
14	computer sci ed		X	X	X	video			
15	Digital media	X	X	X	X	X	X		
16	Economics	X	X	X	X	X	X		
17	Education	X	X	X	X	X			

Section Migration



An MBA for the Common Good



MBA GENERAL MANAGEMENT



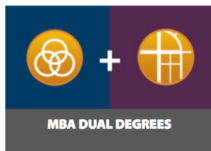
MBA NONPROFIT LEADERSHIP



MBA HEALTH SERVICES ADMINISTRATION



COLLABORATIVE MBA - ONLINE



MBA DUAL DEGREES



LEADERSHIP FOR THE COMMON GOOD



GRADUATE CERTIFICATE BUSINESS ADMINISTRATION



GRADUATE CERTIFICATE TRANSFORMATIVE LEADERSHIP



GRADUATE CERTIFICATE NONPROFIT/NGO LEADERSHIP



MBA and Local Business Collaboration



MBA Like No Other

LATEST NEWS

MASTER IN BUSINESS ADMINISTRATION

Home → Master In Business Administration

An MBA for the Common Good

An MBA with values offering a blend of evening and online classes for working professionals.



Why an MBA from EMU?

- Your life is full of responsibility. Our MBA is designed for working adults who juggle multiple obligations.
- Evening courses meet in a hybrid format- on campus some weeks, online on other weeks.
- We know that business is more than profit, with our MBA, you will learn to lead business that cares for the 3 P's -- people, profit, planet. Learn about the **common good framework** we use for our degree.
- Learn management skills, your own leadership strengths and stewardship strategies to effectively lead in business, nonprofit organizations and health care.

Our programs



MBA: GENERAL MANAGEMENT



MBA: NONPROFIT LEADERSHIP



MBA: HEALTH SERVICES

Section Migration and the Amazing Sheet

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CJP (Crazy, Jumbled, Pile) website

CJP is an acronym for a program
Also stands for Crazy Jumbled Pile

Why it's a Crazy Jumbled Pile

- Administrators with more ideas than follow through
- Focus on design not content
- Unclear audience for website
- Web users who didn't have oversight and also didn't have technical or web expertise
- Pre-OU Campus CMS

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OU Campus and the Sheet save the day

OU Campus to the rescue!



- Lock down users
- Require page approval
- Attractive, easy to use snippets for design

Using Sheets

THE CRAZY JUMBLED PILE (CJP) WEBSITE AND THE AMAZING SHEET

Pages Report							
Current Address	New address- to be renamed when switched	Date Created	Analytics	Notes	Content needs	migration date	
/cjp/about/board-of-reference.pcf		9/18/17 12:00	128	Added to /about/index			
/cjp/about/history.pcf		9/18/17 11:34	216	Added to /about/index			
/cjp/about/index.pcf		9/18/17 11:46	2,488	Total revamp- What we do	Info on partnerships	3/1/19	
/cjp/about/mission-vision-values.pcf		9/18/17 12:03	499	Added to /about/index			
/cjp/apply.pcf		10/5/17 10:20	2,319			3/7/19	
/cjp/coming-to-the-table.pcf		9/18/17 12:18	196	send to coming to the table website			
/cjp/contact.pcf		9/5/17 12:48	1,800			3/6/19	
/cjp/donations/index.html		9/19/18 14:37	37	redirect		---	
/cjp/events-calendar.pcf		10/15/18 15:43	49				
/cjp/events.pcf		9/18/17 12:27	1,626			3/7/19	
/cjp/faq.pcf		9/18/17 12:29	608			3/7/19	
/cjp/giving/index.html		1/16/18 13:41	9	redirect			
/cjp/grad/admission.pcf	/admissions/grad	9/15/17 15:11	3,411			3/6/19	
/cjp/grad/certificates/conflict-transformation.pcf	/cjp/grad/ct-certificate	9/18/17 11:03	836			3/4/19	
/cjp/grad/certificates/humanitarian-action.pcf		9/18/17 11:06	68	going away			
/cjp/grad/certificates/index.pcf		9/18/17 10:57	521				
/cjp/grad/certificates/nonprofit-leadership.pcf		9/18/17 11:10	67	duplicate of MBA			
/cjp/grad/certificates/restorative-justice.pcf	/cjp/grad/rj-certificate	9/18/17 11:12	1,871			3/4/19	
/cjp/grad/conflict-transformation/degree-requirements.pcf		9/15/17 15:48	1,397	combined with /grad/conflict-transformation			
/cjp/grad/conflict-transformation/index.pcf	remade to /cjp/grad/conflict-transformation	9/15/17 15:43	5,575			3/4/19	
/cjp/grad/course-registration.pcf		9/15/17 15:23	1			3/4/19	
/cjp/grad/course-schedule.pcf		9/15/17 15:15	3,739	With Joshua's magic		3/5/19	

Using Sheets

THE CRAZY JUMBLED PILE (CJP) WEBSITE AND THE AMAZING SHEET

A review of all that's on the sheet

- Color-coded- gray = delete/merge, tan = low views, green=address change
- Column for new address (to fix broken links)
- Column for notes about current content
- Column for notes about content still needed
- Column for migration date

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Communication is the Sheet

Sheets create multiple ways to communicate your work.

Communicate with colleagues, supervisors and interns

- Impress your colleagues and web users with detailed and useful information on pages
- Assign the boring sections to your interns
- Give your supervisor an easy way to see what you've been doing

Communicate with users and non-users about changes

- Creates a record of changes and edits for future management
- Helps to communicate changes and rationale to administrators and others who need to know (admissions, faculty, etc.)

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Questions? Comments? Suggestions?

Email: laura.lehman@emu.edu

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THANK YOU!

PLEASE SHARE YOUR FEEDBACK:

[WWW.SLIDO.COM](https://www.slido.com)

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