Managing Your Web-Based Content

Showcase “Best Practice”

► **Process Improved:** Interested in learning how to publish your department, school, or college’s web content without seeking assistance from an outside source? Online Publishing Portals are helpful, easy to use modules which can be used for creating and managing announcements, contact lists, discussion groups, document listings, calendars, FAQs, feedback, and surveys, as well as other web site content.

► **Unit(s):** Business & Staff Services, Facilities Planning & Management

► **Customers of the Process and Their Needs:** Any department school or college can benefit from placing content in a portal. Portals can be an excellent resource for communicating business unit operations to both internal and external staff.

► **Problem/Opportunity Statement:** Your office is rich in information that you communicate every day - sticky notes, calendar reminders, manila folders, documents, contact lists, and bookmarks all contain information that you share with others. Imagine if you had a place to share that information with others electronically so they too could access that information directly. The tool is a content portal. Frequently asked questions, contact information, forms and documents can all be placed directly by you to the web, ready to share.

► **Changes Made:**

- By placing forms directly on the web, staff can access up-to-date forms, view examples of how forms should be filled out, and get accurate document routing instructions. All this information comes directly from the appropriate source; saving you time by cutting back on inaccurately filled out or misrouted forms.

- Answers to commonly asked questions save you time answering the same questions over and over again. Informing people that you have a website available to answer questions in your voice mail message can offer them another resource and save you even more time answering common questions.

- The definitive source to questions for your department’s business processes can be documented in one place, allowing it to be easily maintained and always current.

- Content can be scheduled to be automatically removed from your site. Once an event has passed, that information can be scheduled for removal so you site automatically doesn’t display information that is out of date.

- Because you can login to a portal, it knows who you are. This allows you to set up roles for managers, faculty, staff, and students. By using roles management, secured information can be
shared with the proper audience. Roles management allows you to set up your portal so that it presents the right information to the right people at the right time. Presenting information using roles management makes information available to a particular audience efficient; they won’t have to wade through information that is not relevant to them to find the details they are interested in.

► **Results:** By providing information electronically and in a well organized fashion, you can create a tailored brochure that represents your college, school, or department.

► **Lessons Learned:** Best practices, on-line training videos, real world examples, and sharing with others through the iCAN usergroup, [http://www.fpm.wisc.edu/ican](http://www.fpm.wisc.edu/ican), can help your college, school, or department present accurate and up-to-date information on the web.

► **Next Steps:** Once internal processes are documented and defined through a content portal, those processes can be automated by application developers. Instead of routing paper documents, information can be collected and routed electronically. Roles management and secure login can be used in lieu of signatures. Names, addresses, and phone information can be filled out from central white pages information. Applicant lists can be searched, sorted, and organized electronically, then sent to other systems electronically without having to re-key information, saving time and increasing accuracy.

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