

Developing a better content management strategy for the iSchool website



1. Introduction

The iSchool website provides information to students, staff, faculty, employers, and donors. It contains seven webpages with diverse content, ranging from academic programs to career opportunities. Each section is owned by different individuals, and content updates must pass through one person who is responsible for the website. The updater receives content update requests from multiple channels making it difficult to monitor and keep track of all the requests.

2. Research Goals

The project aims to develop a unified content management system that would help streamline the process of collecting requests for content updates, monitoring, and keeping track of the update progress. The idea is to solve the problem by understanding it from the perspective of both the requester and the updater.

3. Methodology

- **Auditing:** Information architecture mapping
- **Investigation:** Stakeholder interviews
- **Analysis:** Affinity mapping
- **Solution:** Informed updates request form

4. Findings

- Requests are currently made through 6 different channels which include web forms, multiple email accounts, in-person meetings, and messages over teams.
- The requester doesn't have a clear understanding of the limitations/ restrictions for the content while placing a request for an update.
- Most communication done over email is sent both to the resources and the personal emails of the updater.
- Although the requests are timely updated, there have been multiple incidents where the update did not reflect the requester's idea.
- Often times requests are made through the wrong channel of communication.

5. Conclusion & Results

The audit and the interview led to the creation of a one stop shop for all the requests which is a form that informs the requesters the parameters/ limitations applicable to their request and collect the information according to the type of the content.

