

Measuring the Impact of a CMS Implementation

Is the Web Guru dead?

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IWMW Birmingham
July 2004

About UWA

- 16,000 students
- 3,500 staff
- research intensive
- “high tech, high touch”
- member of Australian Group of Eight
- a “sandstone university”



Web @ UWA - pre CMS

- responsibility highly devolved
- infrastructure highly decentralised
- no web guidelines
- no SOE
- significant duplication of content/effort
- poor ROI in web development
- Feb 2002 snapshot* courtesy of <http://www.archive.org/>



Implementation – the sum of its parts

- academic restructure
- faculty sub-branding
- web guidelines
- site management plans
- CMS



Web @ UWA - post CMS

- still no SOE
- still devolved responsibility for content
- infrastructure largely centralised
- content reused and repurposed
- limited guidelines supported by CMS
- better ROI in web development
- Two years later - Feb 2004 snapshot*



CMS Impact - High

- consistent "look"
- consistent navigation styles
- improved accessibility
- guideline & standards compliance
- easier to develop/maintain
- "a University website"
- shift focus of web development



Web @ UWA – pre CMS

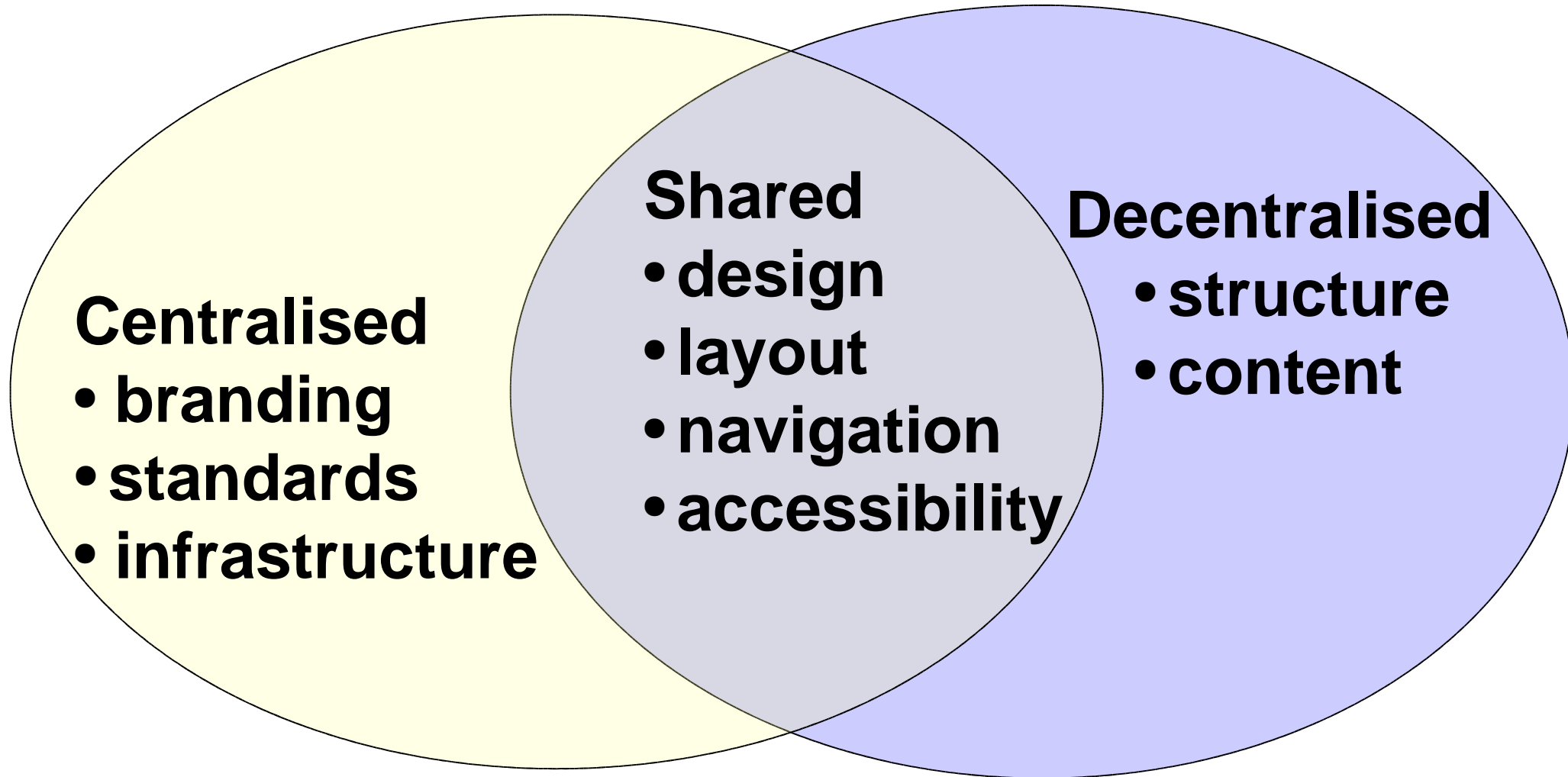
Centralised

Decentralised

- layout
- branding
- design
- navigation
- structure
- accessibility
- standards
- content
- infrastructure



Web @ UWA – post CMS



CMS Impact - Moderate

- currency of content
- improved structure
- better information management
- better ROI
- fewer outlaws



Expectations for website (and CMS)

- consistent
- usable
- accurate
- alignment
- available
- compliant
- current
- affordable... suggestions?

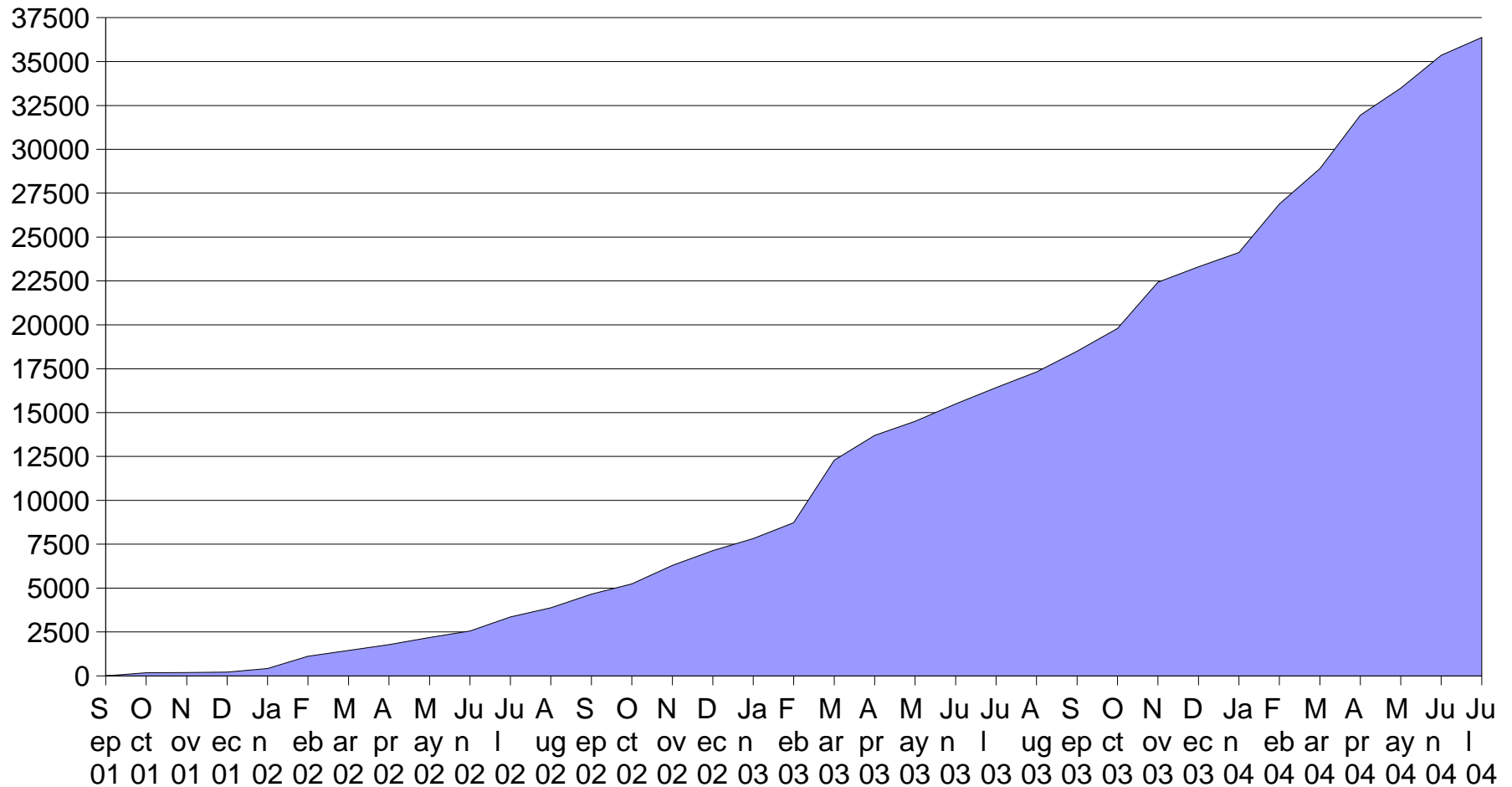


Consistent

- portion of site in CMS (37k pages or ~10%)*
- lies, damned lies and Google page counts
- intranet and applications?
- organisational units in CMS (132 or 93%)
- content weighting?
- design, navigation and behaviour
- flexible templates – the balancing act*



Number of Pages in CMS



Currently ~37,000 pages



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Usable

- navigation
- structure
- usability studies
- client surveys and feedback



Accurate

- sourcing from the source
- repurposing and re-using content
 - Static and/or unstructured e.g. pull or nest content, minimal document management*
 - Dynamic and/or structured e.g. contact, event or handbook details*



Alignment

- Supports policy and strategic initiatives
- Integrates with enterprise architecture
 - VLEs, LMSs and CMSs
 - Personnel and Financial Systems
 - Student information systems
 - Portals
 - Library Systems
 - SSO

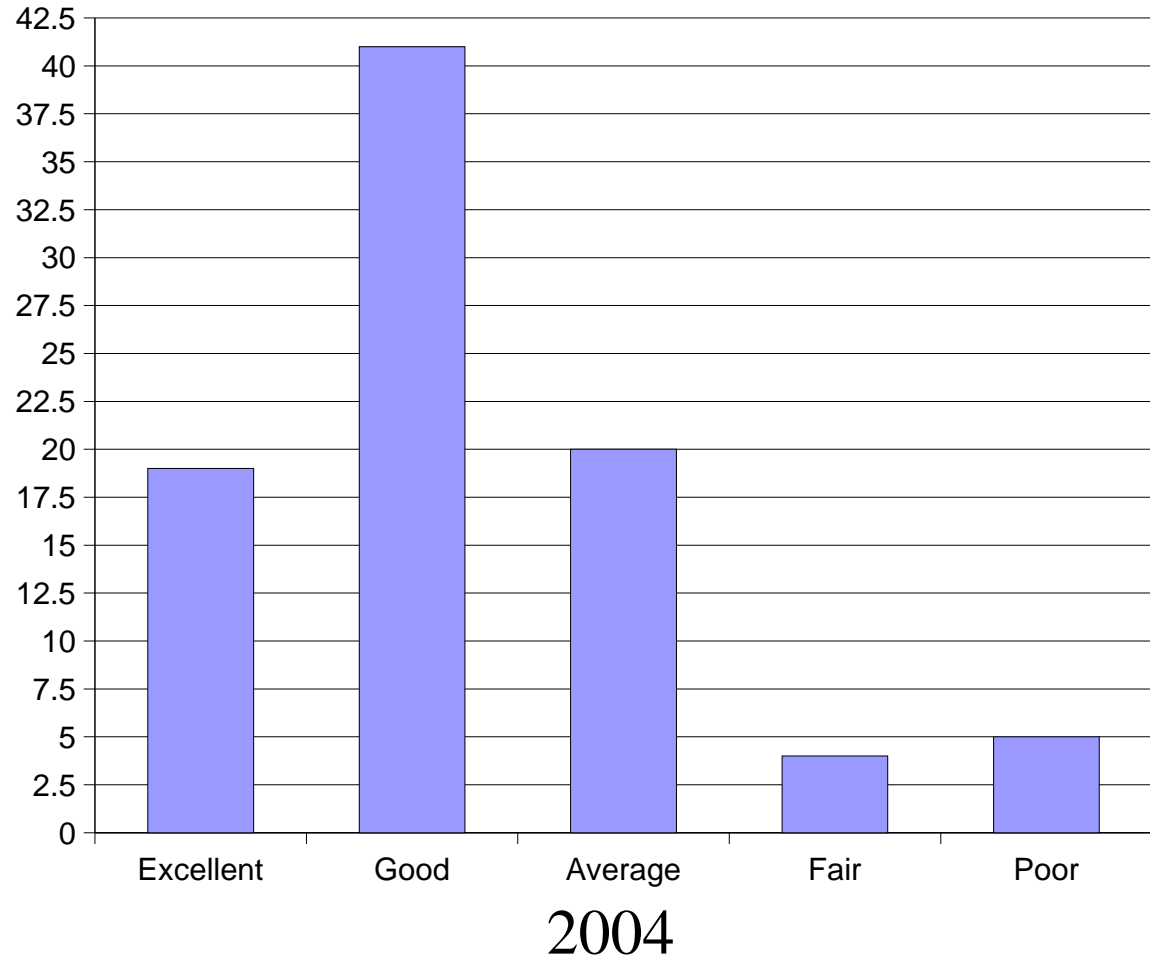
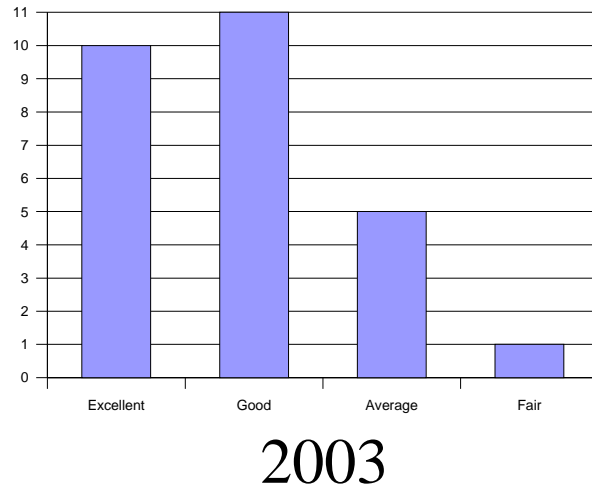


Available

- Client expectations
- SLA's



CMS Reliability & Stability 2003 - 2004

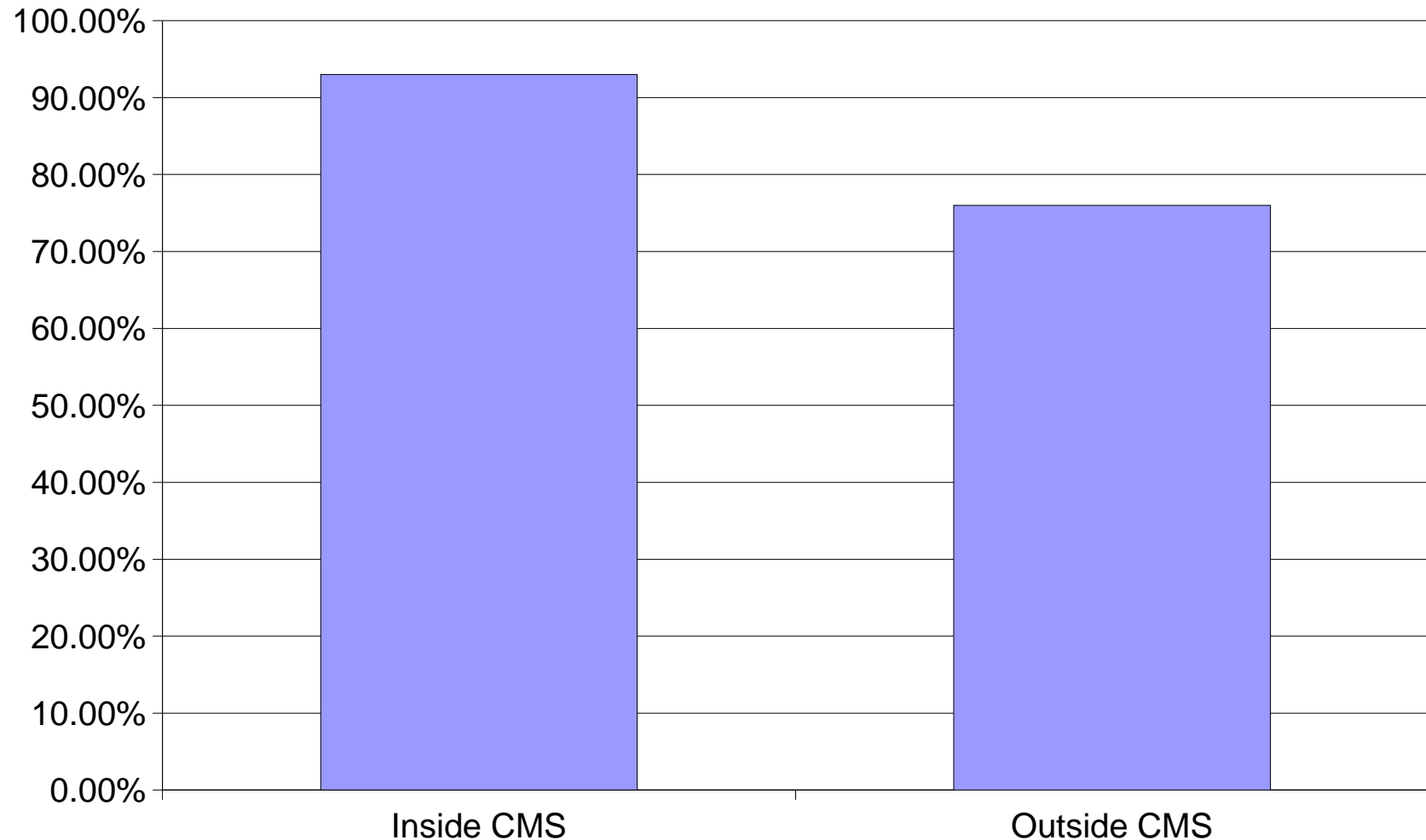


Compliant

- validate against (which?) standards
 - <table> not <div>
 - HTML not XHTML
- accessibility
 - currently minimum WCAG A rating
- site management plans
 - required for all official sites
 - currently checklist
 - monitor CMS (93%) vs non-CMS (76%)*



Site Compliance with Web Guidelines

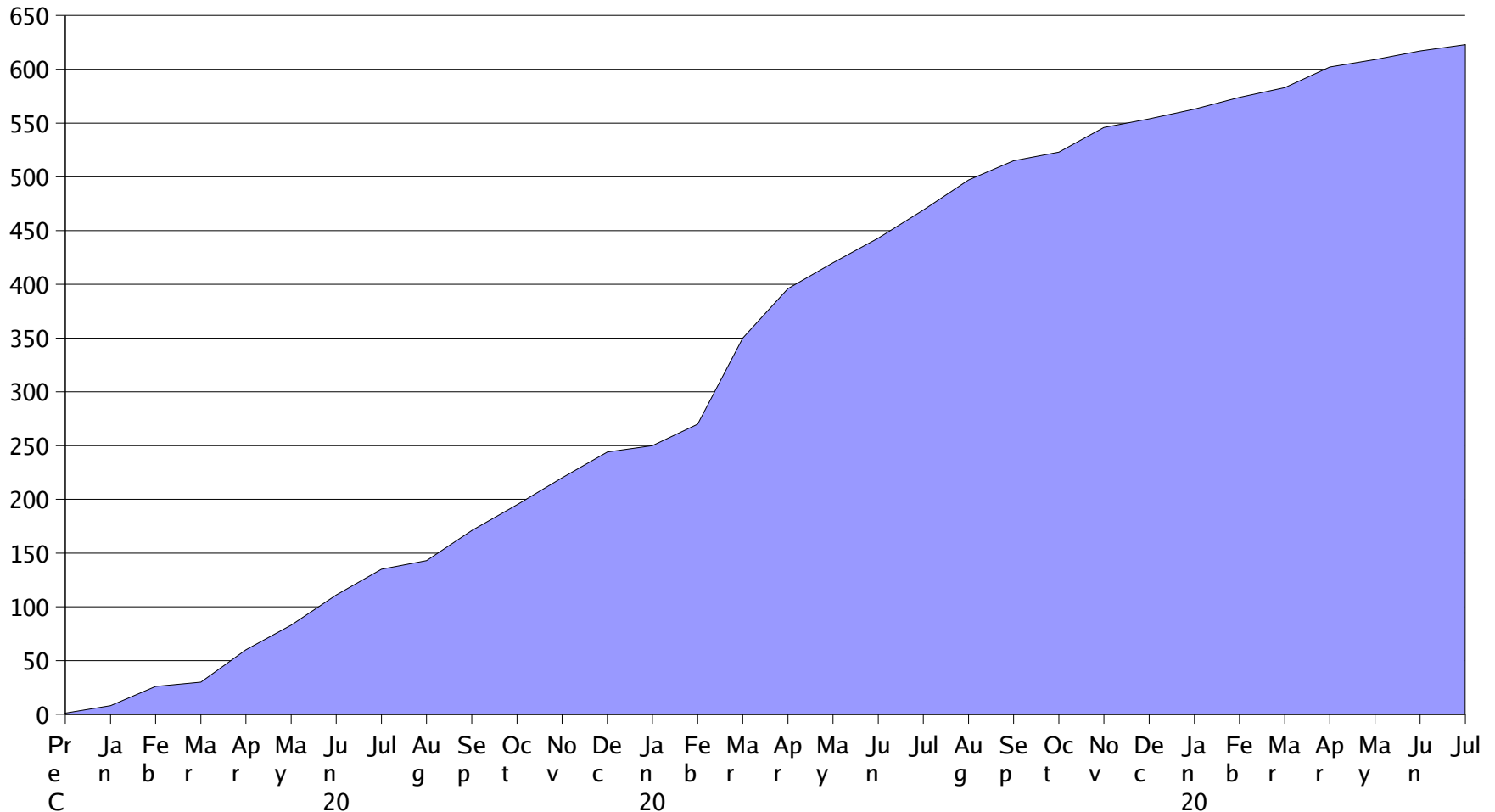


Current

- frictionless publishing “many hands”
 - staff maintaining content in CMS (623 or ~20%)*
 - editor accesses (20-250 logins/working hour)*
 - development rates (0-150 pages/working hour)*
 - updating rates (20-150 pages/working hour)*
 - demand for support/training (11 requests/day)*
 - 30k pages/480 working days = 62 pages per day
 - CMS user surveys and feedback*
- expiry and review notification



Number of Staff Publishing in CMS



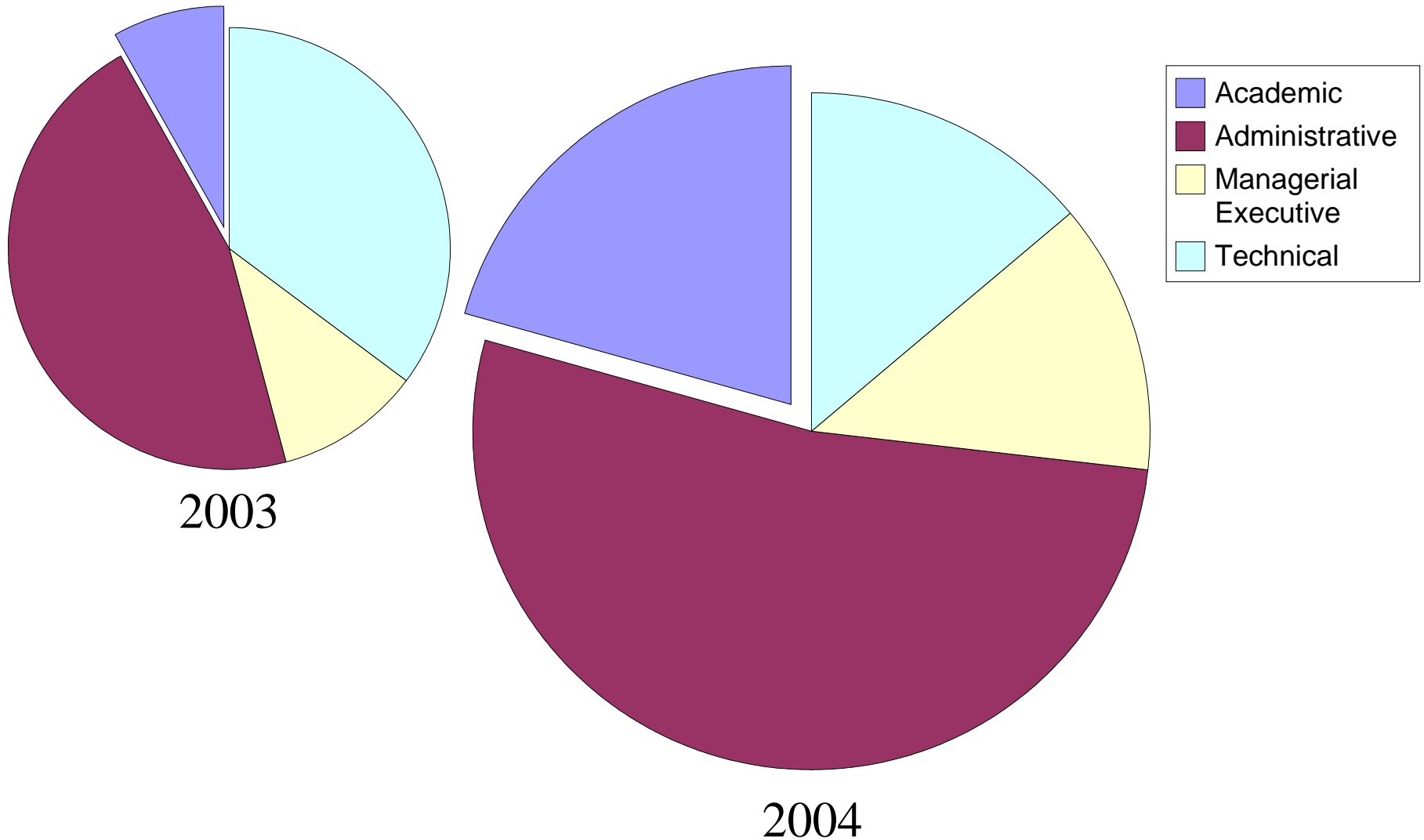
Currently 623 staff



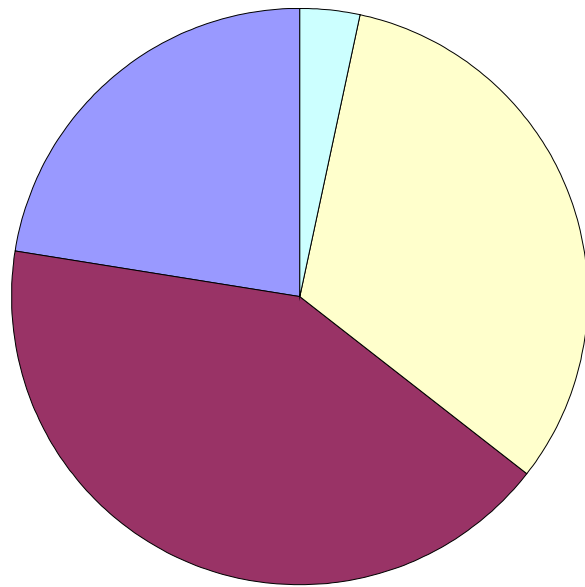
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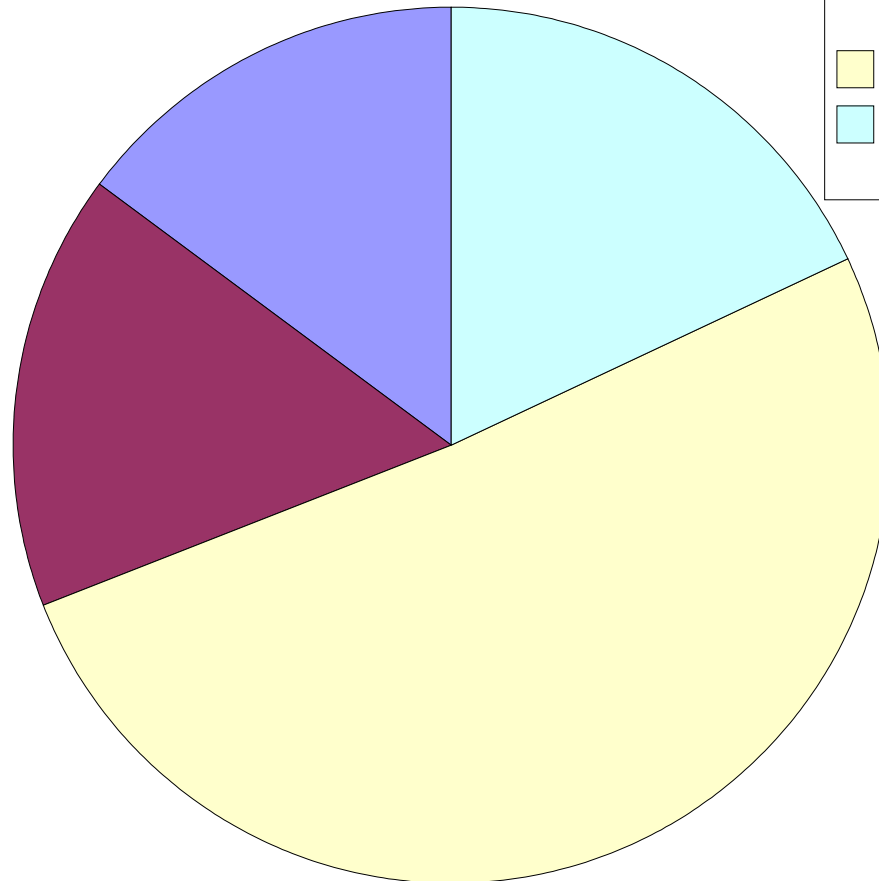
Staff Using CMS by Role 2003 - 2004



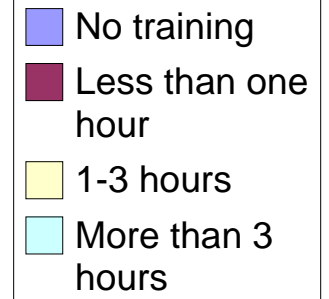
CMS Specific Training 2003 - 2004



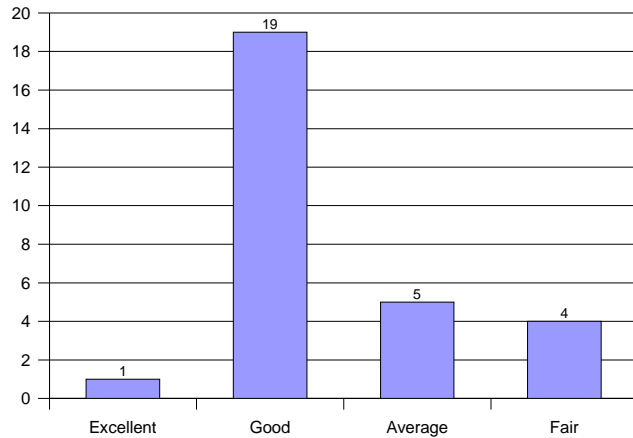
2003



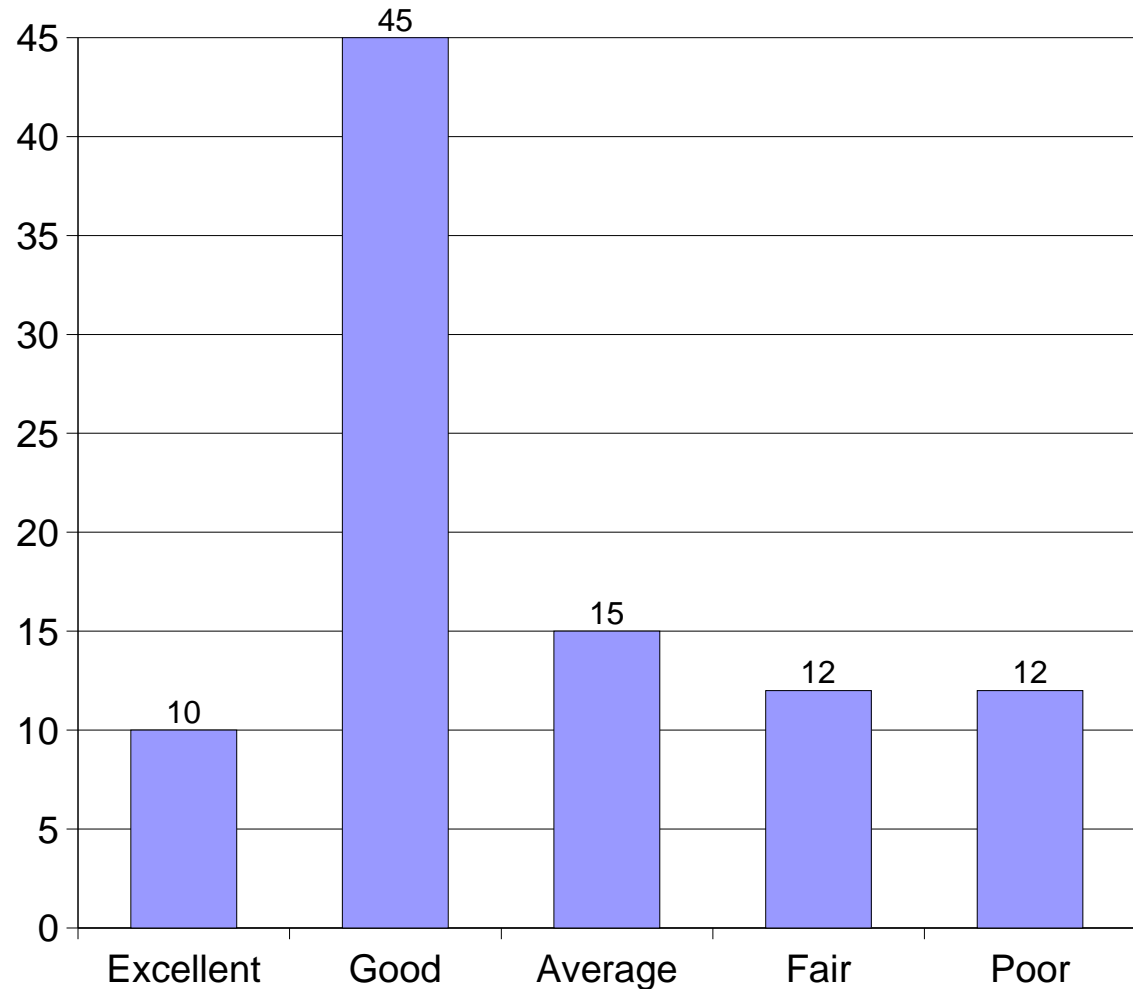
2004



CMS Ease of Use 2003 - 2004



2003



2004

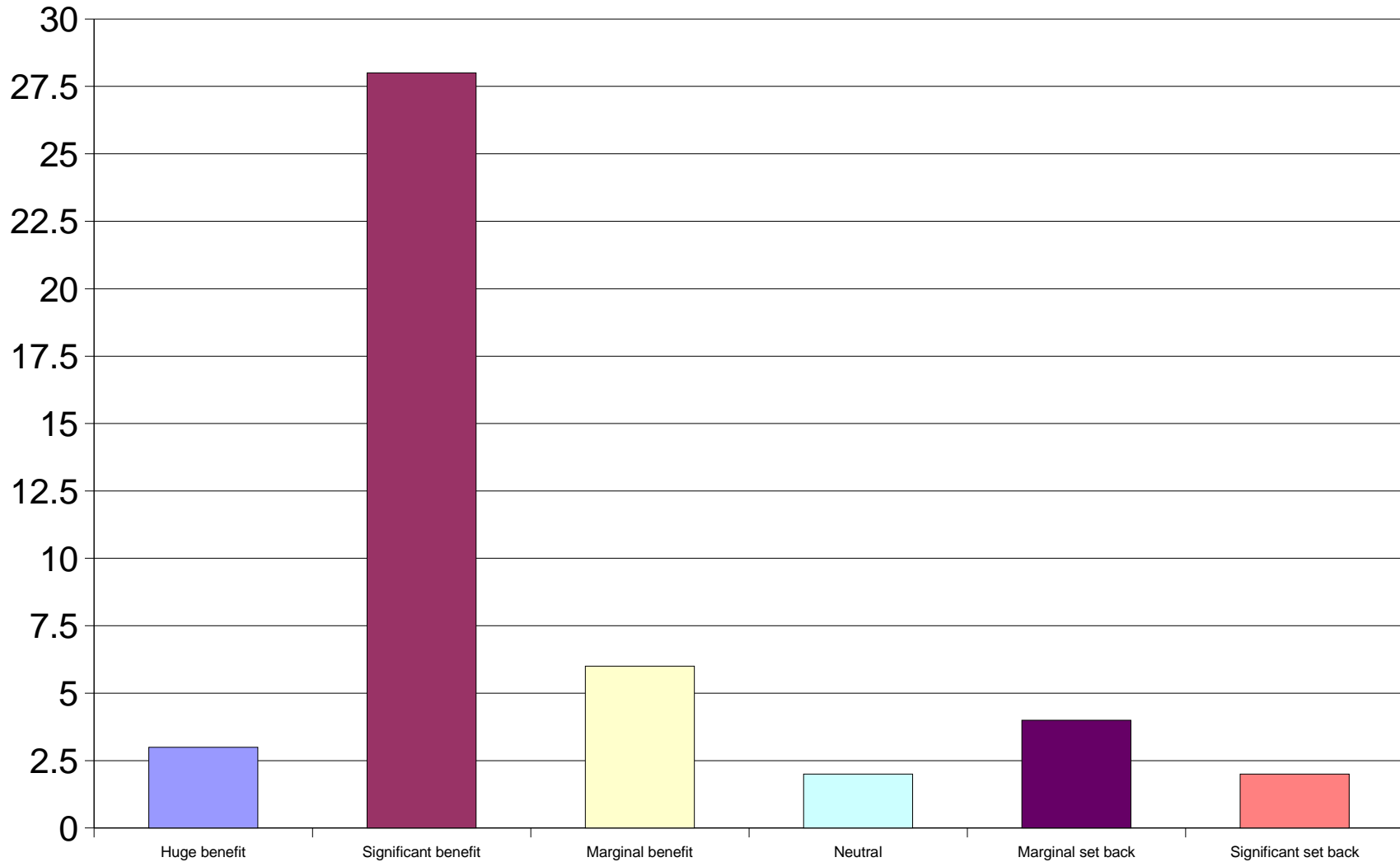


Affordable

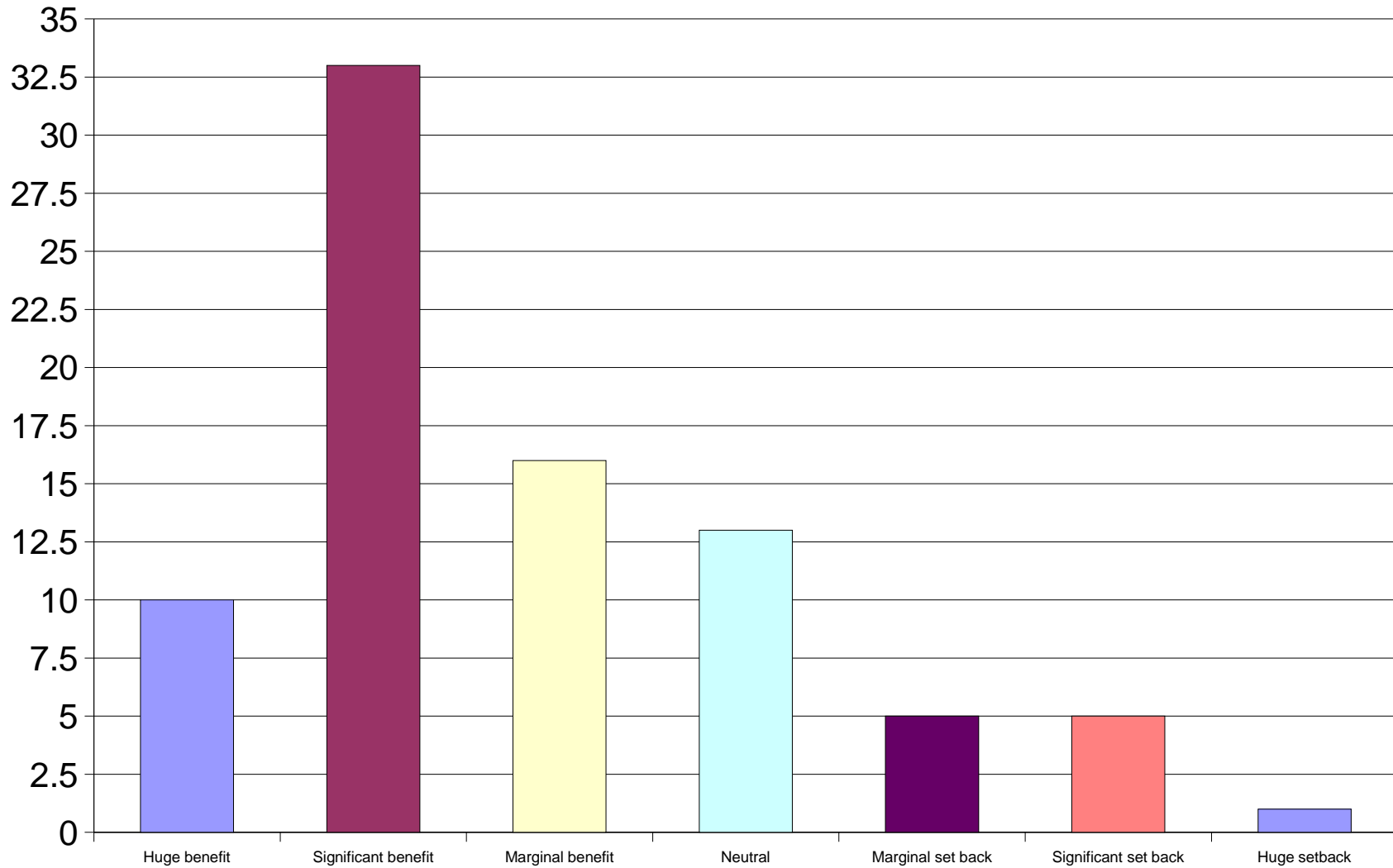
- resourcing levels: staffing, hardware & software infrastructure
 - Staff up to 3.5 FTE = A\$150k
 - Six Intel boxes = A\$50k
 - OpenSource software = A\$0
 - Organisational unit costs not included
- two year implementation/rollout cost
 - A\$200k/30k pages = A\$6.67 per page



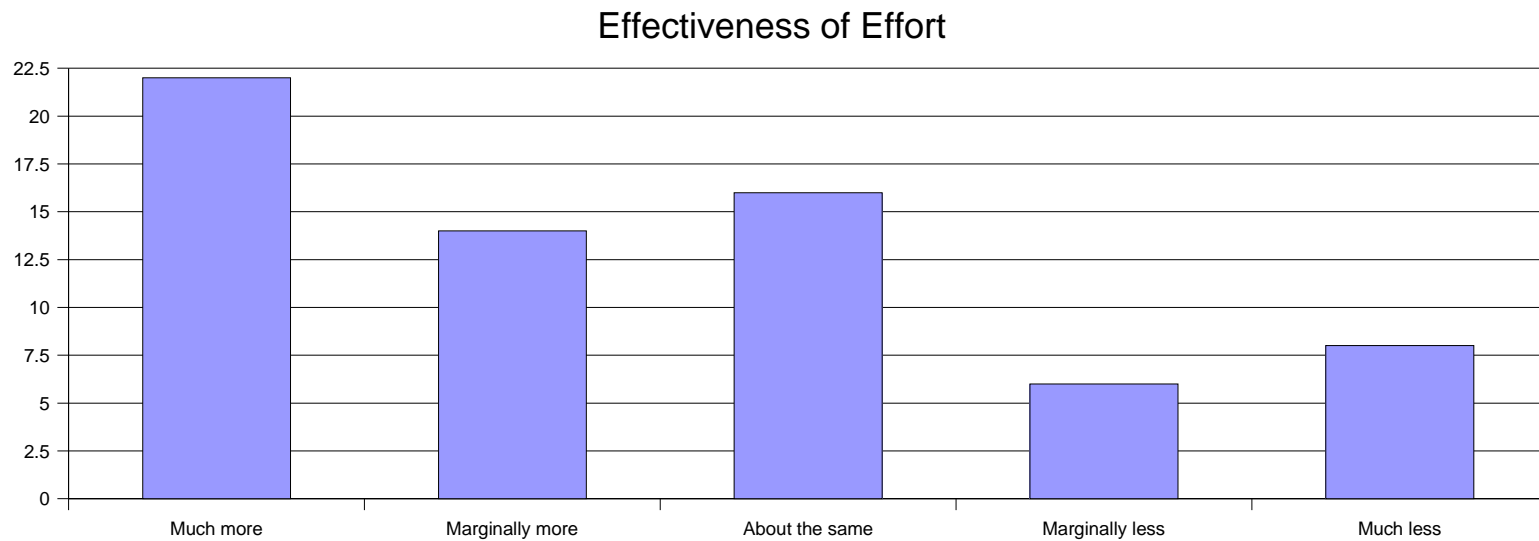
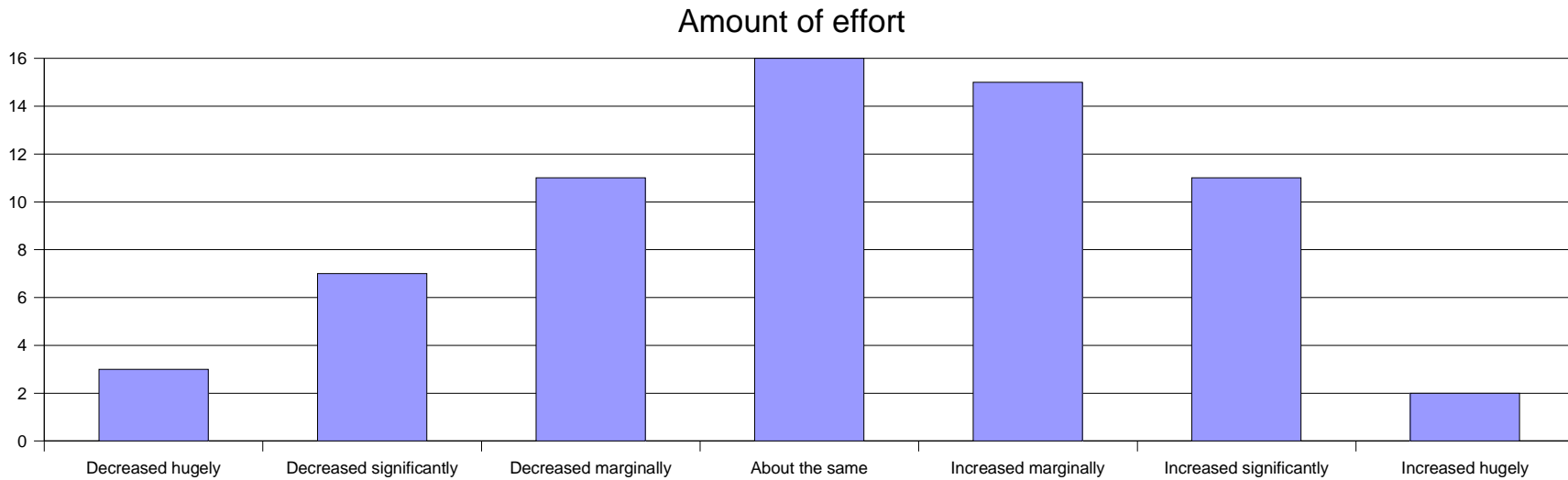
Overall Benefit of Using CMS 2003



Overall Benefit of Using CMS 2004



Amount & Effectiveness of Effort - 2004

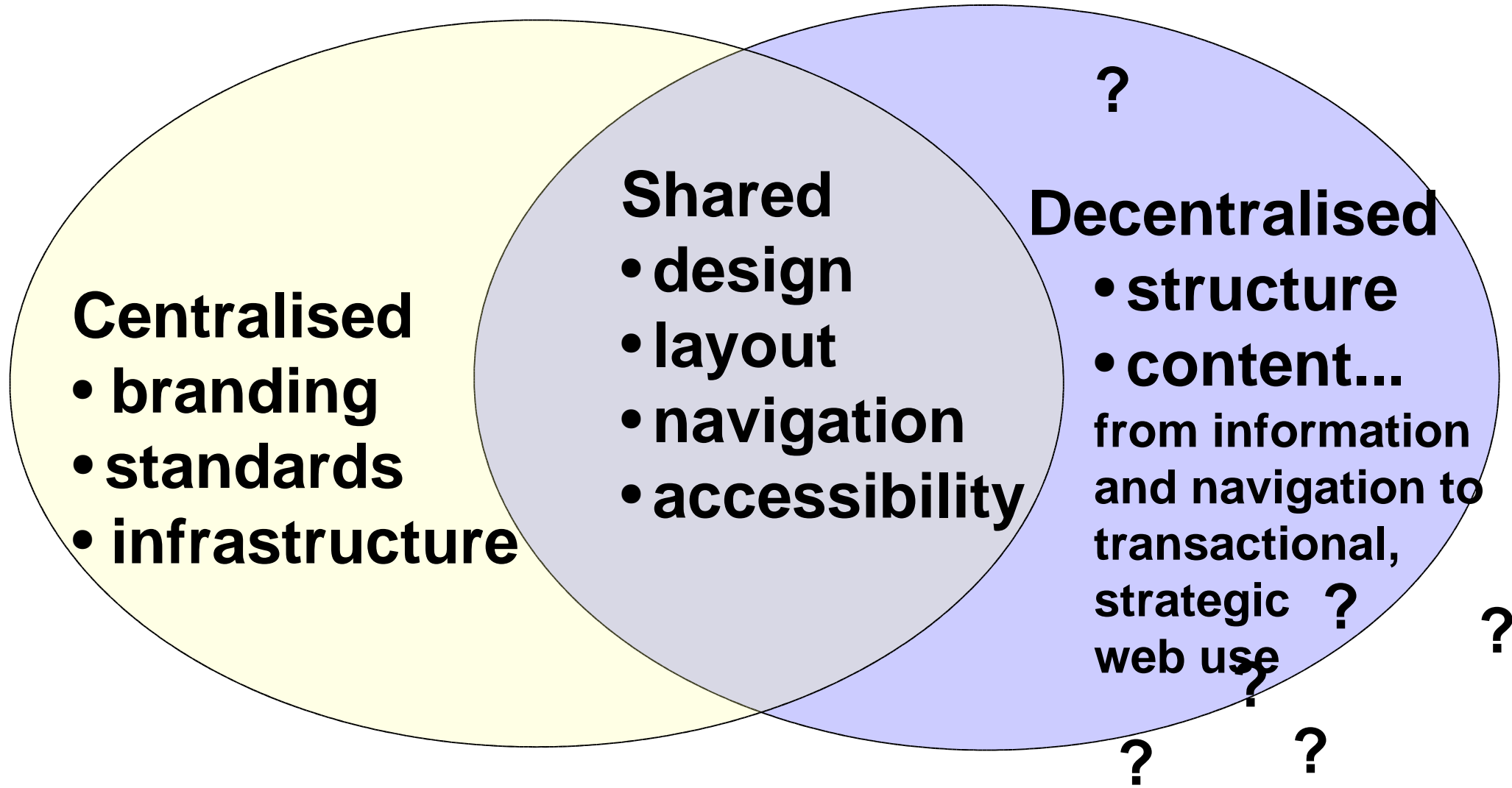


Web @ UWA - what hasn't changed?

- poor management predominates
- fragmented, siloed architecture
- disparity between sites depending on resourcing levels
- web gurus?



Web Gurus?



Questions/feedback?

- Thank you

