ALL ABOUT CONTENT:
WHAT IS CONTENT STRATEGY, WHY DO YOU NEED IT, AND HOW DO YOU DO IT?

April 17, 2014
THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE

- Campus Photo Slideshow
- Alumni in the News
- Press Releases
- Statement of the School's Philosophy
- Virtual Tour
- Promotions for Campus Events

THINGS PEOPLE GO TO THE SITE LOOKING FOR

- List of Faculty Phone Numbers and Emails
- Campus Address
- Application Forms
- Academic Calendar
- Campus Police Phone Number
- Department/Course Lists
- Usable Campus Map
- Full Name of School
- Parking Information

FULL NAME OF SCHOOL
What is content?

• In the web industry, anything that conveys meaningful information to humans is called “content.” (Kissane)

This includes:
- Words
- Images
- Videos
- Graphics
- Forms

Does not include:
- Fonts
- Colors
- Logos
- Layouts or templates
- WordPress
What is content strategy?

- “The practice of **planning** for the **creation**, **delivery**, and **governance** of usable content” (Halvorson)

- “**Content strategy is to copywriting as architecture is to design.**” (Lovinger)

- “Don’t make me wade through your creativity to get to the information.”
Content + content strategy = good content

Good content is:

• **Appropriate**: right for the user and their goals
• **Useful**: has a clear, specific purpose
• **User-centered**: meets the needs/wants of your users
• **Clear**: speaks to people in a language they understand
• **Consistent**: uses style, language, presentation guidelines
• **Concise**: omit needless content
• **Supported**: is updated, added, **removed** in a timely way

(Kissane)
US Space Team's
Up Goer Five

The only flying space car that's taken anyone to another world

(Explained using only the ten hundred words people use the most often)

Thing to help people escape really fast if there's a problem and everything is on fire, so they decide not to go to space

Stuff to burn to make the box with the people in it escape really fast

Place where fire comes out to help them escape

Part that flies around the other world and comes back home with the people in it and falls in the water

People box

Door

Chairs
This is full of that stuff they burned in lights before houses had power. It goes together with the cold air when it's time to start going up.

Lots of fire comes out here.

This end should point toward the ground if you want to go to space. If it starts pointing toward space you are having a bad problem and you will not go to space today.
How do you do content strategy?

• Ask the right questions, starting with…

WHY?
Content and Information Architecture

- Who is your primary target audience?
- What strategic goals can your website help you achieve?
- What tasks do users come to your site to accomplish?
- What key messages do you want to communicate to your audience?
- (for academic departments) What sets your program apart from other schools?
- What are the 5 – 8 core groupings the site will be organized into?
Content strategy worksheet questions

Logistics and Support

• Who will be your **content strategist**, making high-level decisions about what content belongs on your site, and when it should be updated?
  * (should be a permanent staff member)

• Who will be **writing** your content?
  * (should be a permanent staff member)

• Who will do the hands-on **technical updates** to your site on an ongoing basis?
  * (at least two people should be trained, at least one of whom is a permanent staff member)
## Content and Information Architecture

<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is your primary target audience?</td>
</tr>
<tr>
<td>Secondary audiences, if any?</td>
</tr>
<tr>
<td>What strategic goals do you have for your department that your website can help you achieve?</td>
</tr>
<tr>
<td>What tasks do users come to your site to accomplish? What information do they need? *</td>
</tr>
<tr>
<td>What key messages do you want to communicate to your audience? Misconceptions you’d like to clarify?</td>
</tr>
<tr>
<td>If this is an academic department or program, what sets your program apart from other schools? Try to come up with 4–6 specific differentiators that answer the question “Why study ______ at URI?”</td>
</tr>
<tr>
<td>What are the 5–8 core groupings the site will be organized into?</td>
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</tbody>
</table>

## Logistics

<table>
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<tbody>
<tr>
<td>Who will be your content strategist, making high-level decisions about what content belongs on your site and when it should be updated?</td>
</tr>
<tr>
<td>Please designate one permanent staff member.</td>
</tr>
<tr>
<td>Who will be writing your content?</td>
</tr>
<tr>
<td>Please designate one permanent staff member.</td>
</tr>
<tr>
<td>Who will do the hands-on technical updates to your site on an ongoing basis?</td>
</tr>
<tr>
<td>To maintain continuity, we recommend that at least two people be trained in how to do technical maintenance of your pages—at least one of must be a permanent staff member.</td>
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* Analytics data should be considered here – Communications & Marketing can provide these.
College of Nursing

Welcome to the College of Nursing at the University of Rhode Island. Are you excited about the possibility of improving our nation’s health by providing excellent nursing care to individuals and families in the community?

The goal of the College of Nursing at the University of Rhode Island is to prepare you to meet the exciting challenges of professional nursing. You will find that our undergraduate nursing curriculum is dynamic, reflecting the needs of our changing health care system. Our curriculum balances theory with clinical practice.

As a URI nursing student you will learn in a variety of settings in the community and also in the hospital setting. You will gain experience in caring for the health needs of clients of all ages and you will be guided by faculty who are experts in nursing.

The college is equipped with state-of-the-art equipment to give students experience from practicing basic assessment skills to managing patients with complex critical care needs utilizing simulation experiences.

Perhaps you are already a registered nurse eager to further your professional career. The graduate programs of the College of Nursing provide a variety of options for you.

The Master of Science provides preparation for an advanced practice role in the clinical setting of your choice or in roles of education or nursing administration. All students are actively involved in some form of clinical focus, where the emphasis is either on the client or the organization, depending on the specialty. Students may also opt to combine specialties such as the family nurse practitioner with gerontology content from the DNS program in gerontology.

If you are already a master's prepared, you may consider one of our certificate programs. We offer a post-master's certificate in all of the programs as well as in the specialty of Transplantology.

If you are considering education at the doctoral level, the College of Nursing offers a Doctor of Philosophy. The outcome of the doctoral program is to produce nurse scientists who have the research skills to study nursing problems in the domain of the client, the client-nurse and the environment.

The College of Nursing at URI is involved in many campus activities, as well as nursing activities on a state, national and international level. Our students are from diverse cultures and a good portion of the undergraduate population is male.

The faculty are responsive to changing health care needs and changing roles of nurses within society. The faculty respond to these changes through collaboration with professional organizations, governmental agencies and other educational institutions and with a variety of health care groups. The college strives for excellence in teaching, research.
THIS IS NOT YOUR STANDARD NURSING PROGRAM.

URI's College of Nursing goes well beyond what you might expect. First of all, you'll find the individual attention you'd get at a smaller university and the unique clinical experiences of a much larger institution. You'll have plenty of opportunities for cross-discipline work with engineering, psychology, business, nutrition and more. And our faculty are as renowned for their research and inventions as they are for excellence in primary care, community service, and workforce development.
Some good reading…

*Content Strategy for the Web*
by Kristina Halvorson & Melissa Rach

*The Elements of Content Strategy*
by Erin Kissane
WordPress Migration Plan


- Migrate dynamic PHP-based web applications to the new application server on apps.uri.edu.

- Timeline: by the end of 2014
WordPress Project Update

• June 2012 – WordPress project kicked off
• July 2013 - WordPress system upgraded from 3.3.1 to 3.4.2
• January 2014 – WordPress system upgraded from 3.4.2 to 3.6.1
• As of April 14, 2014 on web.uri.edu server – 386 users and 261 sites
• The URI Catalog is powered by WordPress with 33 departmental users. There will be a new campus-wide catalog every September. (http://web.uri.edu/catalog)
What Is In The Roadmap?

• **April 24 (Thursday) from 1-3pm** - WordPress Work/QA Session. Users need to register to attend via WordPress Users Forum at [http://web.uri.edu/wpusers/](http://web.uri.edu/wpusers/)

• **Summer 2014** – Plan to upgrade WordPress system to 3.8+

• **URI Department Theme** will be upgraded – Features include:
  - Added Google Translate capabilities to every page
  - Fixed various bugs and issues
  - Added Pinterest and Instagram social buttons
  - Added a Twitter widget
  - Updated print stylesheet
  - Fixes and enhancements to the People tool