Digital
Transformation

Transforming Oxford's Digital Communications Programme

ITS899 - New CMS Platform

Update for Mosaic Users

13/14 December 2023

Agenda

Slide	Topic	Presenter	Time
2	Agenda & introductions	Lindsey Booth	5 mins
3-8	Transforming Oxford's Digital Communications - The Vision	Lindsey Booth	10 mins
9-15	What this means for Mosaic users	Ruth Mason	15 mins
16-18	What you can do now	Ruth Mason	10 mins
19-21	What next	Lindsey Booth	5 mins
22	Questions/comments	All	15 mins

Transforming Oxford's Digital Communications
The Vision

Our vision for **digital communications**

To create **flexible, scalable and secure** platforms that meet the **full range of user needs**, and are appropriate to the University's structure and **culture** – now and in the future, through:

- **Offering consistent, consumer-grade, best-in-class digital communications and digital experiences** for all the University's stakeholders, including staff and students

- Core principles of **simplicity**, **clarity** and **productivity**

- Using **evidence-based approaches** to give every stakeholder the user-focused services and information they need to feel **connected**, **productive**, **empowered** and **informed**

- Using data to anticipate and predict needs and drive relevance via **personalised information and experiences**

- Minimising the environmental impact of digital platforms

Content Strategy

Digital Transformation

Publishing autonomy so you can still publish what you need

Enhanced experience for site owners and editors

Improved community support through reduction in CMS solutions

Reduced complexity leads to reduced costs

Improved user journeys across the digital estate

✓ A **content strategy** will give clarity on where content should be published and how it can be managed

✓ A user-focused approach to streamline navigation and **improve the user experience**

✓ Clearer separation of content for external and internal audiences
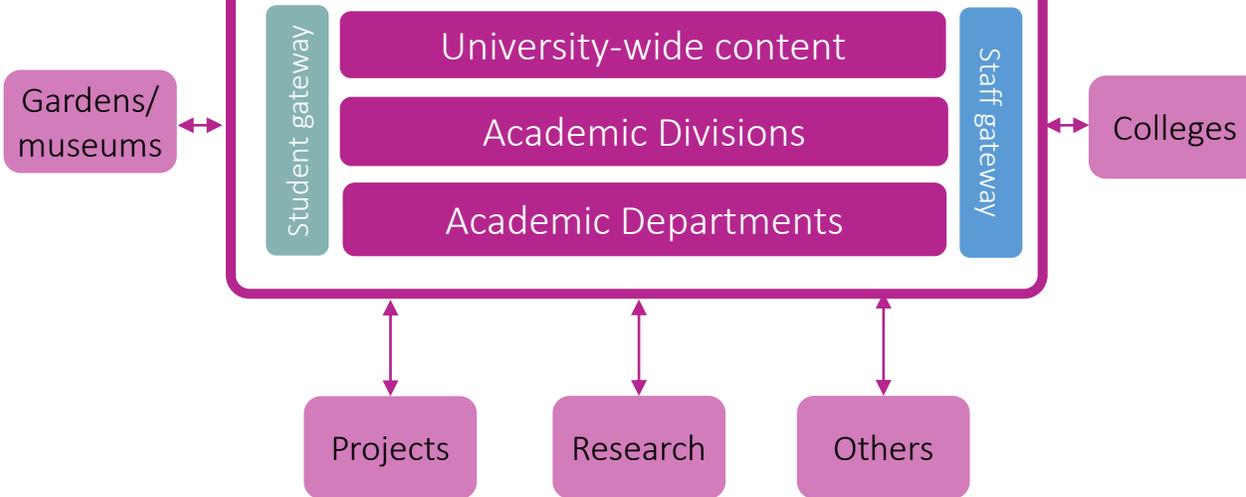
Digital Transformation

Vision

Public-facing audiences

Web CMS

A single CMS platform that allows central, division, department and college autonomous publishing under one umbrella

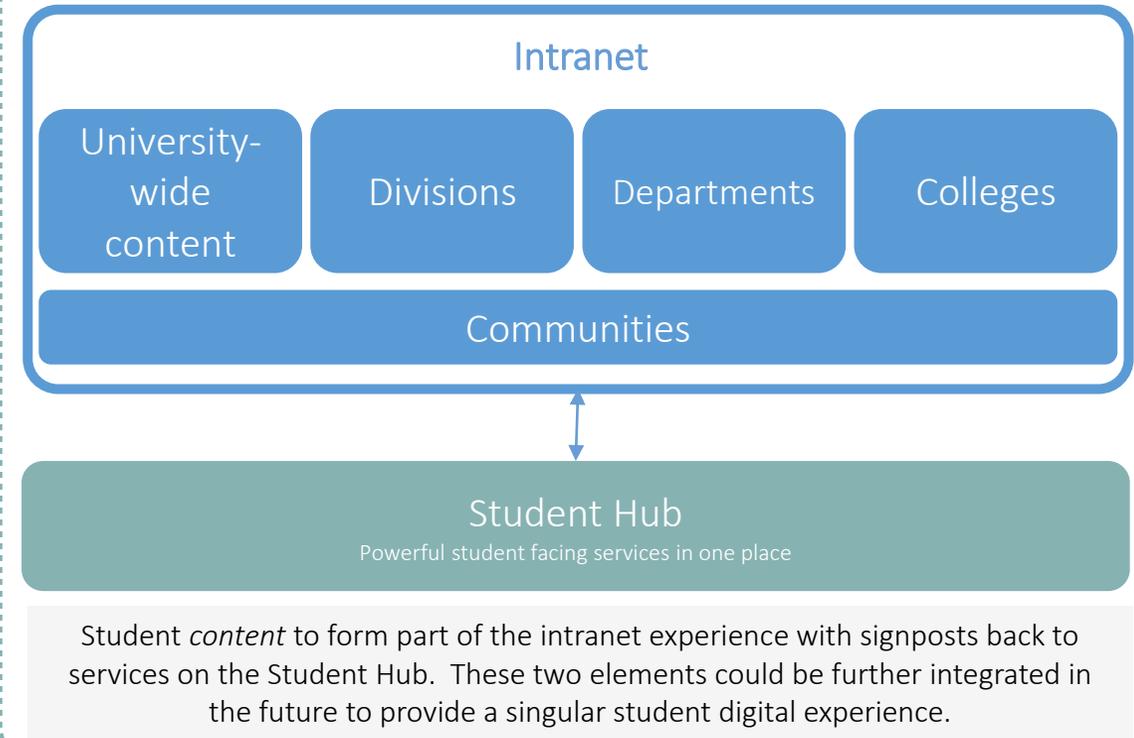#### Main website

A unified approach for external content to improve the experience for prospective students and external stakeholders

Student gateway

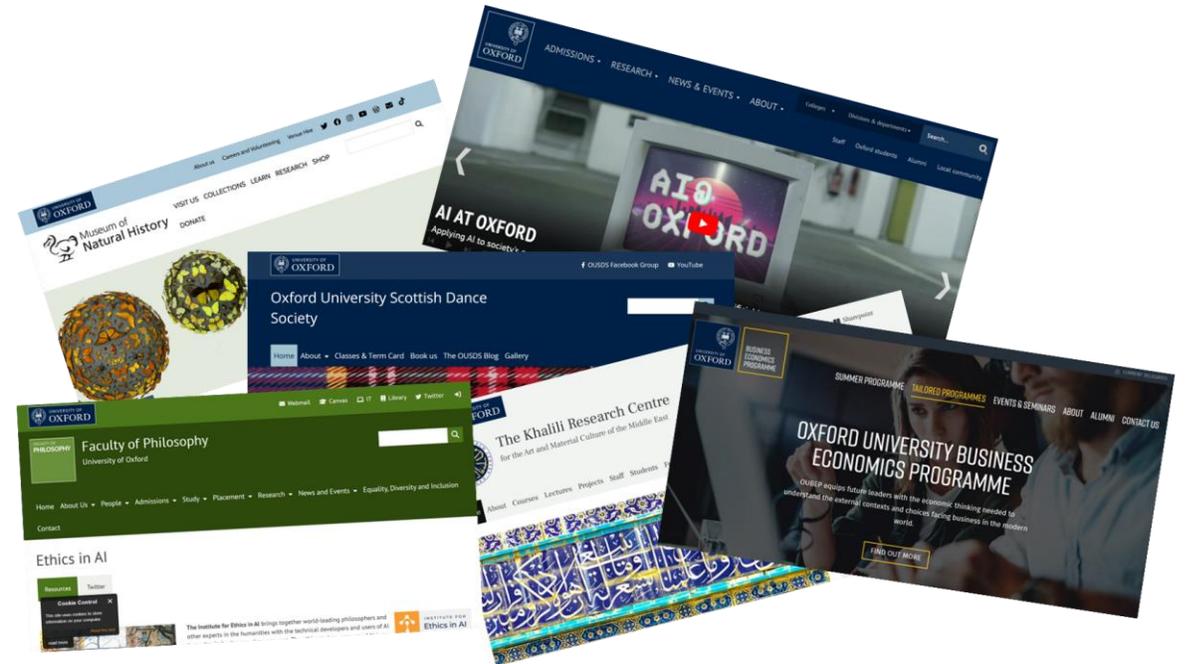**University-wide content**

Academic Divisions

Academic Departments

Staff gateway

Gardens/ museums

Colleges

Projects

Research

Others

Staff and students

Intranet

Aggregates content published by teams across Oxford into a single, tailored, user-centric view, using people data

Intranet

University-wide content

Divisions

Departments

Colleges

Communities

Student Hub

Powerful student facing services in one place

Student *content* to form part of the intranet experience with signposts back to services on the Student Hub. These two elements could be further integrated in the future to provide a singular student digital experience.
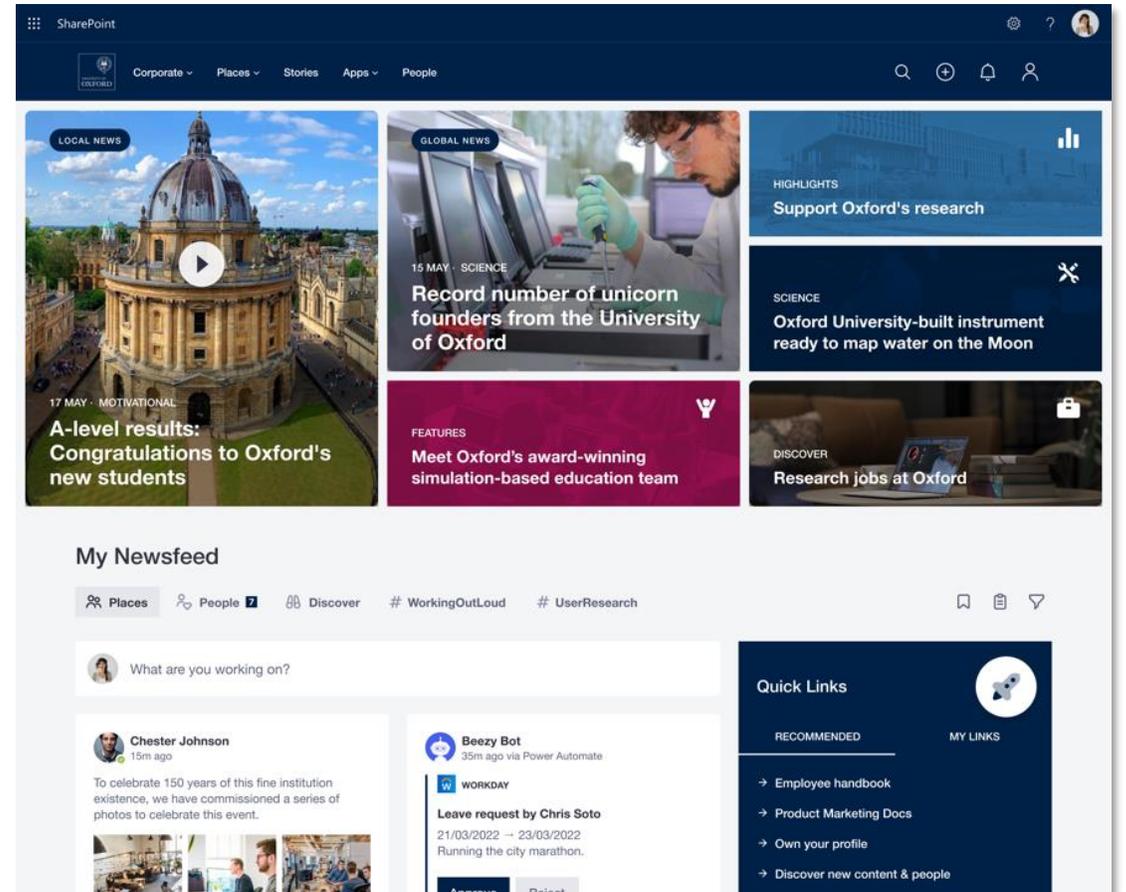
A single publishing platform for websites

✓ A stable, secure and flexible platform for all external-facing websites, including 800+ sites that are currently on the Mosaic platform

✓ New platform for the University's main ox.ac.uk website, to include divisional website content

✓ Offering improvements to the user journey across the University for our external audiences

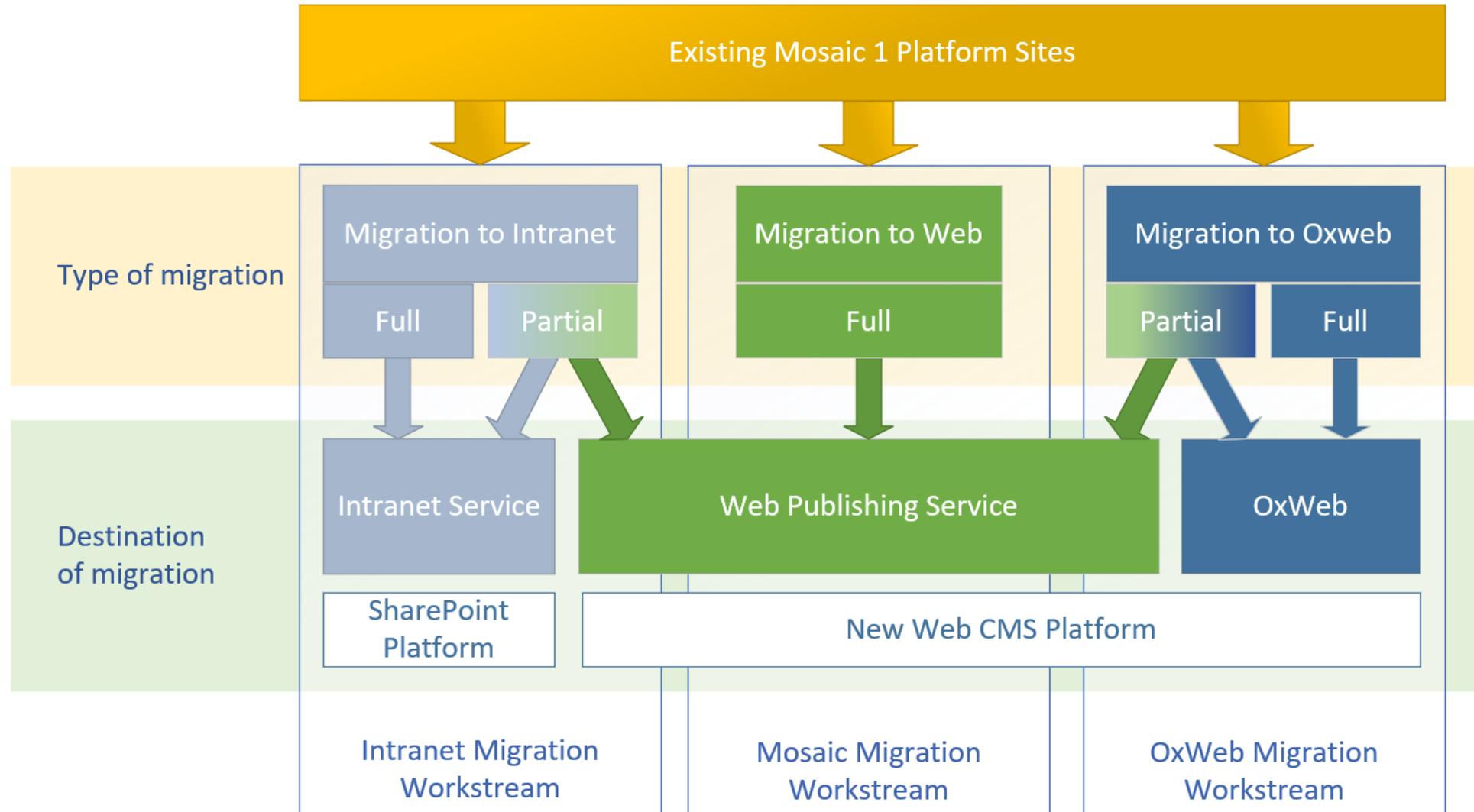✓ Improved, flexible tooling for content owners and creators to deliver quality sites for wide ranging audience needs

The new intranet

✓ A personalised homepage that delivers news and updates tailored to your users' role, location and the communities they belong to

✓ Discover, connect with, and access people, content and tools across University of Oxford

✓ Connect with people and communities across Oxford

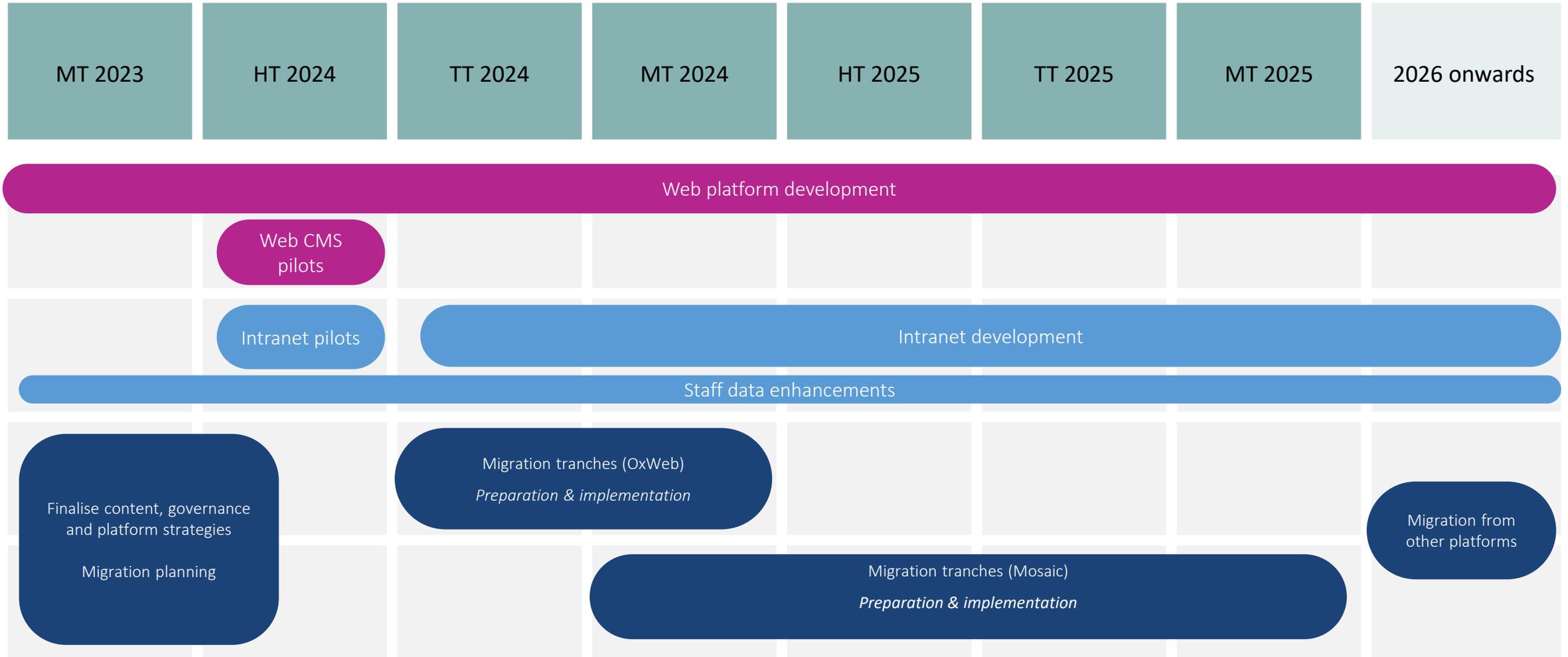✓ Access to the key applications and information we need to do our jobs

What this means for Mosaic users

Where will your content be?

Transforming Oxford's Digital Communications

High level timeline

MT 2023	HT 2024	TT 2024	MT 2024	HT 2025	TT 2025	MT 2025	2026 onwards

Web platform development

Web CMS pilots

Intranet pilots | **Intranet development**

Staff data enhancements

Migration tranches (OxWeb)
Preparation & implementation

Finalise content, governance and platform strategies

Migration planning

Migration tranches (Mosaic)
Preparation & implementation

Migration from other platforms

Transforming Oxford's Digital Communications

Web CMS Project status

Current Status

Governance

- Web CMS Oversight Group – initial monthly meeting held 23 November

Pilot

- Development on track to have a skeleton platform to begin building simple pilot sites during Hilary 2024

Migration

- Investigating technical migration options

University website

- Development of requirements underway, design procurement process beginning

Next steps

- Working on implementation and design requirements
- Prioritise and plan post pilot development
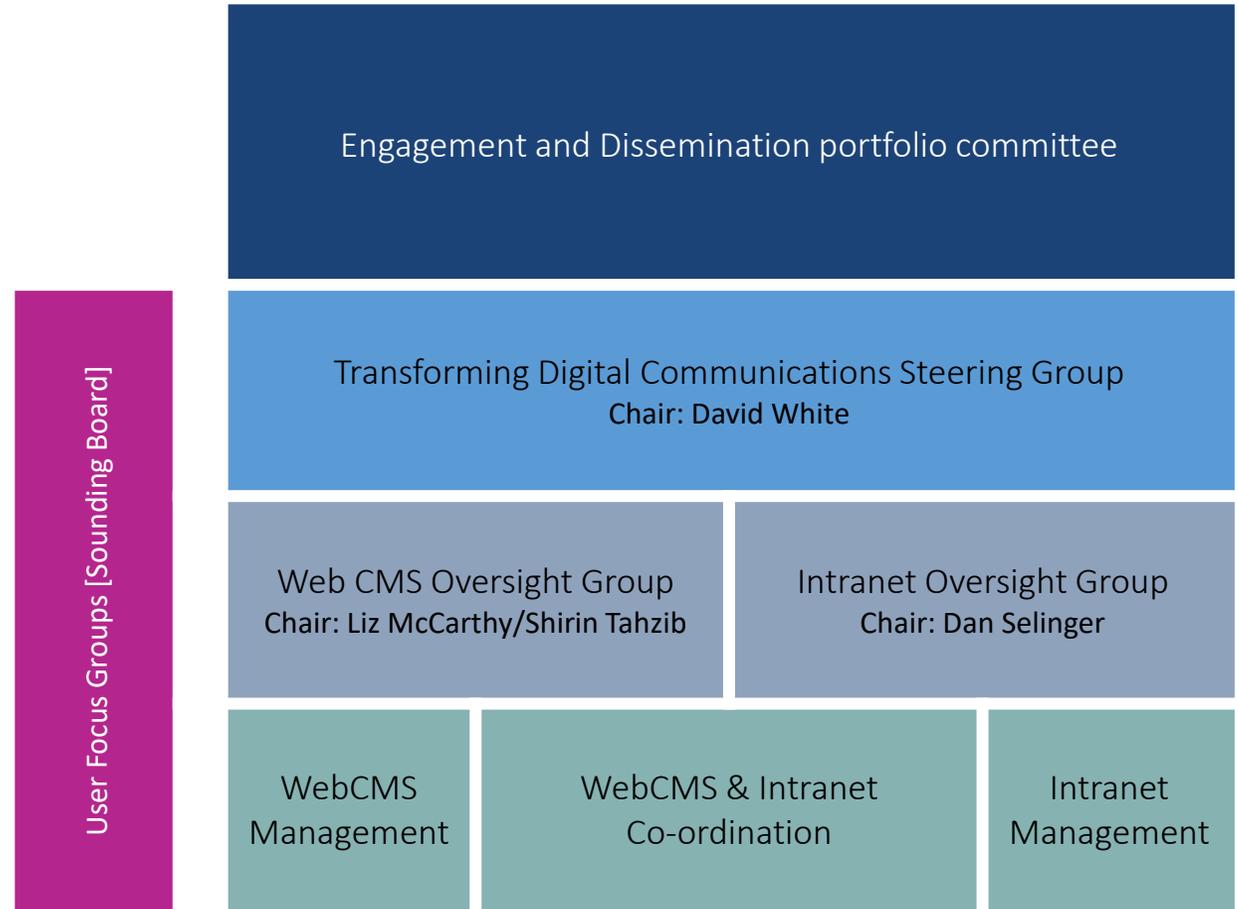- Prioritise and plan Service development activities

Pilots

Piloting of the early development in Q1 2024 with a range of users

The purpose of the pilot is to verify that the proposed solution architecture is fit for purpose to deliver web sites with our hosting and software.

Division/Department/Area	Content/Current content location
Bodleian	https://nhs.bodleian.ox.ac.uk/
Research Support team, IT Services	https://researchshowcase.web.ox.ac.uk/
History Faculty, Humanities Division	Mosaic site reporting the findings of the Republic of Letters research project
Department for Continuing Education	Test a replacement for the Certificate of Higher Education page.
CMS Platform team	New CMS Documentation site
MedSci	Possibly a site showcasing clinical trials management as a career
Oxford German Network, Humanities	https://www.ogn.ox.ac.uk/

Programme & project governance

✓ Steering group to oversee the transformation programme

✓ Oversight groups to guide development of the intranet and Web CMS with co-owned governance principles

Engagement and Dissemination portfolio committee

Transforming Digital Communications Steering Group
Chair: David White

Web CMS Oversight Group
Chair: Liz McCarthy/Shirin Tahzib

Intranet Oversight Group
Chair: Dan Selinger

User Focus Groups [Sounding Board]

WebCMS Management

WebCMS & Intranet Co-ordination

Intranet Management

Project oversight

Role of oversight group

- Help **guide** the project to achieve its outcomes
- Make key **decisions** about key aspects of the project, to ensure solutions are deliverable, balancing business aspirations with technical options to meet user needs across the University
- Ensure **alignment** with *Transforming Oxford's Digital Communications,* the wider digital transformation and new digital governance arrangements
- Identify **priorities** and **risks**
- **Represent** stakeholders from relevant parts of the University
- **Champion** the project to the wider University

Oversight group membership

- Liz McCarthy (PAD) - Co Chair
- Shirin Tahzib (IT Services) - Co Chair
- Helen Adams (GLAM)
- Alison Brindle (MedSci)
- Lindsey Booth (Business Change)
- Andrew Carslaw (St John's College)
- Matt Castle (IT Services)
- Andy Davies (Humanities)
- Debbie Gallacher (Project Mgr)
- Kirsty Heber-Smith (MPLS)
- Faith Inch (SocSci)
- Samina Khan (Undergraduate Admissions)
- Susan Lawrance (Cont. Ed)
- Ruth Mason (IT Services)
- Sharon O'Dea (Lithos)
- Meriel Patrick (Research)
- Jonathan Phillips (Lithos)
- Nadia Pollini (Graduate Admissions)
- Dan Selinger (UAS)

What you can do now

Preparing for migration

What we're doing

- **Migration survey**
  - To understand the overall scale of need
- **Analysing priorities** to define migration tranches
- Migration tools
  - Looking at possible tools to provide **some automation**
- Looking at **migration support options**

What you can be doing now

- **Site audit** to:
  - Consider what content should be migrated and to where
  - Gauge the overall migration challenge – understand how much content do you have and what work is needed to move it
  - Identify blocks of pages that need attention before they're moved
  - Estimate volume of pages on your site that need to be considered during migration
  - Help you prioritise any future content improvement work

  We will share a guide to help you with your site audit
- Get **Analytics**
  - Tools like Google Analytics will help you to understand how users currently engage with your web site and help you make decisions regarding what you want to migrate.

Developing existing and new Mosaic sites

- Use the Site Audit Guide we'll share to consider how you might prepare and prioritise future content improvements

- Refer to our existing guidance which describes how you can deliver effective and engaging websites with Mosaic: https://oxfordmosaic.web.ox.ac.uk/plan

- Familiarise yourself with our tips on key principles and practice for building sites with migration in mind:
https://oxfordmosaic.web.ox.ac.uk/article/future-proofing-your-mosaic-site

What next?

Further communications

- We will be holding regular 'drop-in' sessions, approx. every 6 weeks to update you on what's happening

- Invitations to follow

Key take-aways

- A single content strategy applying to all internal & external comms across University

- A single web publishing platform & single intranet platform

- Mosaic 2 project continues as the New Web CMS Project

- Look at existing & new content through new lens and make changes in that context

- Watch out for further sessions and we will share a guide to help you with your site audit

Questions/Comments