

# Transforming Oxford's Digital Communications update – February 2024

---

**From:** The Transforming Digital Communications programme team

**To:** All Mosaic and Oxweb, Programme Oversight and Steering Groups members and other key stakeholders

**Actions:**

- Note the update on the Transforming Oxford's Digital Communications Programme, including the New Web CMS and the Intranet and Internal Communications Projects.
  - Consider preparing content for migration
- 

Dear Colleagues,

Following our email in December, we are writing to update you on our progress with the exciting work transforming how we communicate to internal and external audiences.

## About the Programme

As a reminder, [Transforming Oxford's Digital Communications Programme](#) is part of Oxford's digital transformation, with an initial focus on two key projects:

- Continued work to develop a University-wide [web Content Management System \(CMS\) platform](#) (previously known as the Mosaic 2 project) which will be a stable, secure and flexible platform for all University public-facing web content
- Developing a new University-wide [intranet](#), which will provide a singular digital experience for all staff and students, bringing together content published across the University into a consolidated view.

## Recent progress

Since the start of 2024 we have continued to make great progress with broad support for the programme from across the University including, for example, very positive feedback from our presentation to the Information and Digital Committee in January. Recent developments include:

### Programme-wide

- We have been developing a Content Strategy, which will inform how we manage our content, both internally and externally.
- The Migration Strategy is in development, starting with an analysis of the overall migration need and consideration of potential technical solutions to inform the planning and business case for migration activities.
- We have started to think about our future Information Architecture across both external and internal platforms

### Websites

- Finalising a proof-of-concept Web CMS with basic features in place, ready for piloting simple sites from early March.

- Preparing pilot initiation and evaluation approach.
- Continuing to develop plans for website designs with external design expertise – both for the main University website, and other sites.
- Analysing Oxweb requirements.

### **Intranet**

- Completion of the tender and selection process for an 'intranet in a box', identifying the preferred solution to provide the functionality required for a University-wide intranet.
- Recruiting a dedicated Intranet Manager, who is expected to join the University next month.
- Understanding the scope of migrating intranet sites across the University
- Continued focus on staff data – ensuring we have data about our staff and students in the right place to target our content.

### **Next steps**

We will continue to develop our approach to our new platforms, and we will also focus on:

- The content strategy – sharing with colleagues across the University to get feedback about our proposed approach.
- The migration strategy – completion of the analysis and potential technical options.
- The service support and governance models – to ensure clear and effective ongoing support and decision-making, which will underpin the successful implementation of these new platforms.
- Pilots – initiating pilots for both web CMS and intranet.

An update on all of the above will follow in the next and coming months.

### **What you can do now to prepare for the change**

As we mentioned in our last update, although we don't yet have a detailed migration schedule, it's never too early to consider your current external and internal-facing content to ensure that, when you do move to the new platform(s), the content is already in good shape.

To help you to do this, we've created this [Guide to Auditing your Website or Intranet](#).

There is no requirement to carry out an audit at this stage. However, individual teams may wish to consider this in the near future, to support with future migrations.

*NB for Oxweb teams: this audit has already been completed on Oxweb.*

### **Further information**

You can find more information, including the membership of programme Steering and Oversight Groups, and answers to frequently asked questions on the [Transforming Oxford's Digital Communications Programme webpages](#).

We look forward to sharing further updates and working with you all in the coming months.

Best wishes,

Lindsey Booth, Business Change Manager

On behalf of the Transforming Oxford's Digital Communications Programme