

Transforming Oxford's Digital Communications update – May 2024

From: The Transforming Digital Communications programme team

To: All Mosaic and Oxweb, Programme and Project Board members and other key stakeholders

Actions:

- Note the updates on the Transforming Oxford's Digital Communications programme
 - Mosaic site owners to continue preparing content for migration
 - Sign up to attend the update meeting on Thursday 23 May
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Dear Colleagues,

Following our email in March, 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, focusing on two key projects:

- **Oxford Fresco**, a University-wide [web content management system \(CMS\)](#) which will be a stable, secure and flexible platform for all University public-facing web content.
- **OxIntranet**, 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.

The programme is also working closely with a separate Student Hub project, which aims to provide a dedicated online portal, **MyOxford**, for all Oxford students.

Platforms

Pilots

Pilots are taking place between now and the end of Trinity term on both Oxford Fresco and OxIntranet. They are designed to help us test the platforms' functionality, ensuring they work for individual departments, and the University as a whole.

A small number of colleges and departments will be piloting OxIntranet and MyOxford and at the same time – to understand how they work alongside each other.

A full list of pilot partners is available on our webpages.

Design

Design continues to be a focus, particularly for the web CMS team. An external design agency is supporting design for Oxford Fresco – both for individual sites, and the main University website (OxWeb on Fresco).

Logos are also being designed for Fresco, OxIntranet and MyOxford.

Content

We are very pleased that we have now published a draft content strategy for the University.

The strategy outlines how teams across the University will publish, organise, manage and govern content – informing how we manage content across our platforms, both internally and externally.

This includes establishing principles for content, and ways of managing and refreshing it over time. It also outlines how we plan to publish content across the web and internal platforms, to ensure relevant information is available to internal and external audiences.

This strategy has been developed collaboratively with input from communications officers and other key stakeholders around the University, and the latest draft has received positive feedback.

You can find the draft strategy on the programme page, and we would welcome any further feedback you may have.

Migration

We expect the majority of migrations from current Mosaic and OxWeb sites to take place between September 2024 and the end of 2025.

A new project is now live to ensure this critical activity receives the level of attention needed. It includes:

- ensuring we have the right training and support models in place
- developing a timeline and agreeing migration tranches
- clarifying who has responsibility for different aspects of the migration

We are also investigating the feasibility of being able to offer some degree of automation alongside manual migration.

We would like to reassure you that this is an absolute priority for the programme team, and we will be in touch with current Mosaic owners in the near future to provide more information, and to find out about their needs for migration.

Preparing for the migration

As we have said before, it 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](#), and we will be sharing more detailed guidance soon to support those who would like more help when they undertake their audits.

We strongly encourage current Mosaic site owners to carry out an audit of their site in the near future if they haven't already, to support with the upcoming migration.

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

Further information

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

We will also be hosting an online update briefing for communications teams and other stakeholders on Thursday 23 May from 11.30am to 12.30pm. Please complete this form to sign up

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

Best wishes,

Lindsey Booth, Business Change Manager
On behalf of the Transforming Oxford's Digital Communications Programme