



City of Austin

Workflows

April 27, 2010



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Presentation Overview

- Goals
- Methodology
- Key findings
- New site wish list
- Workflow recommendations
- Summary

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Goals



Goals

- Discuss needs and wants for new publishing system
- Establish needed workflows
- Document up to ten recommended workflows for internal customers that use the Austin City Connection to publish and edit content

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Methodology



Methodology

- Preliminary analysis of existing process with Web Team
- Interview representative set of users on needs and wants
 - Content publishers (PIOs)
 - Web team
- Analyze information presented
- Develop new workflows in conjunction with Web team and PIOs

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Key Findings



Updating the website is tedious

- The content *publishing* system isn't user friendly
- There is no content *management* system
 - Technology Assessment Report details core missing features and other related information
- Building pages is a very manual and time consuming process
- Accessibility is often forgotten until content is up, then changes need to be made



Communication of updates inadequate

- Communication on updates is done outside the system, takes extra time and isn't always adequate
- Having updated information is essential
 - Example: 311 operators utilize the website for information and need to know when information has changed



Solutions Discussed

- Establish and document workflows for developing and updating content on the website to ensure proper governance and consistency
- For the new site have a CMS that makes publishing and management of content easier; also alerts to improve communication on updates internally

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Benefits

- Save time
- Richer content
- More governance
- Improved communication

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New site wish list



New site wish list

- A true content management system
- Support for workflows
- Support for alerts on site
 - Examples: automatically update 311, notify other departments
- Support for full life cycle management
 - Scheduled publication of content
 - Scheduled removal of content
 - Automatic archival of relevant content
- Integration with project management system for auto updates
- Version tracking

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New site wish list (cont.)

- Page templates
 - Makes content publishing easier
 - Enforces brands, style, and navigation structure
- Easy to use widgets available when building pages
 - Calendars
 - Surveys
 - Online forms
 - “Libraries” to choose images, videos for enhancing content
- Staging area for reviews/approvals prior to publishing



Workflow recommendations



Proposed Workflows

- Sensitive/Emergency content publishing
 - Example: HSEM emergency notification
- Active content publishing
 - Publishing topical content
 - May changes in several places
 - Example: Press release
- Static content publishing
 - Publishing content that does not change frequently
 - Typically located in only one place
 - Example: New content about an existing Parks Department project

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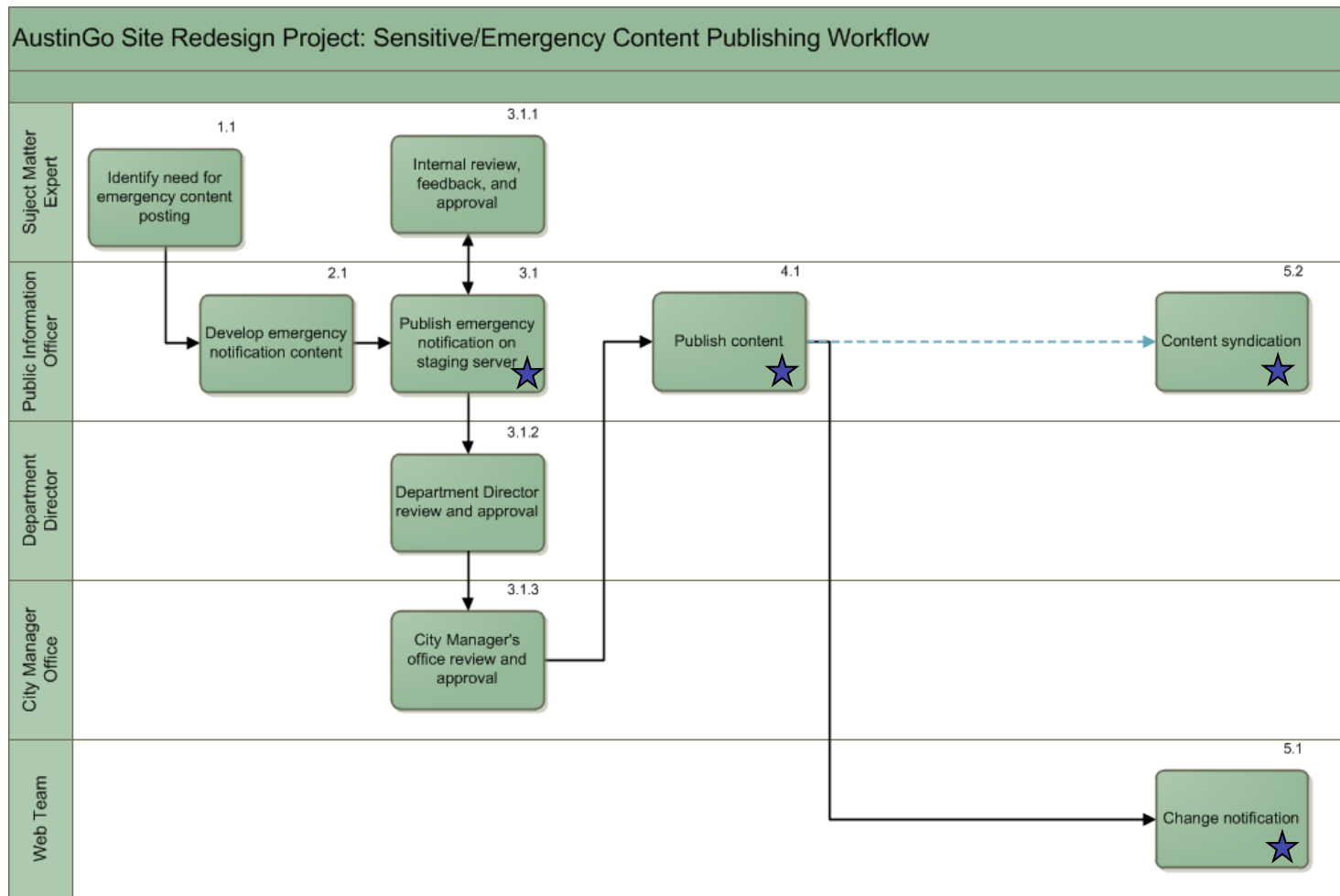


Proposed Workflows (cont.)

- New Website section or site
- Removing content from the site
- Emergency/Incident content publishing

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Sensitive/Emergency Content Publishing

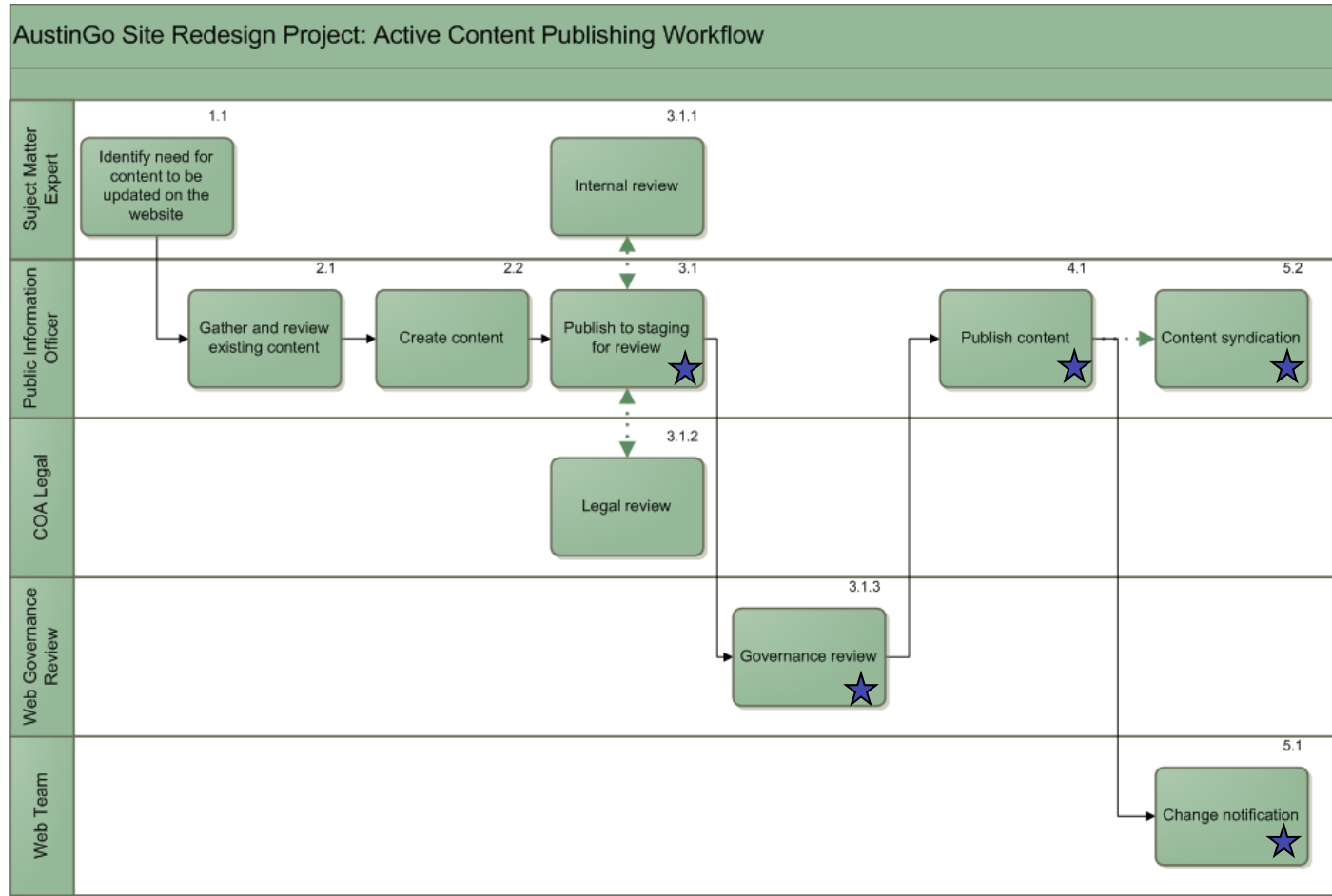


★ = automated by the system

Sensitive/Emergency Content Publishing

Step	Name	Owner	Description
1.1	Identify need for sensitive/emergency content posting	Subject Matter Expert	SME identifies or is notified of something that requires rapid publishing on the web site and notifies the PIO.
2.1	Develop notification content	Public Information Officer	The PIO creates the content using a template or form on the website.
3.1	Publish notification on staging server	Public Information Officer	The PIO publishes the content to a staging area for review. SME is auto notified.
3.1.1	Internal review, feedback, and approval	Subject Matter Expert (CPIO)	The PIO requests review from the SME and, optionally, the Corporate Public Information Officer (CPIO) and others.
3.1.2	Department Director review and approval	Department Director	The Department Director must approve the emergency content for posting.
3.1.3	City Manager's office review and approval	City Manager Office	The City Manager's office must approve the content prior to publishing.
3.1.4	Governance Review	Web Governance Review	The governance review team is notified. The team reviews and approves the content for publishing.
4.1	Publish content	Public Information Officer	With all approvals complete, the PIO publishes the content on the web site. The PIO chooses departments/people to notify of changes via the system.
5.1	Change notification	System	The Web Team automatically gets a notification that new content has been published on the site.
5.2	Content syndication	System	Once the content is published, notifications and content syndication options are executed. The PIO may select multiple channels to announce the new content.

Active Content Publishing

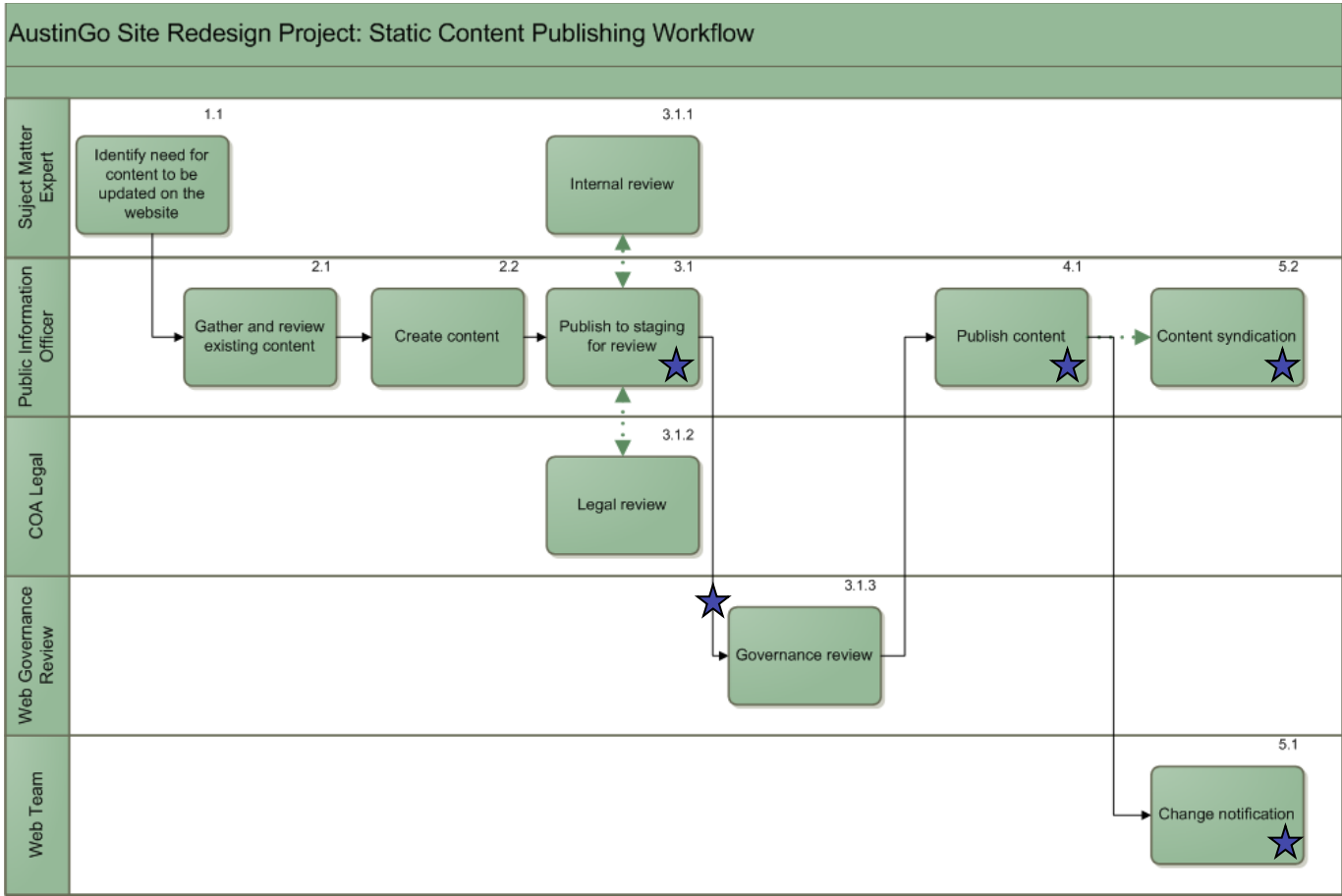


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Active Content Publishing

Step	Name	Owner	Description
1.1	Identify need for new content or updated content on the website	Subject Matter Expert	SME identifies or is notified of something that requires publishing on the web site and notifies the PIO.
2.1	Gather and review existing content	Public Information Officer	The PIO reviews existing content and gathers the information necessary to create the new content for publishing.
2.2	Create content	Public Information Officer	The PIO creates the new content using a template or form on the content management system.
3.1	Publish to staging for review	Public Information Officer	The PIO publishes the content to a staging area for review by subject matter experts (SME) to verify the accuracy of the content. The SME auto notified by the system.
3.1.1	Internal review	Subject Matter Expert (CPIO)	The PIO requests review from the SME and, optionally, the Corporate Public Information Officer (CPIO) and others.
3.1.2	Legal review	COA Legal	The PIO optionally requests review from Legal department in which case Legal is auto notified.
3.1.3	Governance Review	Web Governance Review	The governance review team is notified. The team reviews and approves the content for publishing.
4.2	Publish content	Public Information Officer	With all approvals complete, the PIO publishes the content on the web site. The PIO chooses departments/people to notify of changes via the system.
5.2	Change notification	System	The Web team automatically gets a notification that new content has been published on the site.
5.1	Content syndication	System	Once the content is published, notifications and content syndication options are executed. The PIO may select multiple channels to announce the new content.

Static Content Publishing

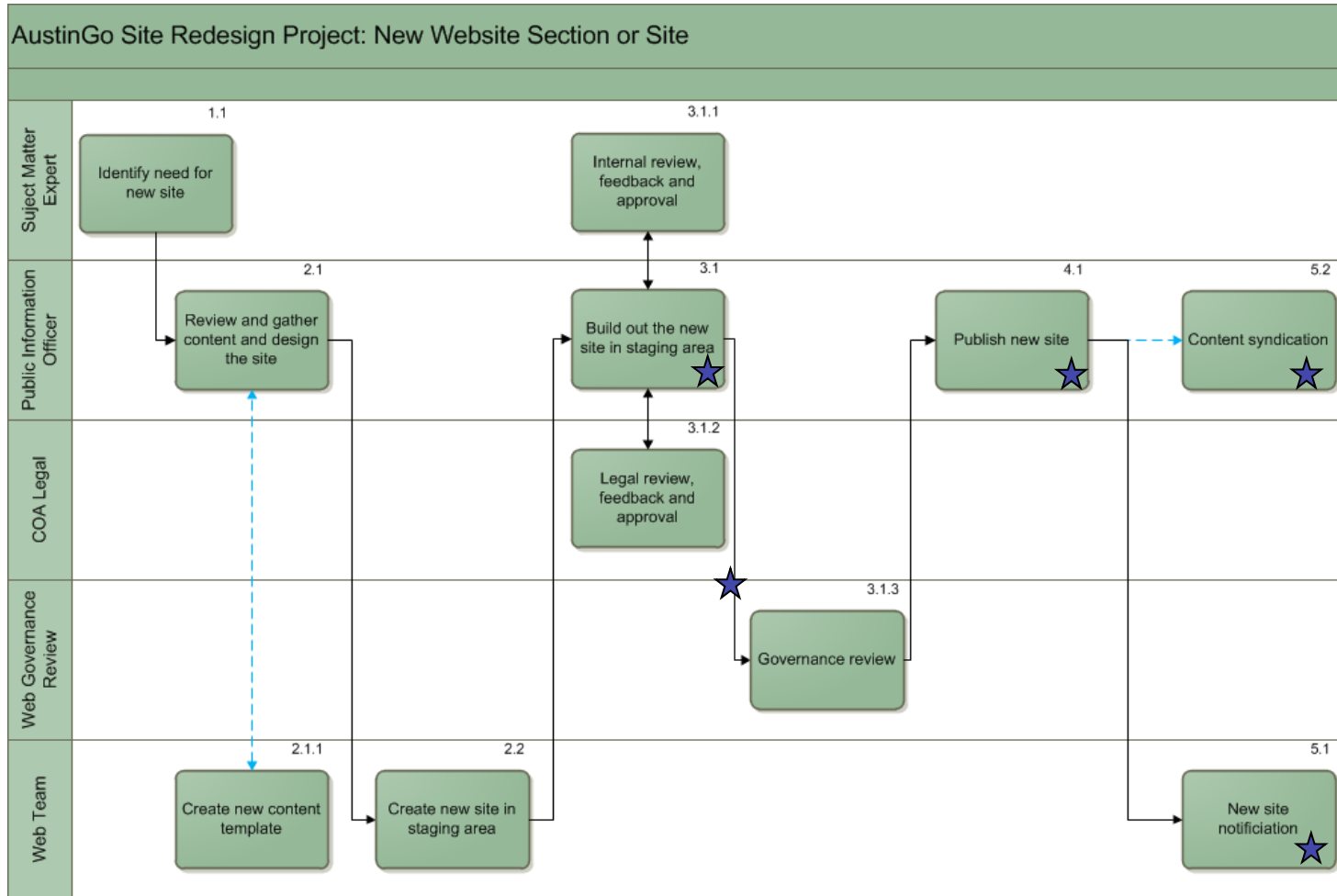


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Static Content Publishing

Step	Name	Owner	Description
1.1	Identify need for new content or updated content on the website	Subject Matter Expert	SME identifies or is notified of something that requires publishing on the web site and notifies the PIO.
2.1	Gather and review existing content	Public Information Officer	The PIO reviews existing content and gathers the information necessary to create the new content for publishing.
2.2	Create content	Public Information Officer	The PIO creates the new content using a template or form on the content management system.
3.1	Publish to staging for review	Public Information Officer	The PIO publishes the content to a staging area for review by subject matter experts (SME) to verify the accuracy of the content. The SME auto notified by the system.
3.1.1	Internal review	Subject Matter Expert (CPIO)	The PIO requests review from the SME and, optionally, the Corporate Public Information Office (CPIO) and others.
3.1.2	Legal review	COA Legal	The PIO optionally requests review from Legal department in which case Legal is auto notified.
3.1.3	Governance Review	Web Governance Review	The governance review team is notified. The team reviews and approves the content for publishing.
4.2	Publish content	Public Information Officer	With all approvals complete, the PIO publishes the content on the web site. The PIO chooses departments/people to notify of changes via the system.
5.2	Change notification	System	The Web team automatically gets a notification that new content has been published on the site.
5.1	Content syndication	System	Once the content is published, notifications and content syndication options are executed. The PIO may select multiple channels to announce the new content.

New Website Section or Site

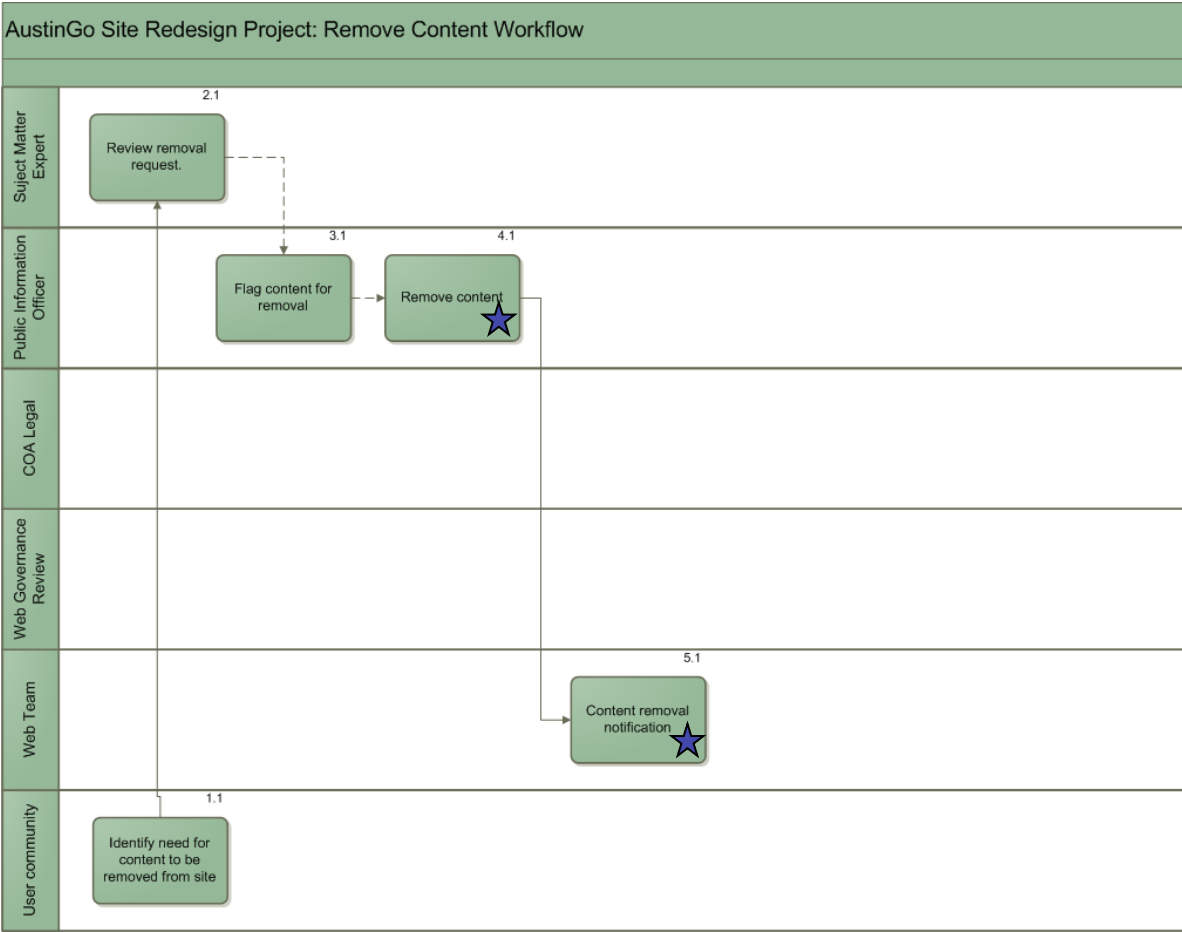


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New Website Section or Site

Step	Name	Owner	Description
1.1	Identify need for new section on the website, or new site	Subject Matter Expert	SME identifies or is notified of that a new site is needed and notifies the PIO.
2.1	Review and gather content and design the site	Public Information Officer (or equivalent if there is no PIO for dept.)	The PIO works with the department to review the request and gather content for the new site.
2.1.2	Create new content template	Web Team	If an acceptable content template is not available, the Web Team facilitates the development of templates for the new site. The Web Team manager (i.e. Matt Esquibel) and Web Team Content Manager (i.e. Chris Florence) work together to complete this task.
3.1	Create new site in the staging area	Public Information Officer (or equivalent if there is no PIO for dept.)	The PIO picks a site template and begins to add the content necessary to create the site. The PIO has a tool box so they can add pre-built widgets to the new site including calendar of events, forms and others.
3.1.1	Internal review, feedback and approval	Subject Matter Expert	There is an iterative review cycle between the PIO and SME with the PIO making changes to the site until the SME approves the site for publishing. The PIO may also optionally include the Corporate Public Information Officer (CPIO) and others.
3.1.2	Legal review, feedback and approval	COA Legal	The PIO optionally requests review from legal department in which case legal is auto notified.
3.1.3	Governance Review	Web Governance Review	The governance review team is notified. The team reviews and approves the content for publishing.
4.1	Publish new site	Public Information Officer (or equivalent if there is no PIO for dept.)	With all approvals complete, the PIO publishes the content on the web site. The PIO chooses departments/people to notify of changes via the system.
5.1	New site notification	System	The Web Team automatically gets a notification that new content has been published on the site.
5.2	Content Syndication	System	Once the content is published, notifications and content syndication options are executed. The PIO may select multiple channels to announce the new content.

Removing/Archiving Website Content



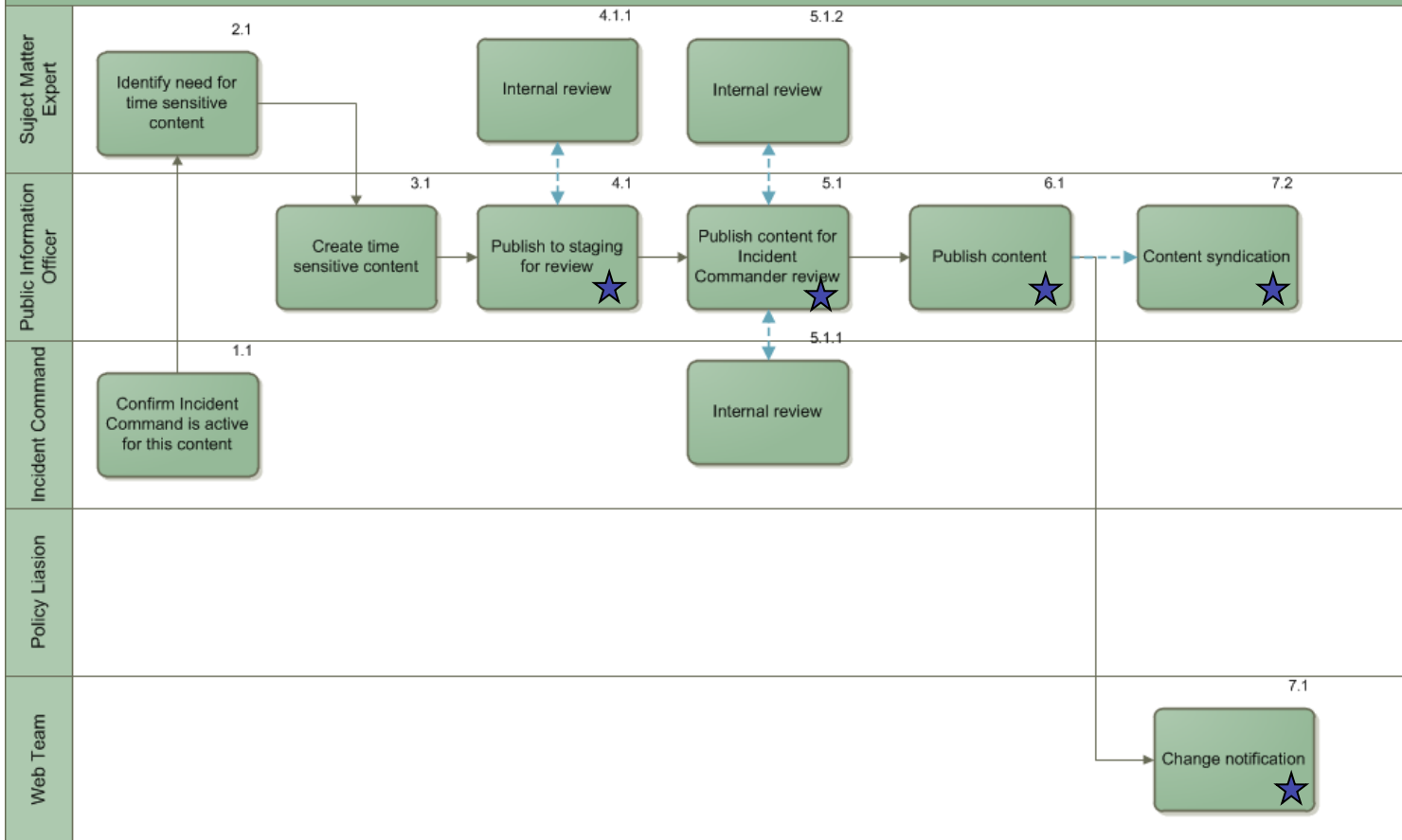
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Removing/Archiving Website Content

Step	Name	Owner	Description
1.1	Request content removal/archive	User	Any individual (internal or external) can ask for content to be removed
2.1	Review removal/archive request	Subject Matter Expert	The SME is notified of content that needs to be removed from the site. This can be configured in advance or on demand.
3.1	Flag content for removal/archive	Public Information Officer	<p>The PIO flags the content for removal from the site. The PIO can choose the following removal options:</p> <ul style="list-style-type: none">-Un-publish-Delete only.-Delete and archive. <p>The PIO identifies where traffic to the old content should be redirected. This can be configured in advance or on demand.</p>
4.1	Remove/archive content	System	The PIO completes the removal and archiving of the content on the web site. The PIO chooses departments/people to notify of changes via the system.
5.1	Content removal/archival notification	System	The Web Team automatically gets a notification that new content has been published on the site.

Emergency/Incident Content Publishing

AustinGo Site Redesign Project: Emergency/Incident Content Publishing



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Emergency/Incident Content Publishing

Step	Name	Owner	Description
1.1	Confirm emergency/Incident Command response is in effect.	Incident Commander	The Emergency Content Publishing workflow only goes into action if the Incident Command exists.
2.1	Identify need for content	Subject Matter Expert (SME)	The SME identifies the need for content.
3.1	Create content	Corporate Public Information Officer (CPIO)	The CPIO generates the content.
4.1	Publish to staging for review	Corporate Public Information Officer	The CPIO publishes the content to a staging area for review by subject matter experts (SME) to verify the accuracy of the content. The SME auto notified by the system.
4.1.1	Internal review, feedback and approval	Subject Matter Expert	There is an iterative review cycle between the CPIO and SME with the CPIO making changes to the site until the SME approves the site for publishing.
5.1	Publish content for incident commander review	Corporate Public Information Officer	The CPIO advances the content through the workflow process so the Incident Commander can review.
5.1.1	IC Review	Incident Commander	The Incident Commander is notified. The IC reviews and approves the content for publishing. If there are changes to be made the IC relays them to the CPIO.
5.1.2	SME Review	Subject Matter Expert	If the IC has requested feedback and CPIO needs assistance, he will alert the SME, who will provide feedback. The IC, SME, and CPIO will work together to get content approved.
6.1	Publish content	Public Information Officer	With all approvals complete, the PIO publishes the content on the web site. The PIO chooses departments/people to notify of changes via the system.
7.1	Change notification	System	The Web Team automatically gets a notification that new content has been published on the site.
7.2	Content syndication	System	Once the content is published, notifications and content syndication options are executed. The PIO may select multiple channels to announce the new content.



Summary



Summary

- Six new workflows will take advantage of improved content management framework for content publication

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