



WCMS Change Management Survey

What are your concerns about this project?

- Time and effort to retrain
- Amount of bugs or necessary workarounds in first iteration
- Amount and quality of support provided by WCMS team
- User needs and requests won't be met after all this work
- Old features and constraints will still be limiting
- What the migration process will require from site maintainers
- Communication with stakeholders throughout the entire process (inability to plan the work and support required)



How will this impact your role?

- Hopefully it won't!
- Significant impact on POCs
 - Number of sites managed by individual POC
 - Inadequate resources (time and people) available to assist
 - Manual migration, site review/edits, content redesign
 - Providing support for site maintainers and the learning curve
 - Impact on existing custom site development
 - Impact to other work priorities



Do you see this as an opportunity to redesign your site content?

- Equal “yes” and “no” responses
- Not feasible for POCs with large number of sites
- Depends on features/functionality - will I need to?
- Good opportunity to review content



Feedback and lessons learned from responsive design migration

What worked well?

- Being provided a pilots site to test and remediate content
 - Opportunity for approvals and buy-in
- Project management plan for prioritizing sites, migration timelines, team resources
- Support and flexibility from WCMS team

Feedback and lessons learned from responsive design migration

What didn't work well?

- Clarity regarding new layout when building content and viewing content
- Lack of examples of how the new layout and features might look
- Failure to adopt stakeholder feedback
- Manual review of site and tweaking of content
- Communication and support

Feedback and lessons learned from responsive design migration

What would you change about the process?

- More extensive consultations with stakeholders
- Clearer communication
- QA process
- Exemplars to showcase new layouts, functionality, ideal use cases
- Less bugs at initial rollout
- Training courses focused on new features/functionality only

Content revisions

How are they used and do they need to be migrated?

- Never use them
- Sporadically refer to them
- A backup to compare edits
- Revert back to them regularly to make current
- Always use them

Migrate published version of site only:

- Supportive: 35%
- Unsupportive: 23%
- Indifferent: 23%



Content types ranked according to importance

1. Web page
2. Web form
3. News item
4. Events
5. Contact
6. Home page banner
7. Embedded CTA
8. Site footer
9. Person profile
10. Promotional item
11. Image gallery
12. Embedded facts and figures
13. Special alert
14. Custom listing page
15. Project
16. Embedded timeline
17. Service
18. Blog post
19. Bibliography



How do you market your site?

We currently use:

- SEO
- Social media
- Emails
- Mailchimp
- Ads (Google ads)
- Digital screens
- Printed materials (various types)

How do you market your site?

We would like to use:

- COPE
- CTA buttons from central content (like Stories) to our own websites, that we can control.
- 'Subscribe to' email for blog posts and news
- Google tag manager
- CRM integration
- Google calendars
- Ability to work with Scinage
- Integration of social timelines
- Google Optimize to A/B test content
- QR codes



Common mistakes being made

As a content maintainer and a site visitor

- Primarily user error - need to word better. Will review and see how it will influence help docs and notes to make them better



Comments or questions?

- Hope D8 brings a greater balance between design and function
- Appreciate WCMS team support and hope that will not change
- Greater flexibility in the new system
- Plenty of notice and clear communication
- Hire usability experts
- Follow recommendations from the Web Strategy Committee
- Better UX
- Allow embedding other apps (apps whitelist)
- Customizable look