

UNIVERSITY OF
Southampton

Course Pilot Workshops

What, why, how

Ayala Gordon and
Padma Gillen

Today we'll speak about...

Part 1

- Reminder of OneWeb
- Why course pilot
- Proposed governance

Q&A

Part 2 - fact checkers and SPOCs

- GatherContent demo

Articulating the problem

What is our “website”?

- All external web facing content on southampton.ac.uk or soton.ac.uk or any respective University subdomain
- Doesn't require a login
- Examples:
 - E-folio (blog part of e-folio)
 - Banner student application
 - WordPress blogs
 - Online store
 - Online donation forms
 - Tilda sites
 - Open data

Amputee Reported Outcome Measure (AMPROM)

NOTE THIS IS FOR DEMONSTRATION ONLY

This questionnaire is designed to capture information relating to the clinical outcomes from use of prosthetics.

The survey is split into two parts, Part A is to be completed by the clinician. Part B by the patient. Please complete it in one sitting.

Clinician Survey

Patient Survey

Research Portal

The data is gathered anonymously, and will be analysed to provide some much needed epidemiology in this clinical field.

LJ and DM to provide some further background information on the study here



[Faculty of Social, Human and Mathematical Sciences](#)

[School of Mathematics](#)



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Essays on SIGMA by John Elvey

[References](#)

Ray d'Inverno's Online Piano Jazz Course

[Course](#)

Past Teaching


The screenshot shows a blog post on the University of Southampton website. The title is "Integrating MOOCs into modules...international version :-)". The post is dated 21st September 2017 and is by Lisa Harris. The content mentions a presentation at the International Conference for Educational Media (#ICEM2017) at the University of Naples. Below the text is a video player showing a slide titled "Integrating MOOCs into University Modules". To the right of the post is a sidebar with "Recent Posts" and "Recent Comments".

The screenshot shows the "Online Store" page of the University of Southampton. It features a navigation menu on the left with "Home", "Product Catalogue", "Conferences & Events", and "Short Courses". The main content area includes a "University of Southampton Online Store" banner with a photo of students. Below the banner, there are sections for "University of Southampton's Online Store" and "can be paid for by Credit or debit card and". At the bottom, there is a list of categories: "Conferences & Events (7)", "Business Management and Law (1 item)", "Conference and Hospitality (1 item)", "Health Sciences (1 item)", and "Read More...".

 Unassigned ▼

Hi, is this your website or it is a scam site


 <https://studentrecords.soton.ac.uk>

 **University of Southampton**

Oct 30, 2:26pm



Hi 

Thanks for your message, yes I can confirm the website you provided is ours, how can i help?



 Assigned to Jonny Vaughan 15 mins

"Just in case you wanted to also pass this on to the web team"

by **Enquiries**

 
Nov 02, 9:26pm

i was just skeptical it might be a scam because it look too different from main page and domain

 
Nov 02, 9:26pm

thanks

Result

11 identical
pages

R9Q3 BA Languages and Contemporary European Studies (English) (Non-native English speakers only) (3 years)

Humanities

Modern Languages

Questions about studying at Southampton? [Ask our students](#)

Introducing your degree

Are you a non-native English speaker who wants to study the vast culture and history of the European continent while studying a language? Then apply for our BA Languages and Contemporary European Studies (English) degree for non-native English speakers. Examine English and its importance within Europe and learn the fundamentals of this popular language. You will also explore topics such as post-French war thought, and you can choose a second language to study alongside English. Expand your foreign language skills with our three-year degree course in Languages and Contemporary European Studies (English) degree.

Course Facts

UCAS Institution Code: S27
UCAS Course Code: R9Q3
Degree Awarded: BA
Intake: 150
Average applications per place: 8
[View entry requirements](#)

[Order a subject brochure](#)

[Order prospectus](#)

[How to apply for this course](#)

Overview | Entry Requirements | Modules | Fees & funding | Learning & Assessment

Audit key takeaways

1#

The current publishing model is not fit for purpose

2#

Our current domain model is not fit for purpose

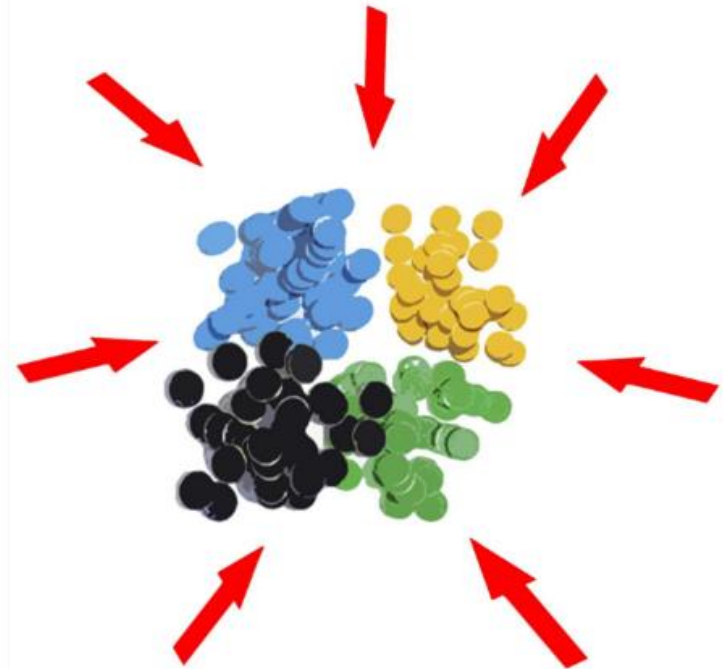
3#

Our current governance model is not fit for purpose

4#

Our current content creation model is not fit for purpose

The proposition - OneWeb



Why course pilot?

- Our course pages play a vital part in the University's strategic goal to be recognised as an international centre of research and teaching excellence
- Course pages generate 21% of the overall traffic to our website
- Complex publishing model and roles and responsibilities

This is a new approach to:

- How we present our courses
- How our web content is structured
- How it is published

We're prototyping new content for an undergraduate course from each of the new faculties and testing them with users.

We're also prototyping a new approach to governance - that's what this workshop is about.

The old governance model was basically a ‘no governance’ model. This is dangerous and expensive for the University. It also results in extremely varied quality of content.

The new governance model we are testing is designed to be safer, more efficient, and will allow us to publish high quality content - quickly and consistently.

New governance model

The governance model is centred around the needs of users. It splits ownership of content into:

- user experience (UX)
- factual accuracy
- compliance

New governance model

- Content designers in the central team own the user experience.
- Fact checkers in faculties own the facts.
- CQA own compliance.

Working together, we ensure content works for users and is both factually accurate and compliant.

Workflow

GatherContent ALPHA 

Overview Content Templates Files Calendar Content Map People Workflow Connect & Export 




Workflow






Create a new status






This is your project's workflow. Statuses can be applied to any Item in this project. You can create new statuses and customise the existing ones.

[Read this support article](#) to learn how to translate your project workflow into GatherContent.

 Drag and drop statuses to re-order them.

 Backlog
Initial status for an item, allowing for content and structure to be freely modified.  

 1st draft    

 2i    



Workflow

We will use a strict workflow to ensure:

- everyone can 'own' their part of the process
- we move through the process smoothly - from initial drafting to publishing on the site

Workflow

1. REQUEST

Someone makes an initial request (or the content team realise something needs to change).

The rest of the process happens in GatherContent.

Workflow

2. DRAFT

A content designer drafts or edits the content.

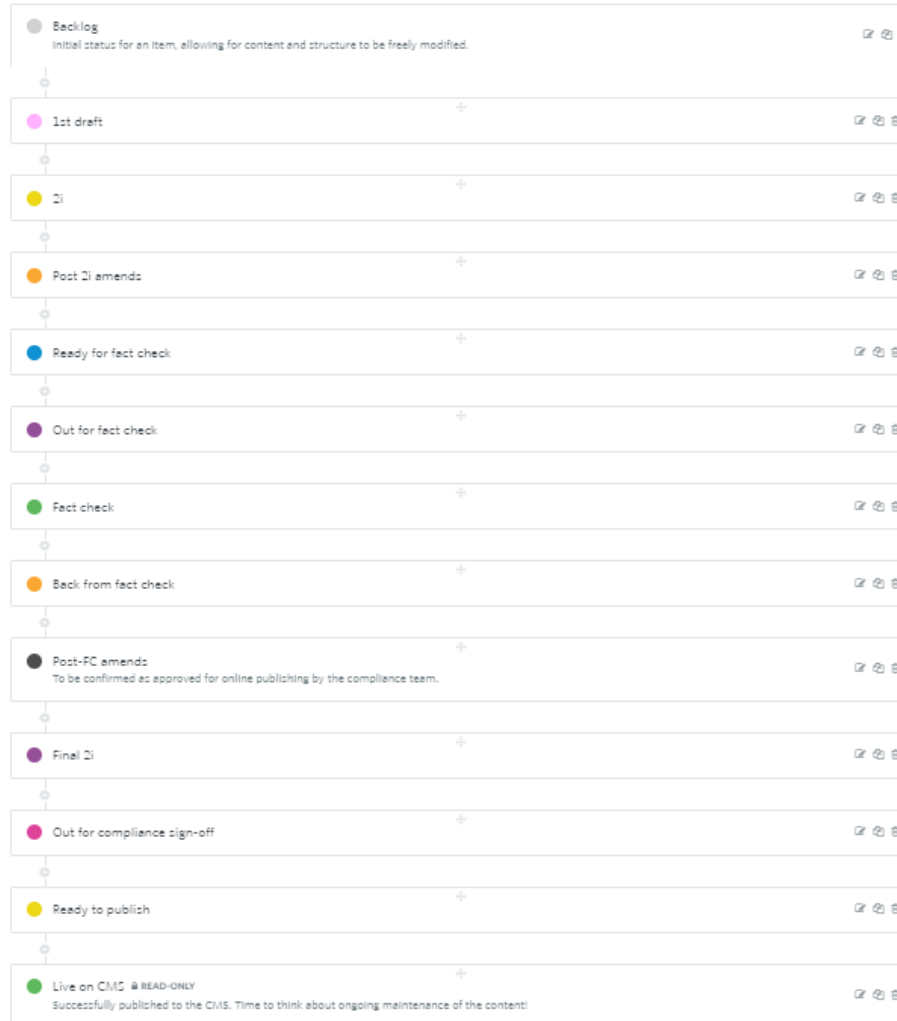
Workflow

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ⓘ Drag and drop statuses to re-order them.



Create a new status

Type the name for a new status

Workflow

3. INTERNAL REVIEW ('2i')

Another content designer "2i's" the draft. This means they check:

- that it meets the stated user need
- the structure makes sense
- it's in style
- it fits with other content on the website
- it is optimised for search engines
- it complies with regulations (CMA, HEFCE)

Workflow

4. POST-2i AMENDS

The first content designer makes any changes flagged up by the 2i person.

Workflow

5. READY FOR FACT CHECK

The content designer assigns the content to the appropriate SPOC for fact check.

Workflow

6. OUT FOR FACT CHECK

The SPOC assigns the content to one or more subject matter experts and sets a due date.

Workflow

7. FACT CHECK

The fact checker(s) comment(s) on the draft by the due date.

Workflow

8. BACK FROM FACT CHECK

The SPOC collates all comments into one coherent set and assigns the content back to the content designer.

Workflow

9. POST FACT CHECK AMENDS

The content designer makes any necessary changes.

Workflow

10. FINAL 2i

The content receives a final 2i.

Workflow

12. READY TO PUBLISH

The content is signed off by CQA and ready to publish.

At this point the content is exported to the content management system.

Workflow

13. LIVE ON CMS

The content designer publishes the content.

Workflow

A content designer, fact checker, SPOC or compliance checker can only work on the item when it is in their stage of the workflow.

Workflow

There are set due dates.

This means you have to make sure you'll be available, or delegate your work to someone suitable, when you know something is coming your way.

If you don't comment by the due date, we assume the content is accurate and we'll publish it.

Data, research and testing

We'll use research to make sure our decisions are working for users.

We'll also test content to see how it performs and review the analytics to see user behaviour.

The end goal

To develop a content operations model that is responsive to the needs of our users and that can change when those needs change - or when we understand how to better meet existing needs.

More information

- For more information [visit our team blog](#)
- To read about the scope of our project, [click here](#)
- To subscribe to our weekly updates, [click here](#)

YOUR QUESTIONS

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