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Course Pilot Workshops

What, why, how

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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

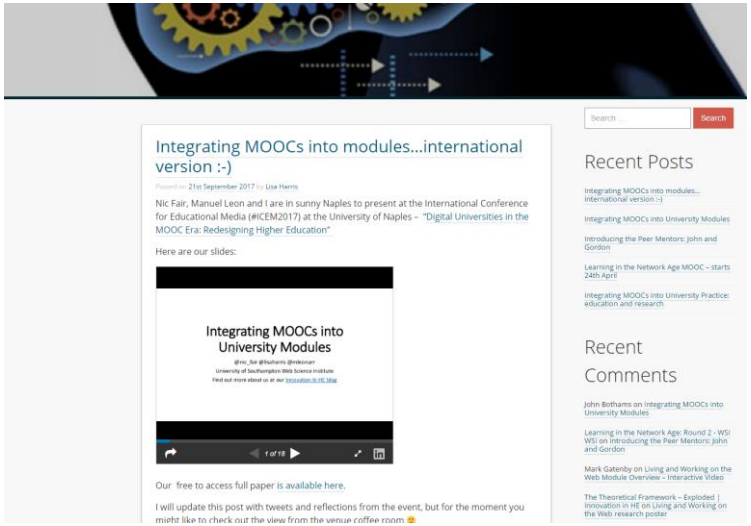
This questionnaire is designed to capture information relating to the clinical outcomes from use of prosthetics.

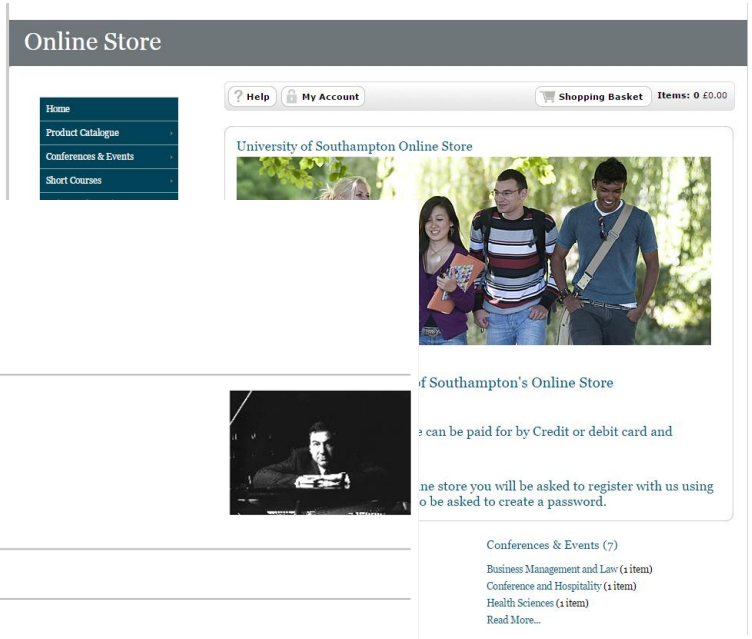
The survey is split into two parts, Part A is to be completed by the clinician. Part B by the patient. Please complete it in one sitting.

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





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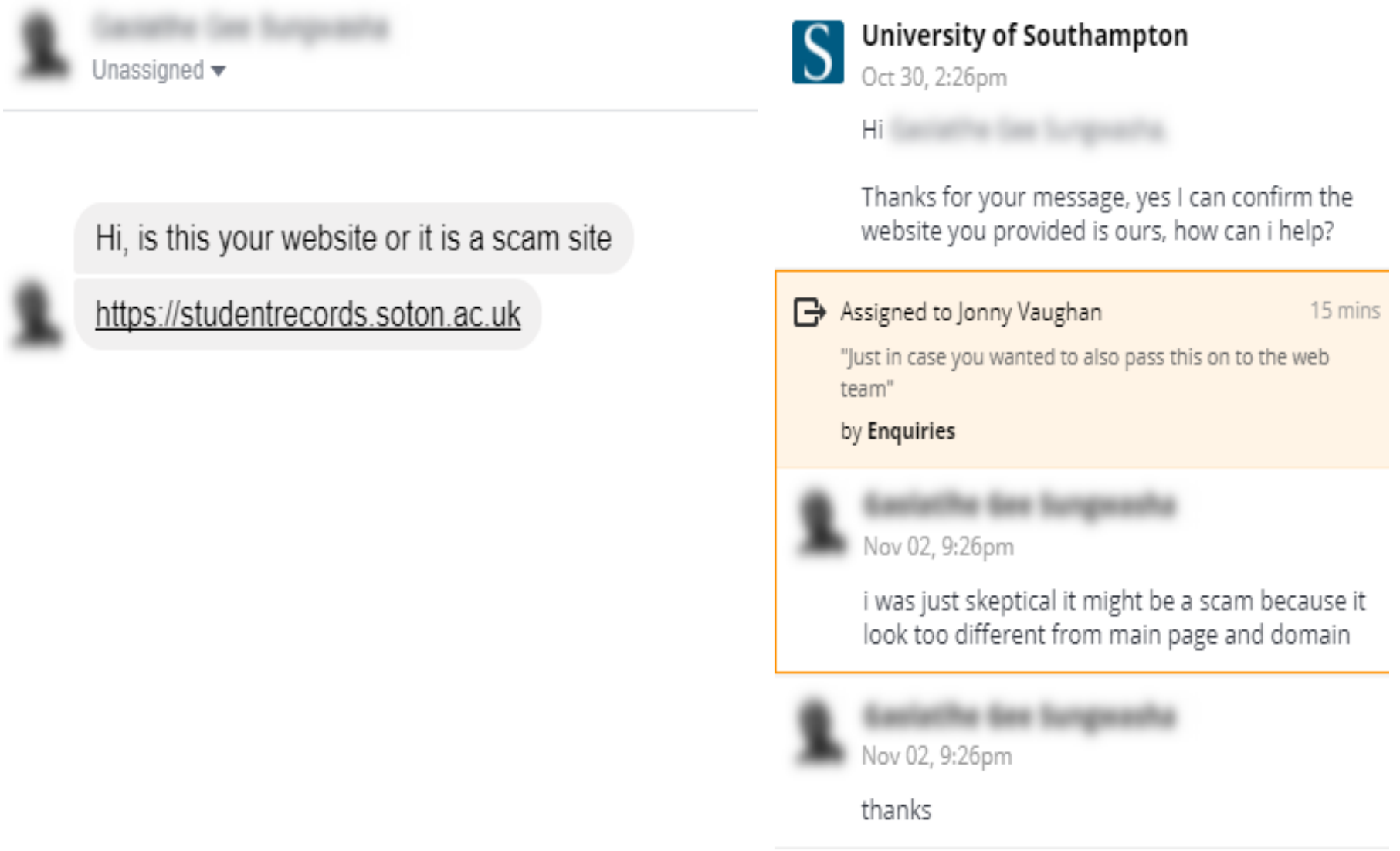
Essays on SIGMA by John Elvey
References

Ray d'Inverno's Online Piano Jazz Course
Course

Past Teaching



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Unassigned ▾

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

https://studentrecords.soton.ac.uk

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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**

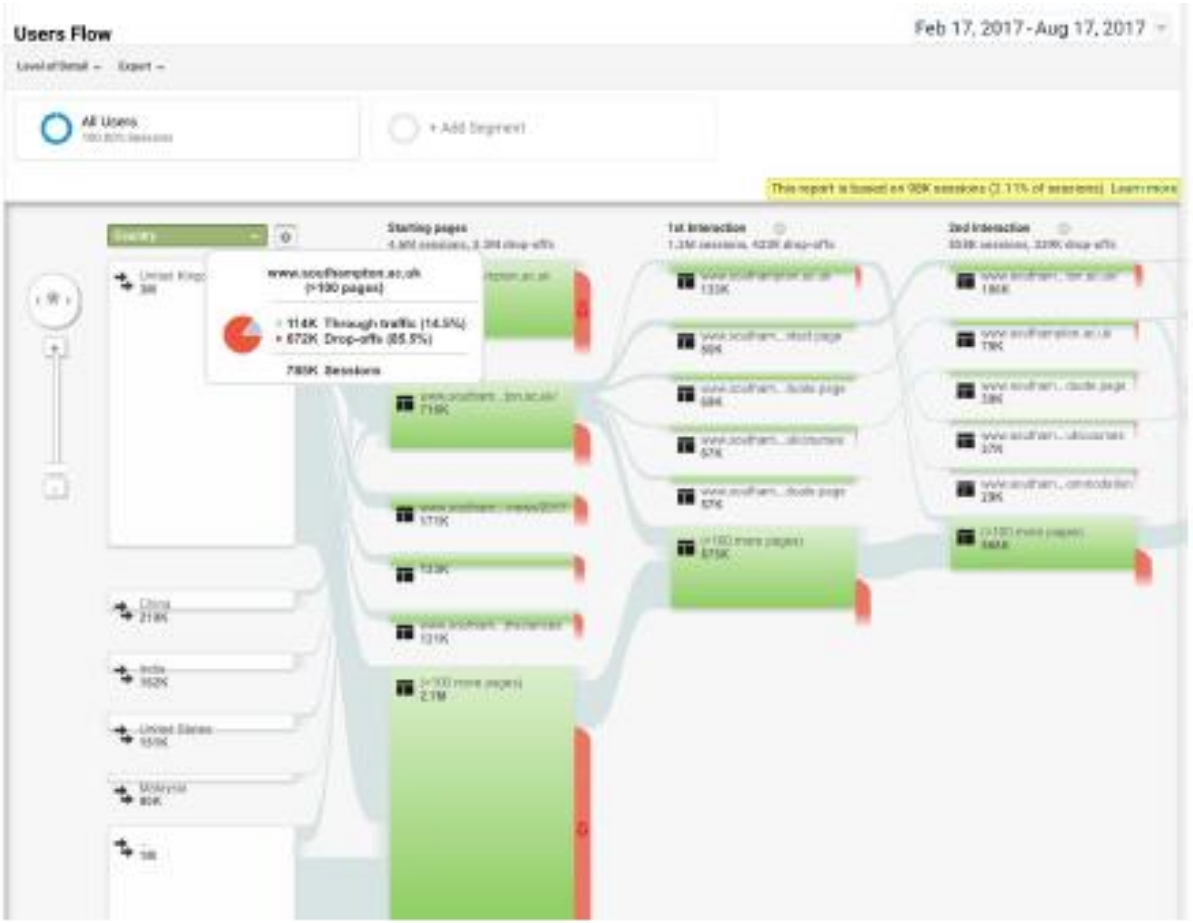
Nov 02, 9:26pm

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

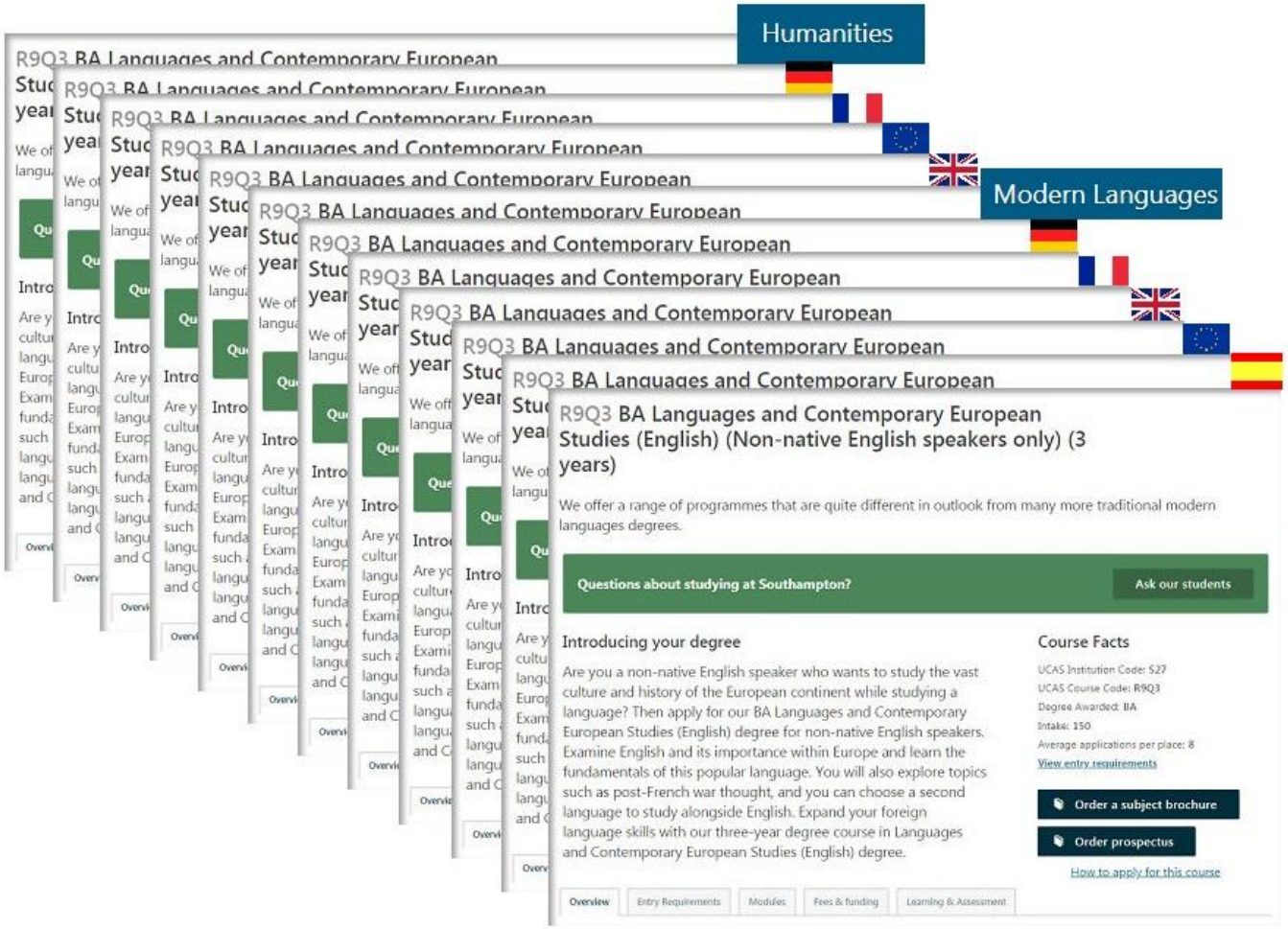
Nov 02, 9:26pm

thanks

Lack of engagement



Result



11 identical pages

Audit key takeaways

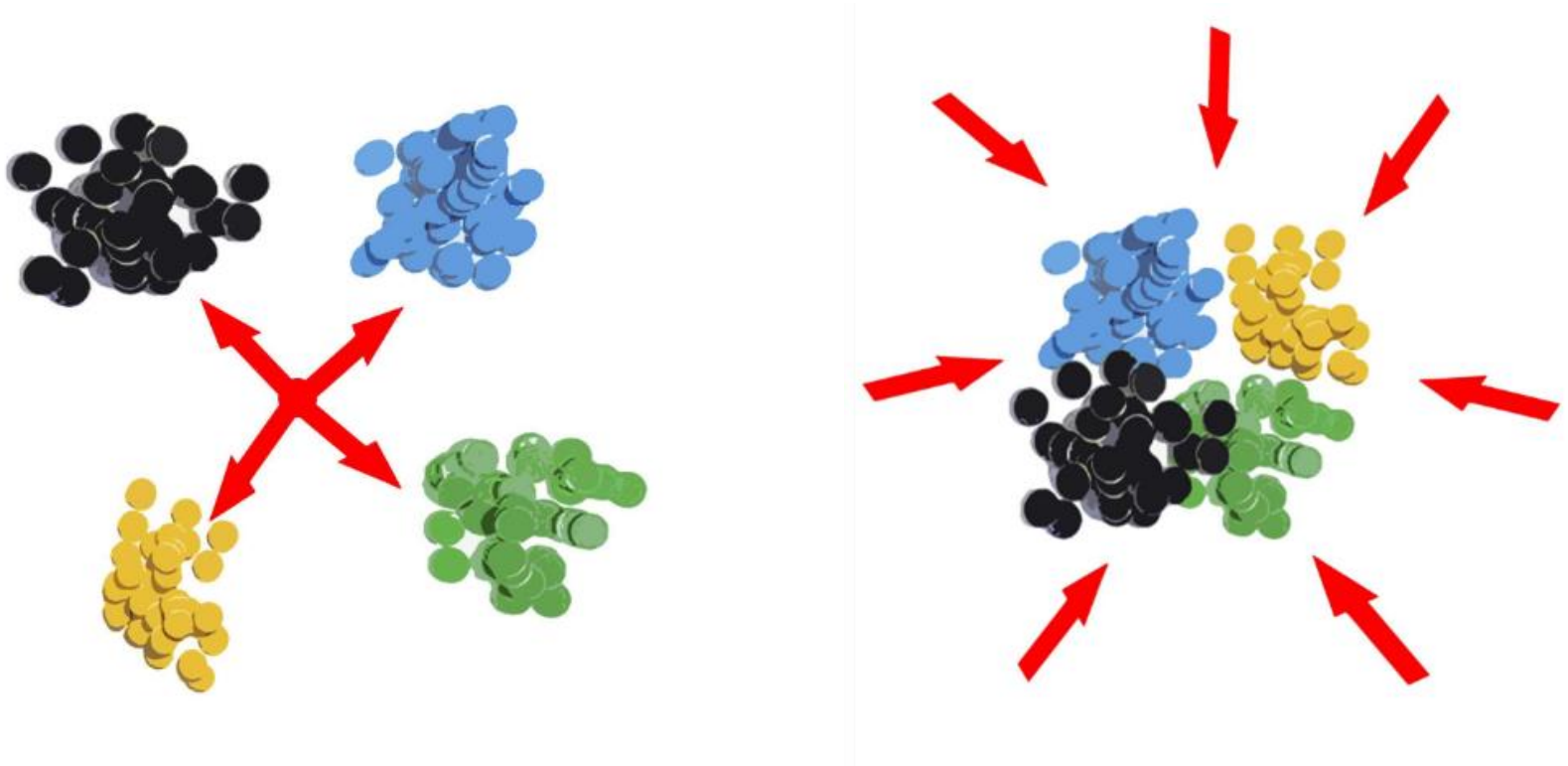
1#
The current publishing model is not fit for purpose

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

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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:

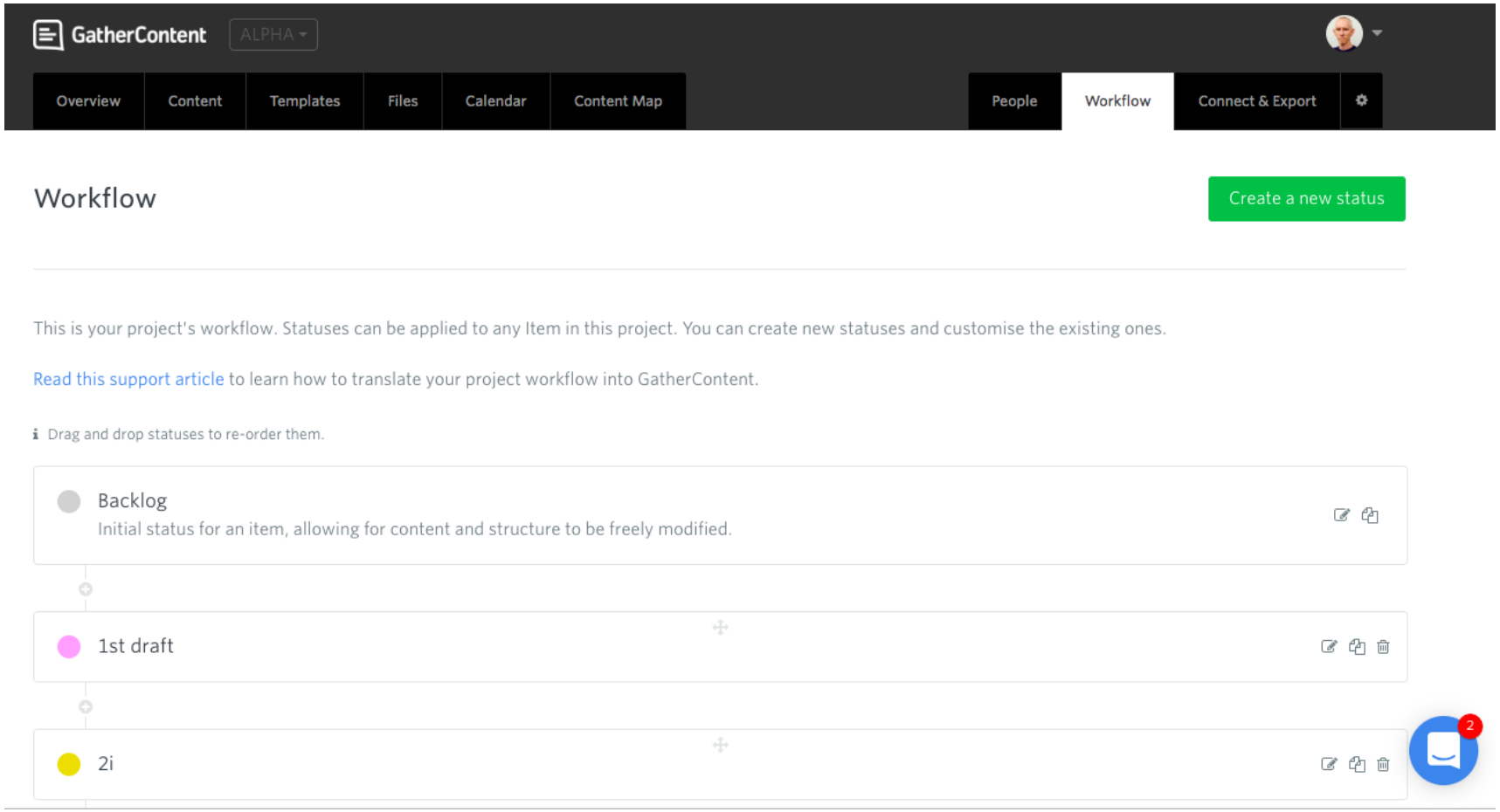
- user experience (UX)
- factual accuracy
- compliance

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
2

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

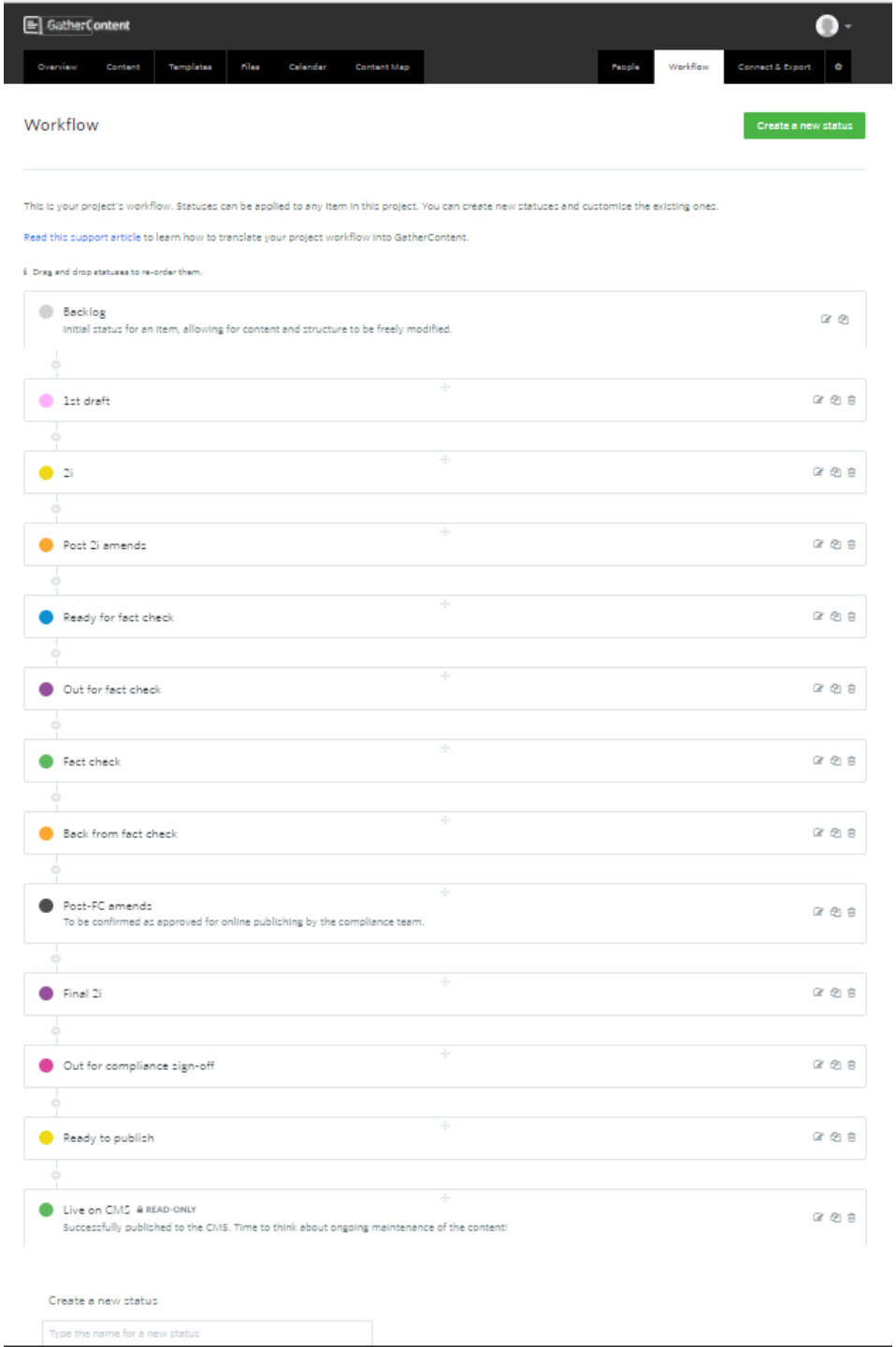
Someone makes an initial request (or the content team realise something needs to change).

The rest of the process happens in GatherContent.

Workflow

2. DRAFT

A content designer drafts or edits the content.



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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.

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.

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

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YOUR QUESTIONS

@ayalagordon | @padmasaysblah