



Carnegie Mellon University

Web Update

Marketing & Communications and
Computing Services

Before we get started...

Thank you for attending. We know you all have busy schedules.

Amanda Berneburg, Director, Online Strategy in the Marketing & Communications Division

Tom Vrana, Director, Enterprise Applications in Computing Services

As you know, this entire web effort is a joint program between Marketing & Communications and Computing Services. We have many members of our team here today.

Agenda

- Goals
- Preview 5.2 templates
- User support preview
- Migration Paths
- Next steps
- Questions

Goals

- Create a cohesive Carnegie Mellon brand online
- Create a digital strategy and infrastructure that supports continuous improvement
- Construct pages/sites to be mobile friendly and ADA compliant
- Use metrics to guide web decision-making
- Develop and execute digital policies and standards for the university

Progress

- Positioning for large set of migrations
- Building user support program

Definitions

- v4, version 4: The design template that most CMS sites are currently using
- v5, version 5, v5.2: The “new” design template; example: CMU.edu homepage



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v5.2 Templates

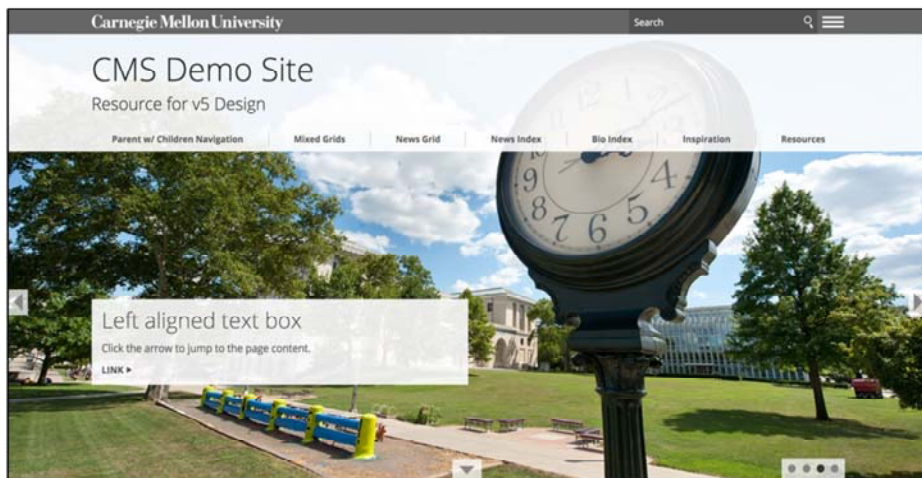
Jordan Harrison, Assoc. Director

Steve Chabassol, Designer/Front-end Developer

v5.2 Templates

1. Standard Page (replaces 2-column, 3-column, expand/collapse)
2. Bio
3. Bio Index
4. Short Bio
5. New Article
6. News Index


Standard Page



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- Meets the needs of most pages
- All of CMU's main site is made from the "Standard Page" type
- Includes: hero images, silent videos, grids, sidebars, slideshows, expand/collapse

News Article



August 18, 2016

Example News Article One

By Author Name 

[Media Inquiries](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus

Optional Sidebar - Links

- Related Link 1 ▶
- Related Link 2 ▶
- Related Link 3 ▶

Optional Sidebar - Events




Apr 21	Title of Event 1
Apr 22	Title of Event 2

[More events](#)

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- New: sidebars!
- New: Media Inquiries dropdown
- Options for grid, slideshow, and additional content below the article


News Index

		
Thursday, August 18, 2016	Wednesday, August 31, 2016	Thursday, September 08, 2016
Example News Article One	Example News Article Two	Example News Article Three
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

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- New: multiple, categorizable grids per page
- Options for slideshow, additional content, and additional grids below the news grid

Bio



John Smith Sr. (CS 2023)

Job Title, School of Computer Science

Optional link related to the subject ▶

Another optional link related to the subject ▶

Email

555-555-5555

555-555-5555

Address

5000 Forbes Avenue
Pittsburgh, PA 15213

Contact

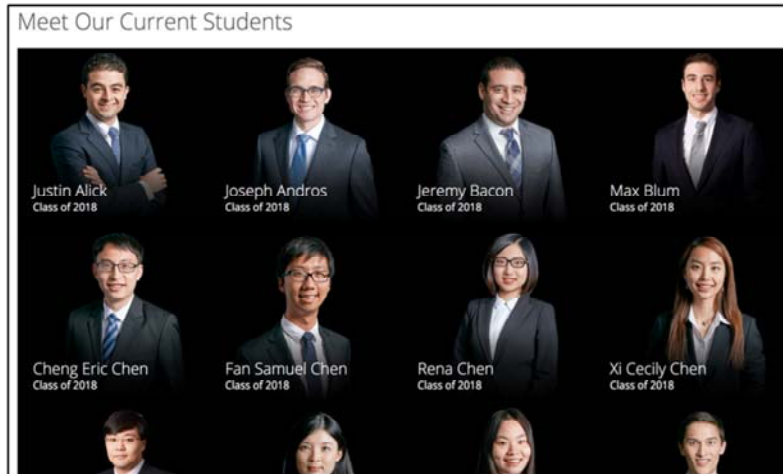
Bio

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

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- New: sidebars!
- New: Contact info dropdown
- Options for grid, slideshow, and additional content below the bio information


Bio Index



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- Multiple, categorizable grids per page
- No more yearbook layout
- New layout: grid or stacked
- Options for grid, slideshow, and additional content below the bios

Short Bio




Jane Jones (CS 2025)
Job Title

[» Contact](#)

Bio

Suspendisse sed purus mattis, laoreet nibh tempus, tempus purus. Praesent quis velit vel erat euismod ullamcorper ac ac turpis. Donec lacinia vel ante finibus gravida. Nulla ut est lacus. Praesent ac odio et justo efficitur suscipit. Cras arcu turpis, blandit sit amet risus vel, laoreet auctor justo. Proin mattis, elit ut tempor dignissim, urna nulla condimentum mauris, blandit condimentum lectus purus in magna.



Mary Brown
Job Title

Department Website [»](#)

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- Mostly the same options as v4
- Options for grid, slideshow, and additional content below the article

New to v5.2

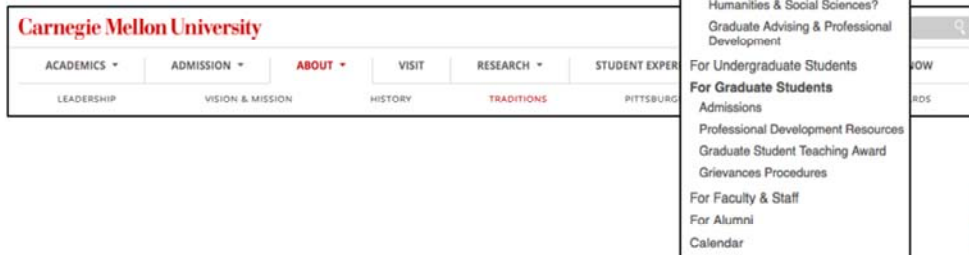


- Side Navigation
- Logos
- Categories Interface

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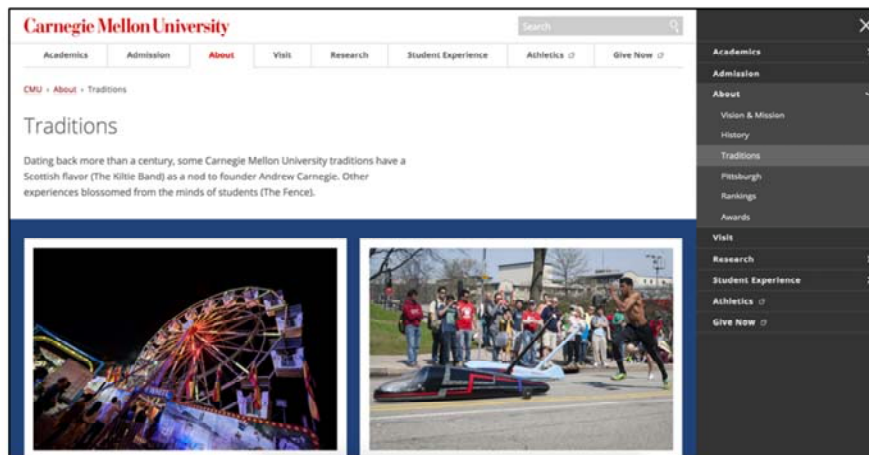
Why new nav?

- 50% of v4 sites need 3+ levels
- Current v5 sites only have 2 levels
- Some visitors miss dropdowns



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v5.2 Navigation



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- Hamburger menu like existing mobile navigation
- 1st level remains at top of every page
- Closed on site homepages
- Open on children pages for easy navigating (but can be closed)
- Navigation structure will still be determined by folder structure
- Recommend shallow navigation on your sites
- We did user testing on the navigation; positive results from diverse demographics

Logos

A custom logo for your group or entity distracts from the equity of the overall university brand – negatively affecting everyone.

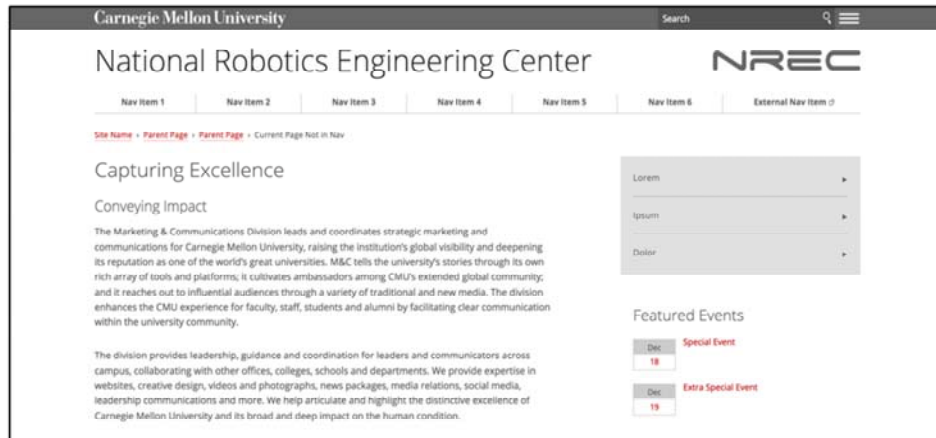
(But some departments have logos.)



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This is Marketing & Communications' official statement about logos.

Logo

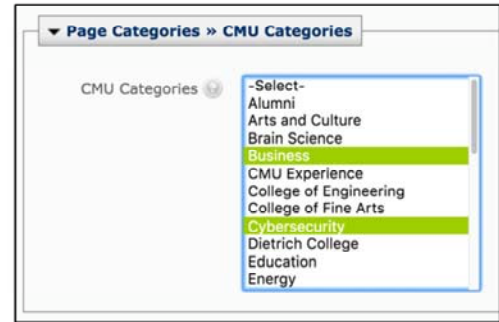


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- We understand that you have unit logos that you want to continue using, so we've made that possible in the new templates. But there are a few guidelines.
- For usability, brand recognition, and SEO: site name will always appear on the left, logo will appear on right
- Landscape, square, and round logos work best
- Remove unit name from logos
- The logo space is set to a max width/height to ensure proper display

Categories

- Improved categories interface
- Categorize News Articles and Bios with keywords
 - Directories organized by department, faculty, staff, student, etc.
 - News based on research area, department, topic, etc.
- Display categorized content on News indexes, Bio indexes, and RSS feeds
- Two types of categories
 - Global are general, university-wide
 - Local are set by you and specific to your site
 - Choose multiple categories from either or both lists



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One common request we've heard from users is the ability to tag articles and bios with keywords

In v4, you could assign keywords to pages, but you couldn't review keywords that had been previously entered.

Now, you can choose from global/preset categories which may suit your needs; or, you can enter your own, which are specific to your site.

You can select multiple categories and mix/match between lists

Then, you can generate News Index and Bio Index pages with content grouped by category.



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User Support

User Support

- Available now: www.cmu.edu/cms-demo
- Available starting in April:
 - NEW website about the web, including how-tos
 - NEW on-demand training videos
 - NEW workshops
 - NEW office hours



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Migration Paths

Amber Becker, Digital Project Manager
Mark Adamson, Manager, Web Operations

Migration Paths

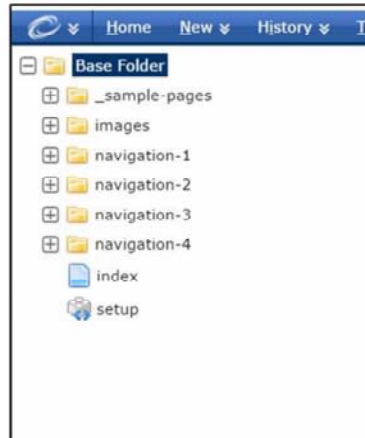
- Questions
- Migration Choice Process
 - Submit web form for each site individually (**Deadline:** April 17)
 - Receive confirmation email
 - Emailed with schedule prior to migration
 - Reminder 1 week before scheduled migration

Migration Paths

- Checklists
 - Step-by-step for each part of the process
 - Summary of what the web teams will be executing at each phase
 - Information on getting help

Migration Paths

- Manual Rebuild



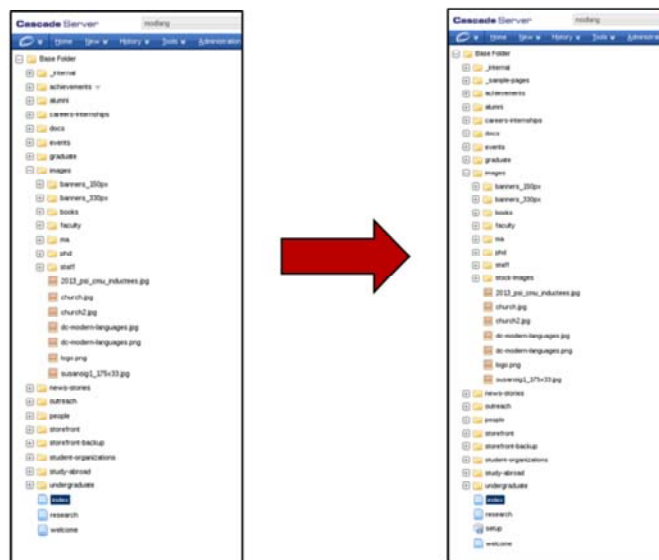
Manual

Site leads that choose this option will receive a clean, empty CMS site environment with the new templates. They will be responsible for building their new sites from scratch. This includes manually entering all of their site content, uploading site files, inserting images, etc. When the site is ready to go, a site publish request will need to be entered by the site sponsor or lead. Then the Computing Services team will publish the new site to the existing site domain, for example www.cmu.edu/news.

If site leads don't have the time or resources to build a site from scratch, we have a second option...

Migration Paths

- Auto-Migration



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Auto-Migration

In this option, the content (text, images, etc.) is lifted out of the version 4 templates. The Computing Services team then does some awesome scripting that takes the content and inserts it into the version 5 templates. With content in version 5, site leads will need to review the site and double check that everything looks good. When the site is ready to go, a site publish request will need to be entered by the site sponsor or lead. Then the Computing Services team will publish the new site to the existing site domain, for example www.cmu.edu/news.

Of course, that is over-simplified, so let's get into the details.... Again if you have questions, please contact us!

Migration Paths: Manual Rebuild

- Before New Site Creation
 - Submit migration choice via the web form (**Deadline:** April 17, 2017)
 - Review the CMS Demo site as well as new training and resource materials
 - Plan staff & resources for building a site from scratch
 - Register for workshops (optional)
- Will receive email 2 weeks before you are able to begin building your version 5 site

Migration Paths: Manual Rebuild

- During Site Creation (Part 1)
 - Download version 4 site backup from the Box link provided by the Computing Services team
 - Create, review & finalize a content plan
 - Refine existing copy and create new site copy as needed
 - Gather additional photography (optional)
 - Manually build all pages
 - Add 3rd party analytics code to site setup block (optional)

-Can start to build content plan, source images and write copy now rather than waiting till the new site environment is ready.

Migration Paths: Manual Rebuild

- During Site Creation (Part 2)
 - Proofread and test all pages
 - Review site on staging server with your team and site stakeholders
 - Plan any necessary URL redirects
 - Submit a publish request at least 10 business days before the desired live date. Indicate if you would like the Online Strategy team to review the content prior to launch. Include specifications for redirects. (**Deadline:** October 1, 2017)
 - Bring unresolved questions to office hours (optional)

Migration Paths: Manual Rebuild

- After Site Publish
 - Check broken links and make fixes (optional)
 - Verify that data is being sent to any additional analytics tools (optional)

Key Notes

- Pages cannot be copied between v4 and v5 websites.
 - Images and video files must be downloaded and uploaded from the site backup provided via Box.
 - Text will need to be manually copy and pasted into the new site.

Migration Paths: Manual Rebuild

- Important Notes
 - Pages cannot be copied and pasted between v4 and v5 websites.
 - Once a new site is created, the site will need to be managed in both places until the v5 site goes live.
 - The Web Resource Site will be published in April.

Key Notes

- Pages cannot be copied between v4 and v5 websites.
 - ALL FILES must be downloaded and uploaded from the site backup provided via Box.
 - Text will need to be manually copy and pasted into the new site.

The Web Resource Site, which will feature documentation, training materials, photography resources and workshop details will be published in April.

Migration Paths: Auto-Migration

- Allows for rapid cutover to new design
- Scripts written by Computing Services convert site for you
 - Sets the new Content Type, Metadata Set, etc
 - Moves photos, navigation into place
 - Creates Asset Factories for creating new pages
 - Creates a setup block with site specific info



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Migration Paths: Example Auto-Migration

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Welcome to the Department of Modern Languages

Come experience both the intellectual and personal enrichment that comes with learning new languages—Arabic, Chinese, French, German, Italian, Japanese, Russian, and Spanish—and encountering the diverse cultures they represent! Our course offerings are rich and varied, and there are opportunities to study abroad, participate in service-learning in local and international communities, and to get involved in numerous co-curricular activities. Our department features some of the most skilled teaching faculty on campus. Much of our research is aimed at acquisition of additional languages and enhanced learning through technology and through literary and cultural studies. The Department of Modern Languages offers students of every discipline a wide range of opportunities to engage with world languages and cultures. Join us!

Modern Languages Department News

- [New Minor in Arabic Studies](#)

upcoming events

March 20
[Victoria Lomasko Exhibition Reception](#)
College of Fine Arts, North Foyer
near the Ellis Gallery (Rm. 312)
6:00 p.m.

March 23
[Discover Dietrich](#)
Baker Hall Coffee Lounge
11:30 a.m. to 12:30 p.m.

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Migration Paths: Example Auto-Migration

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6:00 p.m.

March 23

Discover Dietrich
11:30 a.m. to 12:30 p.m.
Baker Hall Coffee Lounge

Celebrate Dietrich
2:30 p.m. to 4:30 p.m.
CFA Lawn

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Migration Paths: Example Auto-Migration

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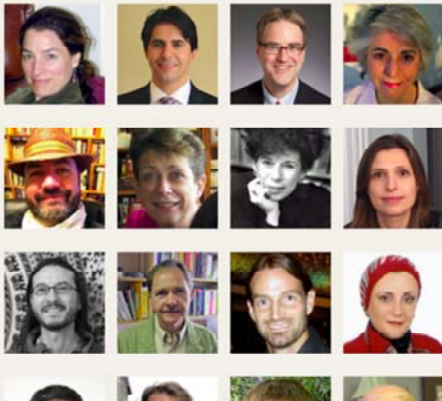
Faculty

[Mariana Achugar](#)
[Khaled Al Masaeed](#)
[Stephen Brockmann](#)
[Charlene Castellano](#)

[Sébastien Dubreil](#)
[Kenya C. Dworkin y Méndez](#)
[Barbara F. Freed](#)
[Tatyana Gershkovich](#)

[Felipe Gómez](#)
[Christian W. Hallstein](#)
[Erik Helin](#)
[Zeinab Ibrahim](#)

[Yasufumi Iwasaki](#)



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Biographies



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Tatyana Gershkovich
Barbara Freed
Felipe Gómez
Christian W. Hallstein
Erik Helin
Professor Emeritus

MODERN LANGUAGES > People > Faculty > Christian W. Hallstein

Christian W. Hallstein

Teaching Professor of German



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Carnegie Mellon University
Baker Hall 160
Pittsburgh, PA 15213

Office: BH 237A

Phone: (412) 268-2897

Fax: (412) 268-1328

Email: ch2w@andrew.cmu.edu

Department Member Since: 1979

Bio

Since 2006 my research has focused almost exclusively on the 18th century German polymath and court preacher in classical Weimar, Johann Gottfried Herder, who has made seminal contributions to a wide range of disciplines, such as anthropology, cultural history, geography, language and literature, aesthetics, theology, and education.

I was inspired to pursue research on Herder in March of 2005 while visiting Weimar with students from Carnegie Mellon as part of a course I was teaching on German classicism. As I stood in the Stadtkirche and contemplated the pulpit from which

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Modern Languages > People > Faculty > Christian W. Hallstein



Christian W. Hallstein

Teaching Professor of German

[Contact](#)

BH 237A

[Email](#)

(412) 268-2897

(412) 268-1328

Address

Department of Modern Languages Carnegie
Mellon University Baker Hall 160 Pittsburgh, PA
15213
Pittsburgh, PA 15213

Bio

Since 2008 my research has focused almost exclusively on the 18th century German polymath and

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2017

2016

[Deliberative Democracy in Cuba](#)

[Students Display Paintings and Calligraphy Work at Showcase](#)

[Value of Research Instilled From the Start](#)

[Fourteen Students Inducted Into Phi Beta Kappa](#)

[Chinese Language Educators Gather at CMU to Share Ideas](#)

[Japanese Studies Program Hosts Sushi Party](#)

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2016

Tuesday, December 13, 2016

[Deliberative Democracy in Cuba](#)



Independent civil society in Cuba has been excluded from virtually all official governing processes for over 50 years. But with the U.S. lifting travel and commerce restrictions between the two nations and the recent death of Fidel Castro, Cuba is poised for continued political change.

Kenya Dworkin, associate professor of Hispanic Studies, is working together with Robert Cavalier, teaching professor of philosophy and director of Carnegie Mellon's [Program for Deliberative Democracy](#), to help facilitate this change.

[MORE](#)

Wednesday, December 7, 2016

[Students Display Paintings and Calligraphy Work at Showcase](#)



This semester, students have been learning about Chinese calligraphy and its ties to Chinese history, culture and philosophy in the course Chinese Calligraphy: Culture and Skills. After studying the art and origins of calligraphy, students put their newly gained knowledge into practice.

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Deliberative Democracy in Cuba



Polansky Publishes Student-Friendly Version of Famous Spanish Novel



Senior Honors Fellows Blog About Their Research Experiences

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Migration Paths: Auto-Migration

- Before New Site Creation
 - Submit migration choice via the web form (**Deadline:** April 17, 2017)
 - Review the CMS Demo site as well as new training and resource materials
 - Register for workshops (optional)
 - Identify and remove outdated and incorrect content
 - Discard drafts
- Scheduled in phases at least 1 month in advance
- If timeslot conflicts with critical business processes, can opt-out for a different date.
- Reminder 1 week in advance



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Will have instructions for things like discarding drafts available through the Web Resource Site.

Sites will be scheduled for auto-migration in phases. Computing Services will communicate the date and details of your site migration 1 month in advance. If this timeslot conflicts with critical business processes, opt-out and your site will be scheduled for another date.

A reminder will be sent from Computing Services 1 week in advance of auto-migration date.

Migration Paths: Auto-Migration

- During Site Update
 - Download version 4 site backup from the Box
 - Review updated navigation
 - Double check formatting and layout on all pages
 - Proofread and test all pages
 - Review site on staging server with your team and site stakeholders
 - Plan any necessary URL redirects
 - Submit a site publish request. Option to have M&C review prior to go-live. (**Deadline:** 2 weeks after site hand-off)

When reviewing the updated navigation, clean out unnecessary pages and organize remaining pages as needed.

Migration Paths: Auto-Migration

- During Site Update – Optional Action Items
 - Gather additional photography (optional)
 - Remove old header photo from page WYSIWYG fields and add hero content types with large images (optional)
 - Review pages that previously had custom code blocks (only applicable to sites that manually added custom code)
 - Add 3rd party analytics code to site setup block (optional)
 - Bring unresolved questions to office hours (optional)

Migration Paths: Auto-Migration

- After Site Publish
 - Check broken links and make fixes (optional)
 - Verify that data is being sent to any additional analytics tools (optional)

Migration Paths: Auto-Migration

- Important Notes
 - Custom code will need to be reapplied, such as analytics code.
 - Once a site is migrated, the content will need to be managed in both the v4 and v5 sites until the v5 site goes live.
 - Old page versions will be lost as part of the auto-migration process.
 - Items in the recycle bin will be lost as part of the auto-migration process.
 - The Web Resource Site will be published in April.

To avoid duplicative work, we recommend publishing as soon as possible.



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Wrapping Up

Amanda Berneburg, Director, Online Strategy

Next Steps

- Within a week: You'll receive a link to choose auto-migration or manual rebuild
- In April: You'll receive a link to the new user support website



This is a lot of information to take-in, but this isn't the last time you'll be hearing it.

We'll be communicating via the cms-announce D-list.

The first of these communications will be within one week where we will send you a link to the form where you'll need to choose your migration path: auto-migration or manual rebuild.

In mid-April, we'll send out an email to the cms-announce D-list to let you know when the new website launches, the one that includes how-tos and detailed information

One thing to remember:

We are embarking on a new way of the web at CMU.

-new features and

-making improvements to these templates on a regular basis.

We need your help to tell us when you like parts of the templates and what you are looking for in future releases.

Questions

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Questions

Q: We manage multiple sites. Will we have the opportunity to convey prioritization of our sites' migrations?

A: We will add a comment field where you can let us know which sites you would like to prioritize, but we cannot accept specific date requests.

Q: If we're doing manual rebuild, will v4 continue to work while we are building v5?

A: Yes. It will be on your team to ensure your site is updated in both places. The final deadline for requesting publish of your manually rebuilt site is October, 2017.

Q: Can we auto-migrate certain sections of our site?

A: Some sites may want to keep certain sections, like News, without having to copy and paste a ton of content. We'd suggest you do the auto-migration route if you're interested in keeping large sections of your site. Full sites will be auto-migrated; there isn't an option for auto-migrating just a portion of your site.



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Questions (cont.)

Q: Can we choose when we want to do auto-migration?

A: We will give you a scheduled time. If your scheduled time conflicts with your business needs, let us know.

Q: Will the site navigation text be able to wrap?

A: Yes.

Q: Will Urchin still remain on v5? Or will analytics be from a third party?

A: Computing Services is continuing to support Urchin for the time being.

Questions (cont.)

Q: Can we keep our URL?

A: Yes. Homepage URLs (for example, cmu.edu/finance) will not change; but, pages within your sites might have different URLs if you change your folder names in the CMS.

Q: How do we request redirects?

A: We will have instructions on the web resource site.

Q: For people who are not currently in the CMS, what is the timeline for getting into the CMS?

A: We're going to see how many manual build request we get. But once we have those collections created, then we will get to new sites. May or June, likely.



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Questions (cont.)

Q: Do we have to commit to a migration schedule by April 17th?

A: The April 17 date is just to choose how you want to migrate, auto or manual. After April 17, Computing Services and Marketing & Communications will be building a schedule for migration based on how many sites are going to automigrate or manually rebuild.

Q: Are there any particular page types that require more TLC after migration?

A: Bio and News pages, where there are intricate fields, are a good place to start. You will also want to check imagery/photographs.

Q: Will the custom areas in Bio pages remain after auto-migration?

A: We have identified those places and will move the data over as-is. For particular page types, you want to look at sections that now have many more options in v5.



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Questions (cont.)

Q: Will you share the slides?

A: Yes.

Q: If we choose auto-migration, how much time do we have to make edits until you publish?

A: Two weeks. This time period was chosen so that you don't have to be updating your site in two places, your v4 site and your v5 site. Let us know if that does not work for your situation.

Q: Does our v4 site back up to Box automatically?

A: Yes. Computing Services will back up all v4 sites.



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Questions (cont.)

Q: Are you going to internally prioritize sites for migration?

A: We don't have a particular formula. But it's really going to come down to timing, once we have the results from the migration selection process, and with site sizes. There are a number of factors.

Q: What about assets on the site that are no longer linked, such as old files and images? Should we clean it out?

A: Yes, please go through and clean up your site. Otherwise, assets will move over with auto-migration. This is a good time to look at our sites and remove unneeded content.

Q: In the past we've received orphan reports. Will those be available?

A: All orphans will go away in migration when we launch v5.



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Questions (cont.)

Q: What about other sites that link to mine?

A: Keep URLs the same if there is concern of pages missing. The way to do this is to keep your folder names the same. Also, make sure to stay in touch with other departments to let them know. Maybe even do a search to let them know about changes. We can also help with redirects if applicable.

Q: Should we be mindful of duplicate content?

A: Yes, we really suggest that you don't just pull content from other sites. It confuses users and search engines. Link to the appropriate source pages instead.

Q: Is it possible to get a usage report?

A: Yes. All of the sites use Urchin and you can request an Urchin report on the CMS website and the new resource website to help prioritize content and pages.



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