



OKLAHOMA DEPARTMENT OF HUMAN SERVICES

Web Content Plan – Microsoft Content Management Server (MCMS) Migration



Section 1: Basic information

- a. **Web content name:** What is the division or office name? When the content plan is being completed for a unit or section, please include the division or office name and the unit or section name.

- b. **Web content URL:** What are the Web addresses for the existing Front Page Web sites? Please list all current site(s) by the Web site name or folder name and include the Web address.

Current FrontPage Web site(s): www.

- c. **Web content manager:** List the name(s) of the person(s) who serves as the division content manager (DCM) or area content manager (ACM), along with a phone number.

Section 2: Web content strategy

a. Purpose

- 1. Describe the business need for the Web presence. Be as specific and detailed as possible.

- 2. Detail the organizational structure for the division or office. Include all the programs, units, and sections. Also, attach an organizational chart for the division or office.

b. Goals

List goals for the division or office's Web content.

Section 3: Web presence content

a. Channels

1. List all of the channels or sections for the new Web presence.

2. Will the channels feature links to existing applications, static content, or both?
 - Applications
 - Static content
 - Both

3. List the applications(s) and give a brief description of each one. Be sure to include the link to the login, or first, page of the application.

b. Content flowchart

Prepare a presence hierarchy and identify all components of the Web presence and how they relate to each other. The flowchart must show the relationship of all of the division or office's Web content. Please type or copy response in the space below.

c. Publications/documents

List all of the division, office, unit, or program's publications and documents that are to be migrated into MCMS.

d. Content assessment

Detail the division or office's Web content using the content inventory/assessment spreadsheet. This sheet reflects an evaluation of all existing Web content and Web sites.

e. Computer programming

1. Does the division or office plan to have browser-based, online forms or an online calendar of events? Yes No
2. List and describe the forms wanted by the division or office. Be as detailed as possible.
3. If there are Web-based forms that send an e-mail with the form information, list the contact person within the division or office for these forms.

f. Text and graphic scans

1. Is all of the division or office's Web content, both text and graphics, in electronic format? Yes No
2. Does the division or office need to have photos or artwork scanned into electronic format? Yes No
If yes, list the items that need to be put into a digital format.
3. Does the division or office need to have artwork or graphics designed? Yes No
If yes, please list and describe the items that need to be created.

g. Size

How many pages of Web content will exist, for example, five pages or 500 pages?
_____ pages

Section 4: Template detail

- a. **Template specification.** Complete a template specification for each proposed template.
1. Provide an intuitive name for the template and describe its purpose. Attach a drawing of the template, if possible.
 2. What type of content will the template contain? List each piece of content by type, such as text, image, link, or title text.
 3. Is there any special formatting required for the template?
 4. What user groups will have access to this template? Will it be used by the whole division or office or just by a unit or program within the division?

Include a picture of the type of template. Please type or copy response in the space below.

Section 5: Planning detail

a. Content staff

1. Who are the division or office's primary content experts? Identify the experts by name and job title.

2. Identify who will serve as content authors. List each by name, user identification (ID) number, and unit or program.

3. If applicable, identify who will serve as the content editor.

4. Does the division or office plan to update the content? Choose all that apply.
 - Daily
 - Weekly
 - Monthly
 - Never

Thank you for completing the MCMS Web Migration Plan. The Office of Communications appreciates your assistance in helping to create a positive experience for OKDHS clients and those seeking our services.