

Prepared for:

WLA Continuing Education Committee

Web content strategy and information architecture project

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Content Maintenance Plan

For its information architecture and content strategy project, the Continuing Education Committee has selected an implementation plan built around creating a catalog of WordPress pages linking to education options from a number of providers (identified as Option 3 in the separate implementation plan document [\[1\]](#)). Pages will employ a new page template within the WLA WordPress platform that includes the category navigation display based on the project subject taxonomy to provide focused learner access to these pages. The navigation menu will be created by WordPress from categories assigned at page creation and using a free WP plug-in, Map Categories to Pages [\[2\]](#), to enhance base functionality with ability to list pages by category. (Default WP does that only for blog posts.)

Maintaining Content over Time

The project will include creation of catalog page exemplars, both as a selection of functional content to serve learner needs and as page templates to guide future content creation and editing efforts by committee members or other volunteer helpers. The present project doesn't allow time to document all available continuing education opportunities, and those opportunities will change over time, so the committee must identify one or more people to take responsibility of creating new pages and updating existing ones. These content managers will need to meet a few requirements:

- Basic technology skills, including use of a web browser and word processing interface. The tasks involved will NOT require advanced technology skills.
- Basic skills with image editing software. The Microsoft Paint program available by default on most Windows systems is sufficient.
- The appendix to this document provides step-by-step procedures to follow to update or create pages within the CE content catalog.

Rotating Content Manager Roles

The CE committee can set a range of policies for who takes the role of content manager. Shared responsibility between two or a few people may prove a better strategy than designating one person at a time, because one individual may face personal schedule pressures that slow response times, where multiple people are unlikely to face extreme pressures at the same time.

Duration of service in the content manager role is a policy matter for the committee to decide. Considerations include how often and how extensive content updates are expected to be. Monthly review and update would likely be sufficient to keep content fresh, but a quarterly schedule may also meet learner needs. The committee should set a duration timed to work with its routine meetings, so one agenda item can address rotating content manager assignments.

Survey results provide some indication that annual budgeting cycles are typical for employers of learners to be served by the CE content catalog. If so, learners may be expected to plan once a year for courses they may take, and the committee could pursue a strategy of updating the catalog annually in advance of that need. This choice would create some risk of outdated content, since course providers likely update their offerings more frequently. Any review schedule less frequent than once per year would very likely leave outdated content and broken links in the catalog, maybe indefinitely, since infrequent checks may allow stakeholders to forget about updates altogether.

To balance these risks with the update workload and service to learners, at least annual updates are appropriate, and quarterly reviews may be warranted. The project team meeting on May 23, 2012 included extensive discussion of the review cycle, levels of effort to be committed, and staffing that need. The discussion concluded with a plan to build CE Catalog listings with links to individual instructional resources, as described in the implementation plan [\[1\]](#). That maintenance effort will be made manageable by distributing responsibility for sections of the catalog, defined by the CE taxonomy, among volunteer content managers; if CE Committee volunteers find the task overly burdensome, additional volunteers from WLA membership will be recruited, and volunteer student assistance may well be available via directed fieldwork opportunities through the University of Washington iSchool and similar programs of other schools devoted to promoting practical experience.

Content Manager User Accounts

Any CE content manager will need a login account under the WLA WordPress platform with administrative privileges to modify content under the continuing ed section of the site. WLA may choose to create a new user account as each new content manager assumes responsibilities, but that choice could burden WP admin staff and result in accumulation of outdated user accounts over time. Instead, WLA may decide to create one or more accounts with the right permissions to be used by those currently playing the content manager role. If the latter option is chosen, WordPress admin staff should change the password on the content manager account when someone leaves the role and a new person takes it up. Access information provided to the new worker should include instructions for resetting the password themselves. The password changeover is necessary for basic management of access to content update tools and documentation of who made what changes when.

Content Creation Priorities

Survey results indicated some primary continuing education needs as indicated by potential learners. The project taxonomy document [\[3\]](#) highlights these topics by formatting relevant item-level labels in bold. Initial catalog content creation should focus on selection of instruction on these topics from available resources to be sure that early offerings respond well to learner priorities. The committee can undertake later rounds of content updating and creation based on feedback from users, input from instruction providers, and reviews of web traffic statistics indicating which of the current resources users choose to investigate. In addition to actual content pages, regular reviews should encompass the CE content taxonomy and reconsider which categories are serving learner needs. Experience may suggest changes in wording of category labels, elimination or replacement of some categories, and addition of new categories.

Web traffic statistics can inform content reviews in at least two ways. WLA's current Google Analytics platform can report on user exits from pages in the CE section of the site, and destination URLs could well provide useful input on links that seem valuable to users. The CE catalog navigation links should also include javascript onClick functions to update Google Analytics logs and track user response. Reporting enabled by this click logging can indicate the links users found valuable enough to follow and justify increased attention to areas of the taxonomy where the most popular learning opportunities fall.

The committee may also decide to conduct additional surveys of potential learners. Repeating the comprehensive survey from 2011 is one option, but smaller, incremental input may be gathered by implementing user survey functionality within the WordPress platform. This option would require support of that capability across the platform, so it is a question for WLA and site management as a whole.

Conclusion

Content maintenance will be an ongoing part of the CE Committee's work after the current project ends. This document provides guidance on decisions by the committee about how to complete that work, including possible revisions to this maintenance plan based on accumulated experience. A routine of small, regular changes to content, topic categories, and maintenance guidelines will promote joint progress toward complementary goals of continuing service to learners and a manageable workload for committee volunteers.

Notes

[1] <http://www.preciserecall.com/lis/files/WLACE/WLAImplementationPlan.pdf>

[2] Map Categories to Pages plug-in for WordPress 2.6+ <http://amit.me/wp-plugins>

[3] <http://www.preciserecall.com/lis/files/WLACE/WLAContentTaxonomy.xlsx>

Appendix

WordPress Content Updates

The WordPress website provides [comprehensive guidelines](#) for operating the content management platform used by WLA.org. Those instructions are highly detailed and cover much more than step-by-step procedures for creating new pages and updating existing ones. The steps below focus on those activities, all of which require login with permissions to update content.

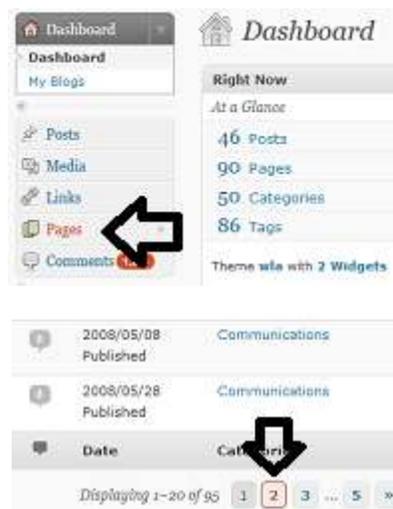
Log in to the WordPress administrative interface

1. Launch a web browser and open this URL: <http://www.wla.org/wp-admin>
2. Enter the username and password provided by the WLA web administrators.
3. Click the **Log In** button.

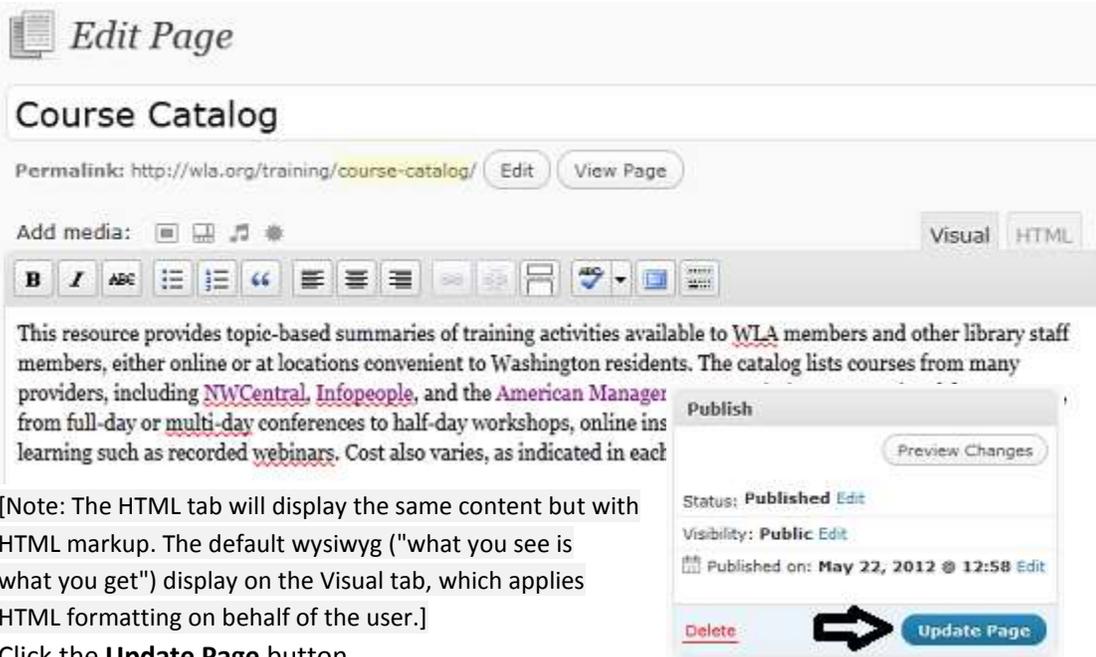
Update an existing page

Successful login will display the WordPress Dashboard.

1. Locate the desired page:
 - a. Click **Pages** in left-hand navigation.
 - b. Click at the lower right of the screen to scroll through the listing of pages until the desired page appears.
 - c. Hover the cursor over the page title to reveal edit options, then click **Edit**.



2. Edit pages using the Visual editor, including the formatting toolbar across the top. (See below for more specifics of the Visual editor interface.)

A screenshot of the WordPress 'Edit Page' interface for 'Course Catalog'. The page title is 'Course Catalog'. Below the title is the permalink: 'http://wla.org/training/course-catalog/'. There are 'Edit' and 'View Page' buttons. Below the permalink is an 'Add media' section with icons for image, video, audio, and gallery. A rich text editor toolbar is visible with various formatting options. The main content area contains text: 'This resource provides topic-based summaries of training activities available to WLA members and other library staff members, either online or at locations convenient to Washington residents. The catalog lists courses from many providers, including NWCentral, Infopeople, and the American Manager from full-day or multi-day conferences to half-day workshops, online ins learning such as recorded webinars. Cost also varies, as indicated in each'. On the right, there is a 'Publish' box with a 'Preview Changes' button. Below the publish box, the status is 'Published', visibility is 'Public', and it was published on 'May 22, 2012 @ 12:58'. At the bottom right, there is a 'Delete' link and an 'Update Page' button, with a black arrow pointing to the 'Update Page' button.

[Note: The HTML tab will display the same content but with HTML markup. The default wysiwyg ("what you see is what you get") display on the Visual tab, which applies HTML formatting on behalf of the user.]

3. Click the **Update Page** button.

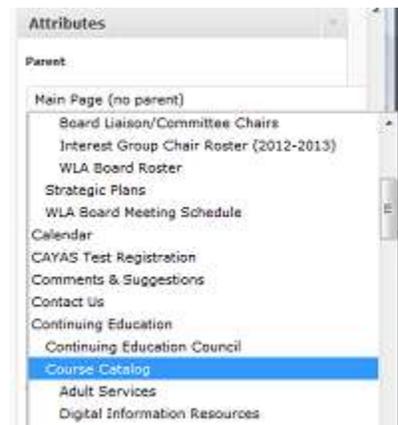
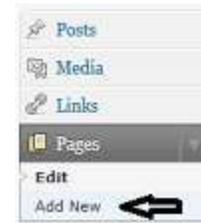
Add a new page

Start from the WordPress Dashboard, which displays after successful login to the administrative interface.

1. Click **Pages** in left-hand navigation, then click **Add New**.
2. Add content using the Visual editor with toolbar buttons to control its display formatting. (See below for more specifics of the Visual editor interface.)
3. **IMPORTANT!** Click one or more checkboxes to assign the page to all relevant Categories from the CE taxonomy.
4. Click the drop-down menu for Parent page – labeled "Main page (no parent)" and select the page under the CE Catalog under which to place the new page.

[Note: Any page added here should have the CE Catalog as its parent page; categories assigned above determine its place in the CE catalog navigation.]

5. Click the **Publish** button.



The WordPress Visual editor

The default Visual editor opens page content for editing or adding a new page. You can type directly or paste content copied from another source such as a web page or a word processing document. Toolbar buttons perform familiar functions.

Insert hyperlinks

4. Copy the URL to be the link destination to your computer's clipboard.
5. Highlight the text in the Visual editor to become the link.
6. Click the **Insert Link** button.



7. Paste the destination URL into the **Link URL** input box.
8. Click the **Target** drop-down and select **Open in a new window**, if desired.
9. Enter **Title** text describing the link destination.
10. Click the **Insert** button.



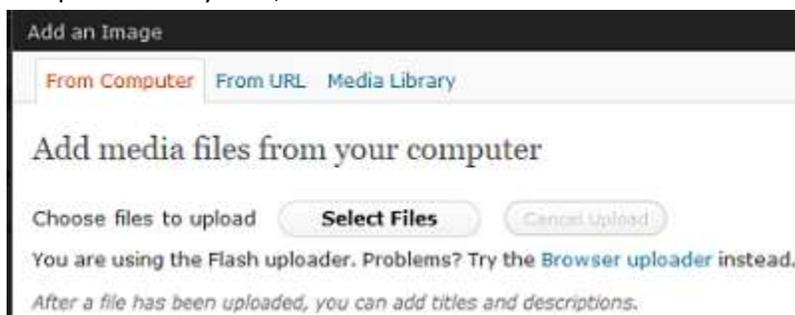
Insert images

1. Click the mouse to place the text insertion point at the location where the image call should be added (usually the beginning or end of a text line).
2. Click the **Add Image** icon adjacent to the "Add media" label.



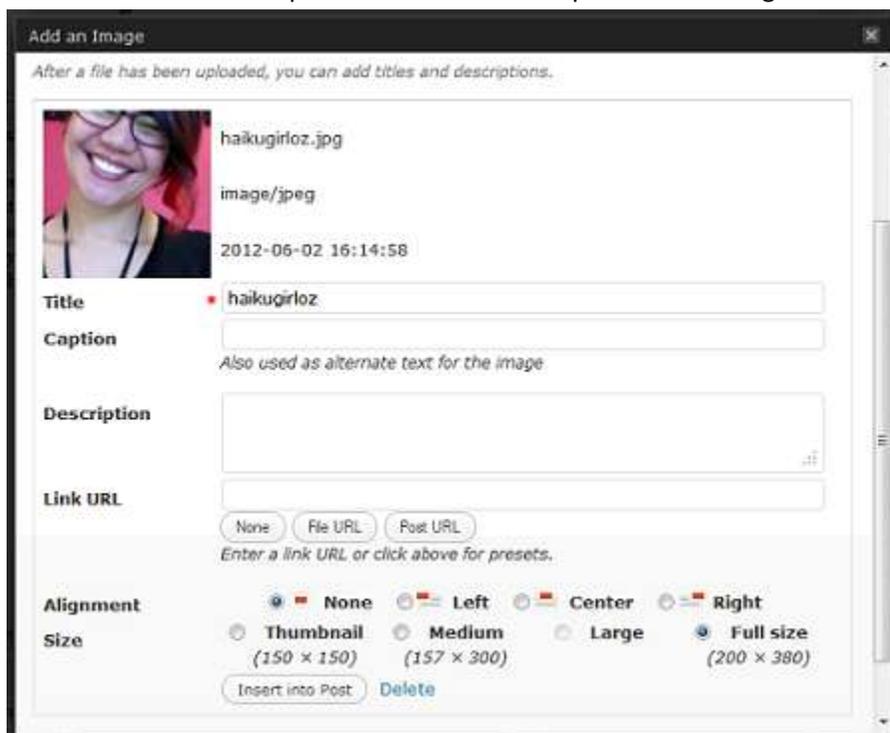
[This resource provides topic-based summaries of training activities available to members, either online or at locations convenient to Washington residents. The

3. Click the **Select Files** button in the Flash pop-up window, locate the desired image file on your computer's file system, and double-click the filename.



[Note: If you experience problems with your browser's Flash plug-in, you can choose a file using the Browser uploader.]

4. Edit the default **Title** to provide a concise description of the image.



5. Enter **Caption** text, if desired, to display it on the page below the image.
6. Paste (or type) a **Link URL**, if desired to make the image link to another destination page.
7. Click a radio button for **Alignment**.
[Note: Right-aligned images usually work best for page layout and spacing; center-aligned images should be full-width, so the browser does not wrap text around the images.]
8. Leave **Size** as the default 'Full size' setting.
9. Click the **Insert into Post** button.

WordPress Theme Modifications

The same theme changes will be effective in implementing whatever content update strategy the committee ends up choosing. Their combined effect is to make available a continuing-ed template for assignment to pages on the WP site. This template incorporates a navigation box inset at the upper right that provides links for items (posts or pages) with the new CE categories assigned. The change to the archive page adds the same navigation to the category archive only for categories within the new CE set.

Here's a procedure for getting these changes installed:

1. Copy the two existing files to be replaced -- archive.php and style.css -- from the folder /wp-content/themes/wla/ to a safe location. (That way they can easily be restored if a problem occurs.) If you don't want to manage separate copies, you can just change the filenames in the existing folder, maybe by adding 'replaced06012012' or something similar to the front of the current names.
2. Unzip the them change archive file (save in a local folder, then right-click and choose Extract all).
3. Copy all four files -- archive.php, style.css, continuing-ed.php, center-column-ce.php -- to /wp-content/themes/wla/ under the WordPress file structure.

Specifics of WLA theme changes:

- Add new file continuing-ed.php that defines a page template available to be assigned to pages created in WordPress.
- Add new file center-column-ce.php that is included within the template file and makes available the category-based navigation links specific to the continuing-ed template.
- Replace existing archive.php file with one that includes the same category-based navigation, but only for categories created specifically for the CE template.
- Replace existing style.css file, which provides formatting for the new elements added in the three files above. Note that this file makes no changes to existing formatting within the WLA theme; it only *adds* formatting for the new elements.