

PROCEDURE 1340.01  
Issued: April 27, 2001  
Effective Date: May 21, 2001

**SUBJECT:** Web Content Management

**APPLICATION:** Executive Branch Departments and Sub-units

**PURPOSE:** To provide for the technology and processes necessary to standardize the publishing, workflow, content management, and version control standards for web development activities throughout the State.

**CONTACT AGENCY:** Department of Information Technology (DIT)  
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**SUMMARY:** Implementation of the e-Michigan portal requires the standardization of publishing, workflow, content management, and version control framework for web development activities throughout the State. The key requirement for the State's content creation/management process and technology is to provide consistency across the enterprise, while simultaneously allowing for a decentralized approach to creating and posting content to sites.

As part of the e-Michigan portal award, Vignette E-Business Application Suite is the product selected as the web content management tool to be used throughout the State.

**APPLICABLE FORMS:** None

**PROCEDURES:**

**General Information:** The e-Michigan agency recently selected a vendor to develop and implement the State portal. The requirements for a web content management solution include the technology and processes necessary to standardize the publishing, workflow, content management, and version control framework for web development activities throughout the State.

A consistent content management tool and process will be used for developing, publishing, and maintaining content at different levels comprising the e-Michigan portal, including the top level portal site, individual portal theme areas, and sub-portals.

**Definitions:** Faulkner states that web content management systems are not document repositories, knowledge management systems or repositories of corporate information. Gartner defines web content management as the processes that enable the creation, organization, delivery and maintenance of non-transactional Web-site-oriented content that lets a customer learn about or make decisions regarding the enterprise's product or service. Where content is the product, content management is the process of content publishing, integration with other

content sources and customers, performing transformations, archiving, administration, etc.

- *Content Delivery Templates* – Produce the web pages that visitors see on the website. Also called site templates.
- *Content Management Templates* – Produce web pages through which users enter or edit content. They can be used to add information to, modify information in, preview, or delete information from the database.
- *Content Delivery Application (CDA)* – A set of content delivery templates that control the look and feel and functionality of the website. This is also called the front end.
- *Content Management Application (CMA)* – A set of content management templates that process and manage content for the web site. It can provide interfaces for content providers, is usually visible only to internal site management users, and is sometimes called the back end. Content Management Templates serve as an authoring interface for entering content into the database and are sometimes called the Content Management Application.
- *Template* – A collection of HTML, Javascript, VBscript, and Vignette Code which defines an entire or a subset of a web page.

Requirements:

Implementation of the e-Michigan portal requires the standardization of publishing, workflow, content management, and version control framework for web development activities throughout the State. The key requirement for the State's content creation/management process and technology is to provide consistency across the enterprise, while simultaneously allowing for a decentralized approach to creating and posting content to sites.

- Support of publishing in multiple formats and file types (e.g., HTML, PDF, DOC, XLS, PPT, Video, XML).
- Dynamic navigation pages and easy correction of spelling and grammatical errors.
- Version control for content creation, publishing and retention of applications, text-based content, non-text files, and code.
- Allow any person to see status of changes (i.e., does not have to be content owner), and provide mechanism for display of status of files (completion status, review status, owner, etc.)
- Develop, publish, and maintain content at different levels comprising the e-Michigan portal, including the top-level portal site, individual portal theme areas, and sub-portals.
- Support dynamic creation and updating of material.
- Support decentralized creation and updating of portal content, enabling agencies to develop and update content to their respective areas of the portal.
- Use of modules that can either work together or independently for enabling/disabling portal features, displaying/blocking content, etc.
- Ability to publish upstream or "roll-up" content from sub-portal sites to the larger sites.
- Ability to publish downstream or push specific types of content throughout the portal website hierarchy.
- Provide for cross-agency content authoring/editing, including the ability to originate workflow and flow through resources at multiple agencies.

Additional technical requirements for the web content management solution include:

- Indexing, storage and retrieval schemes/algorithms for content.
- Emergency update capability for published content.
- Personalization of content to user preferences.
- Workflow capabilities for web content publishing, review, approval and deployment.
- Templates for content creation.
- Content alerts regarding content creation or expiration/archival.
- Scheduling content for timed delivery to the production site.
- Granular access control.
- The content management tool should not compromise or circumvent the security of the portal LAN or the LMAN.

Maintenance:

DMB: Acquisition Services shall not approve any acquisition or purchase request without confirmation from the Department of Information Technology, Office of Research and Policy that such request is in compliance with the standard.

Operational Unit (OU): Any and all projects, consulting requests, equipment and software acquisition requests, or ITB's relating to web content management will be subject to review for compliance with this standard.

DIT: The Office of Strategic Policy will review this standard on a continuing basis and make recommendations for changes. An appropriate group of staff, representing a wide-range of State Operating Units, will review and possibly revise these standards and guidelines as often as needed.

Exceptions from this standard for reasons other than those outlined above will be made through the exception handling process described in the Exception Process Template.

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