

Recipe: Selecting the Best Recipe for Website Content Management*

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Ingredients:



Content Management Software Task Force (CMS Task Force)



Research

- * Survey Association of Academic Health Science Libraries membership on use of CMS software
- * Review literature



Needs Assessment

- * Evaluate current website authoring
- * Examine options for including wider participation in updating public website



Prioritize Requirements/Criteria ¹

- * Content creation
- * Content management
- * Publishing
- * Presentation
- * Contract and business requirements



Evaluation Strategies

- * Use cmsmatrix.org to identify possible CMS products
- * Review CMS product websites and compare software to criteria
- * Complete online demonstrations
- * Narrow choices
- * Trial or proof of concept with select CMS products
- * Check references with other clients deploying select CMS products

Directions:

1. Assemble CMS Task Force to:
 - a) determine CMS utility in separating content from website design
 - b) investigate the possibility of preserving website versions
 - c) evaluate multiple authorships of website content
 - d) make recommendations about feasibility
2. Sift through the research and stir in the needs assessment
3. Weigh criteria priorities
4. Mix in evaluation strategies
5. Cut out unwanted CMS products
6. Savor selection before the challenge of implementation begins

Helpful Resources:

<http://cmswatch.org>
<http://cmsmatrix.org>
<http://steptwo.com.au>

¹ Robertson, James, "How to evaluate a content management system," Step Two Designs Pty Ltd., 2005 <http://www.steptwo.com.au>

* Content management software (CMS) separates website content from design. It allows non-technical users to change and update their own information.

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