

To: UT Southwestern Web content team,  
From Marketing, Communications & Public Affairs

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## The right questions for the right audience



When you are reviewing your content on the current .edu site (and considering how it will/should look a year from now), it's important to keep in mind that the target audience for .edu is, as we have termed it previously, **"potentials."**

While the developing .org site is for patient care information and the changing .net site is targeted at current internal stakeholders (faculty, staff, employees, physicians, etc.), the reconstituted .edu site is targeted primarily at potential medical students, faculty, staff, etc.

- The most important content evaluation question you can ask is, "what would *you* want to know?" – if *you* were applying for employment at or admission to UT Southwestern, what information would help you choose UTSW as your employer/school of choice? If the content on your page(s) does not address this general area of concern, then it probably needs to be moved (to .net or .org) or even removed entirely.
- We will have more information for you on the how and when of migrating information to the intranet in an upcoming edition of this update. Don't expect any full-scale migration before 1Q11 at the absolute earliest; right now, you can focus on what *should* be migrated and whether or not/how it needs to be replaced.
- Positive language is always best in a message to "potentials" – feel free to ask me or AI or one of the other marketing writers to review specific text for that kind of revision when you pass it along to us.

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## Speaking of writers ...



The most common question we're receiving these days, from multiple people, is some combination of "what's my department's/division's/center's deadline?" and "what writer(s) are we going to be working with? (That last one is often accompanied by "can it be AI, please?" ☺)

Well, we are ironing out final details in the schedule/assignment document, which we will likely send with this weekly update in early December. Don't worry, nobody has or will have a deadline before February 2011. (Oooh, doesn't that sound far away? It's in less than three months!) You may have noticed that we have six copywriters listed in the "Additional Resources" table at the bottom of the Web Content Team roster.

For the record, I have attached the current (final?) team roster document here (version 16!) – there have been minor edits to the contact and report structure information of several individuals, but for the first time since we started this weekly update, there are no new names that have been added to the roster. Once again, if you have not reviewed the roster, please do so to see if (1) your information is all in place and correct and (2) if any other content areas are missing and need to be added to the list. If you have any corrections or suggested revisions, please do [send them my way](#).



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## More content Q&A ...

Robert Butsch in clinical sciences sent a series of excellent questions earlier this week and the answers, which I have vetted through Tom Mathews, Director-Web Services and Dorothea Bonds, VP-Marketing, are worth sharing with all of you. To wit:

1. **When content for a particular page has been approved and finalized, will you guys be creating the actual page the first time around or will the relevant department/division content person be doing it in the new CMS? Will content owners have access to publish updates to the site in real-time?**

Right now, we are completely focusing on *content*, meaning text and assets like photos, etc. The CMS (“Alfresco”) is template-driven and will allow content owners to publish to a pre-determined content area on the page that needs updating. During this first phase of the process, the revamping of the .edu site, all the publishing will be physically done by the Web Services team, using content you provide to them (or that we, Marketing, provide based on what you’ve given to us.) Related note: the first phase, already underway, also involves moving current .net (intranet) content into the new CMS. When we begin moving content off of .edu into .net, where appropriate, that will come into play.



Alfresco does have an approval/review process for content updates that would come from the Web Content team through Marketing (AI, etc.) as we work to centralize and streamline the process, but details on that are still some months off.

2. **Are you guys using the new CMS for what you are doing now?**

If by “you guys,” you mean “Marketing’s writers,” then the answer is “no, not yet.” We will be trained in Alfresco during the first quarter of 2011, and additional training will be offered more widely after that. These Friday updates will continue to keep you current on that point as it progresses. Again, we are focusing right now completely on *content*.

3. **Will content coordinators need to be concerned only with content and not how to put it together as a web page?**

Don’t worry, you will *not* need to know Web layout or HTML or Javascript or anything like that. As noted, it’s all template-driven and once you learn Alfresco, you will know all you will likely need to know going forward.

*As always, if you have any questions yourself, let me know what they are!*

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### “Web Asset Management”? What’s that?



Throughout this and previous versions of the Web Content Team update, we have focused on the idea that at this point in the review and revision process, we are focusing on *content*. And we are. But what does that mean?



It’s an easy mistake to make – and I do it all the time – to think of Web content primarily, or even exclusively as the words, the text on the page. As a writer, I’ll always agree that that is the most *important* part of Web content – but I know that’s not always true. You should speak with your department and division leaders about what kinds of assets matter the most to them – and Web content takes form in *many* different kinds of Web assets **that** exist in an electronic form, including text, images/photos, graphics (like charts, etc.) audio, video and linked-to non-HTML documents (such as Word or PDF files).

Head shot photos of you faculty? Those are assets. Video of a physician describing the research being done in his or her area? That’s an asset. A PDF newsletter or an image of a chart your chair really likes to use? Definitely assets.



While we are all working on Web *content*, that content is composed of many different kinds of potential *assets*. So are you thinking to yourself now, “Oh, crud, I don’t know anything about video!” or “Well, we don’t have any newsletters to turn into PDFs,” or something like that? Worry

not – next week, the Marketing team will be introducing someone to help you with asset management; we will begin collecting assets for use and making them web-friendly via conversion, revision, etc. Watch for the introductory e-mail before the holiday!

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## Next steps ...



Still, the sometimes-elusive division/department area leadership meetings continue. As noted previously, we will have chair- and director-level feedback on Internal Medicine's department-level deck, and IM/Cardiology's division-level deck this week (that's today!) and shortly start distributing them as examples for further departments and divisions.

Web content leads in a variety of areas (like Pediatrics, for example) are continuing to proactively schedule meetings with divisional leadership in their areas to discuss the Web renovation project. If you want to start on such meetings yourself, please feel free to call me to discuss ahead of time, or to invite me (or Al or one of the other content leads) to join you in the meeting. We are making *excellent* progress in the process of discovery, and will need to hit the ground running soon in the process of revision.

As always, if you have *any* questions about or suggestions for the areas being worked, feel free to [contact me](#) or [Al Marucci](#). And if you have any additional questions, concerns or need clarifications about *your* section, rest assured, you are likely not the only one, so ask away!

FYI, this week, and into next week's short holiday week (of course), we do not have any department/division-level leadership meetings about Web content scheduled. Good weekend, everyone ... bring on your questions, and if we don't know the answers (yet), we'll *find* them!

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