

# Transforming Oxford's Digital Communications Programme

## **Update for Mosaic Users**

**17 March 2024**

# Agenda

### **At our last session we:**

- Introduced you to the new web CMS product concept
- Told you we would soon initiating the web CMS pilots
- Recommended you undertake content audits of your sites

### **Today we will:**

- Show you a demo of the pilot web CMS platform
- Update you on how the web CMS pilots are going
- Update you more about the development of Oxweb on the new web CMS
- Tell you more about progress on the intranet project
- Update you on progress for migration planning and preparation

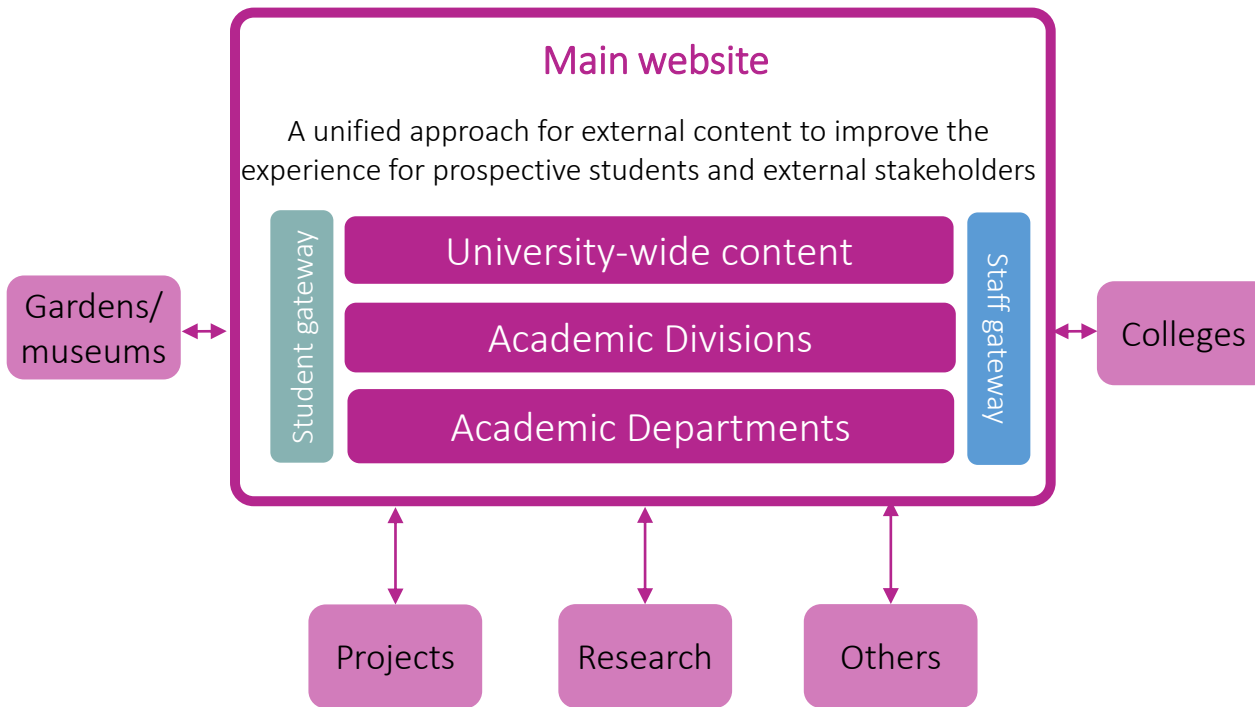
# Programme context

# Quick reminder about the programme...

## Public-facing audiences

### Oxford Fresco

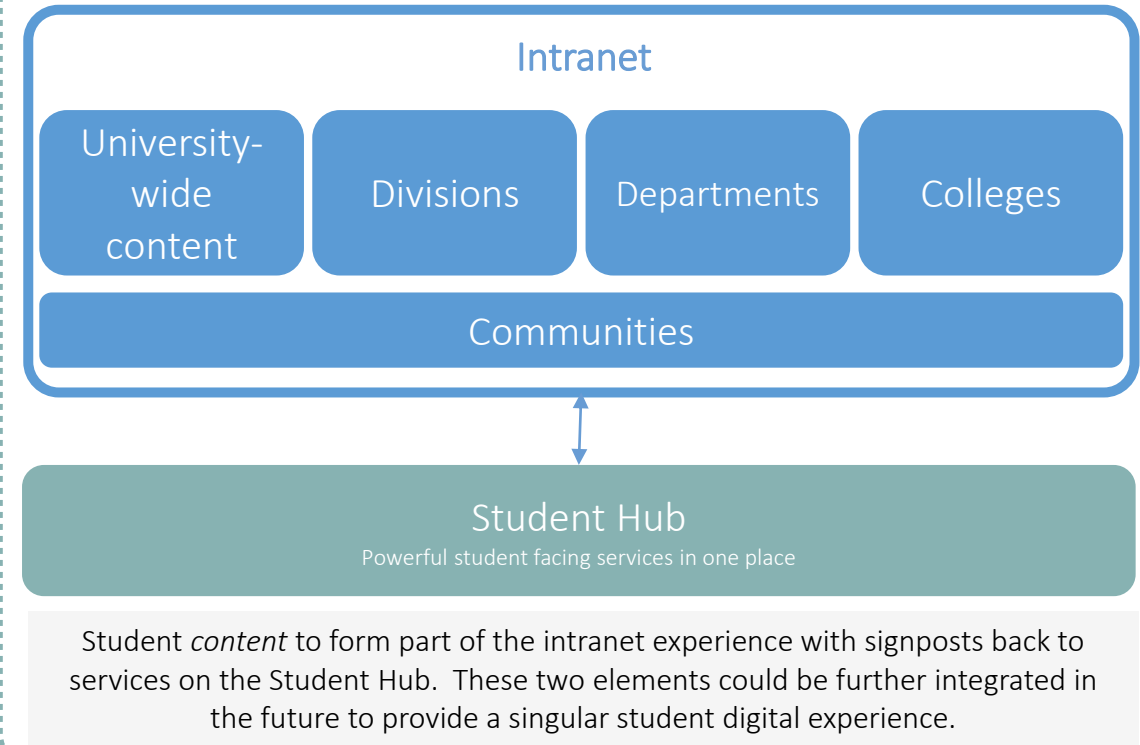
A single CMS platform that allows central, division, department and college autonomous publishing under one umbrella



## Staff and students

### Ox-Intranet

Aggregates content published by teams across Oxford into a single, tailored, user-centric view, using people data



# Platform names

## **Oxford Fresco**

Web CMS for external-facing content

## **Ox-Intranet**

Intranet for internal-facing content

# Oxford Fresco - Web CMS

# Oxford Fresco - Demonstration

Rebecca Wynter



# Oxford Fresco - Demonstration

- To give you a ‘taster’, using a templated version, of some of the capabilities that will be available in the new platform.
- Degree of flexibility of implementation to be decided based on:
  - Application of content strategy
  - Conclusions to discussions re ongoing governance

[Fresco Intro Demo April 2024.mp4](#)

# Oxford Fresco – Pilots update

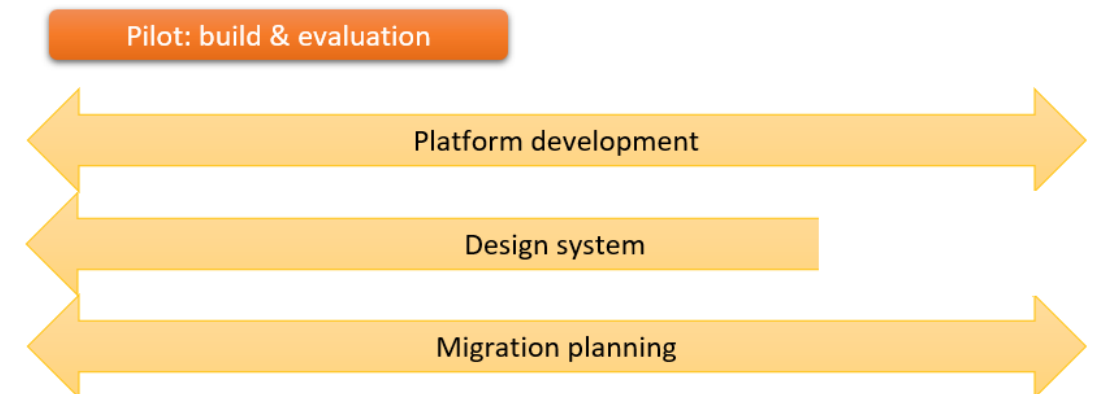
Debbie Gallacher

# Oxford Fresco – Pilot update

- Launch meeting held on 20 March & attended by representatives from all pilots
- Throughout pilot:
  - gathering & responding to feedback
  - offering support via regular drop-in sessions & 1:1 consultations
  - Populating help site content

Division/Department/Area	Site name
Bodleian	nhs.site.ox.ac.uk
Research Support team, IT Services	<a href="https://researchshowcase.web.ox.ac.uk/">https://researchshowcase.web.ox.ac.uk/</a>
History Faculty, Humanities Division	republicofletters
Department for Continuing Education	conted.site.ox.ac.uk
CMS Platform team	docs.site.ox.ac.uk
MedSci	ppimedsci.site.ox.ac.uk
Kellogg College	kellogg.site.ox.ac.uk

Easter		BH				BH				Trinity				BH									
10th	11th	-2nd	-1st	0th	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	-7th	-6th
Mar 18	Mar 25	Apr 1	Apr 8	Apr 15	Apr 22	Apr 29	May 6	May 13	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1	Jul 8	Jul 15	Jul 22	Jul 29	Aug 5	Aug 12	Aug 19	Aug 26



# Oxford Fresco – Oxweb

Liz McCarthy

# Oxford Fresco – Oxweb progress

## Planning

- Rough timeline for migration agreed with Oxweb Delivery Group
- Information & Digital Committee (IDC) have now endorsed the extended timeline (beyond January 2025)

## Content

- Continuing content audit work with divisional sites & UAS leads in preparation for IA development

## Training

- Developing initial content-focused training

## Oxweb requirements

- Working with the Platform team to flesh out requirements

## User research

- User research & design testing with prospective students, students and other audiences planned for coming weeks

# Oxford Fresco – design progress

## Progress to date:

### Discovery phase complete:

- 3 workshops held with Oxweb Delivery Group plus wider stakeholders
- Creative brief developed
- Numiko met with Oxweb team to look at comparison sites and ‘moodboards’

### Concept phase in progress:

- Draft framework approach for feedback
- Initial concept designs for feedback

# Oxford Fresco – design framework approach

3 categories for customisation (all applicable at the 'block' or 'slice' level):

- **Structure:**  
When selecting a slice or block, a creator would be able to choose from a variety of structural options – eg left-aligned, right-aligned, centred, whether to include an image or not, etc
- **Theme:**  
Colour combinations, typeface and embellishments (rounded vs square corners, etc)
- **Motion:**  
Users would be able to select from 2-3 predefined motion languages for their design

Elements to consider:

- How to simplify for users (templates, presets, etc)
- Defining all the available applications

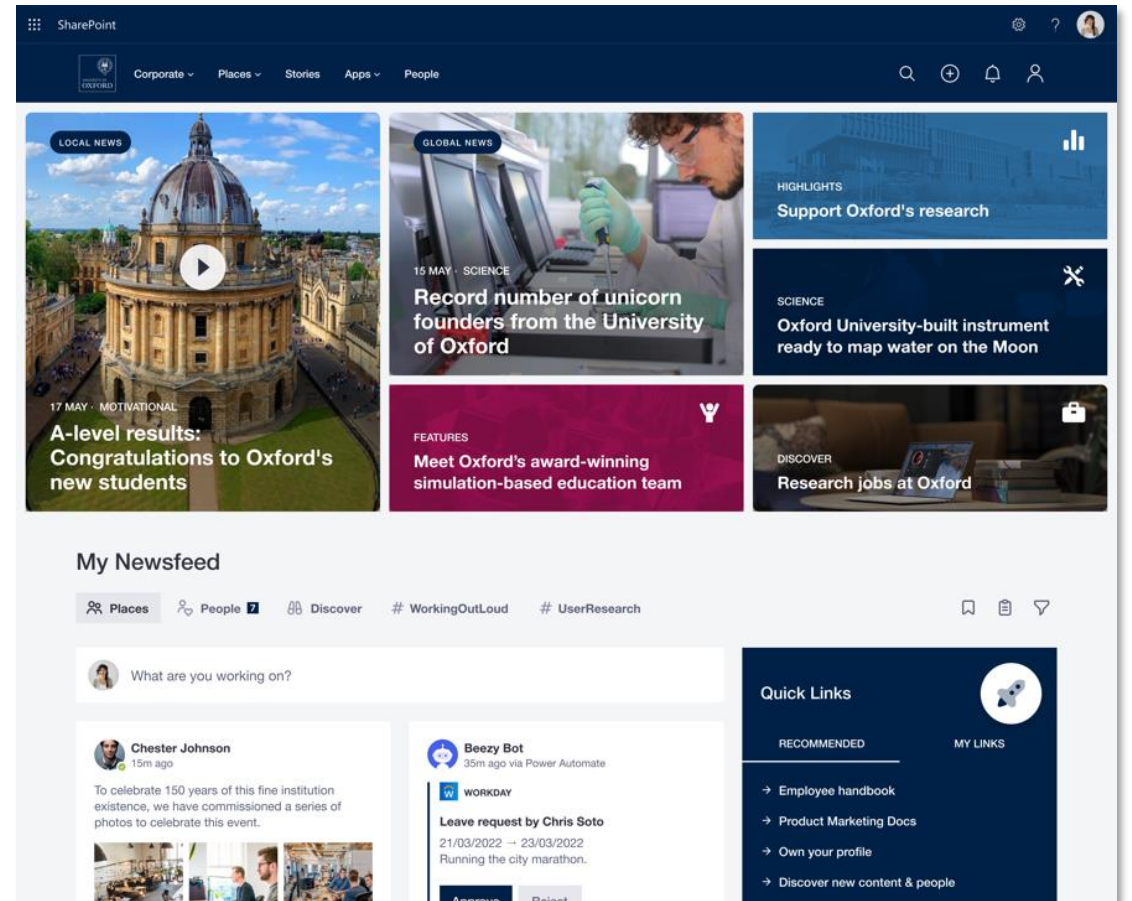
# Ox-Intranet

Paul Wheeler/Dan Selinger



# Ox-Intranet - The new Oxford-wide intranet

- ✓ A personalised homepage that delivers news and updates tailored to your users' role, location and the communities they belong to
- ✓ Discover, connect with, and access people, content and tools across University of Oxford
- ✓ Powered by 'Appspace', built on top of Oxford's SharePoint technology, with enhanced people data
- ✓ Connect with people and communities across Oxford
- ✓ Access to the key applications and information we need to do our jobs

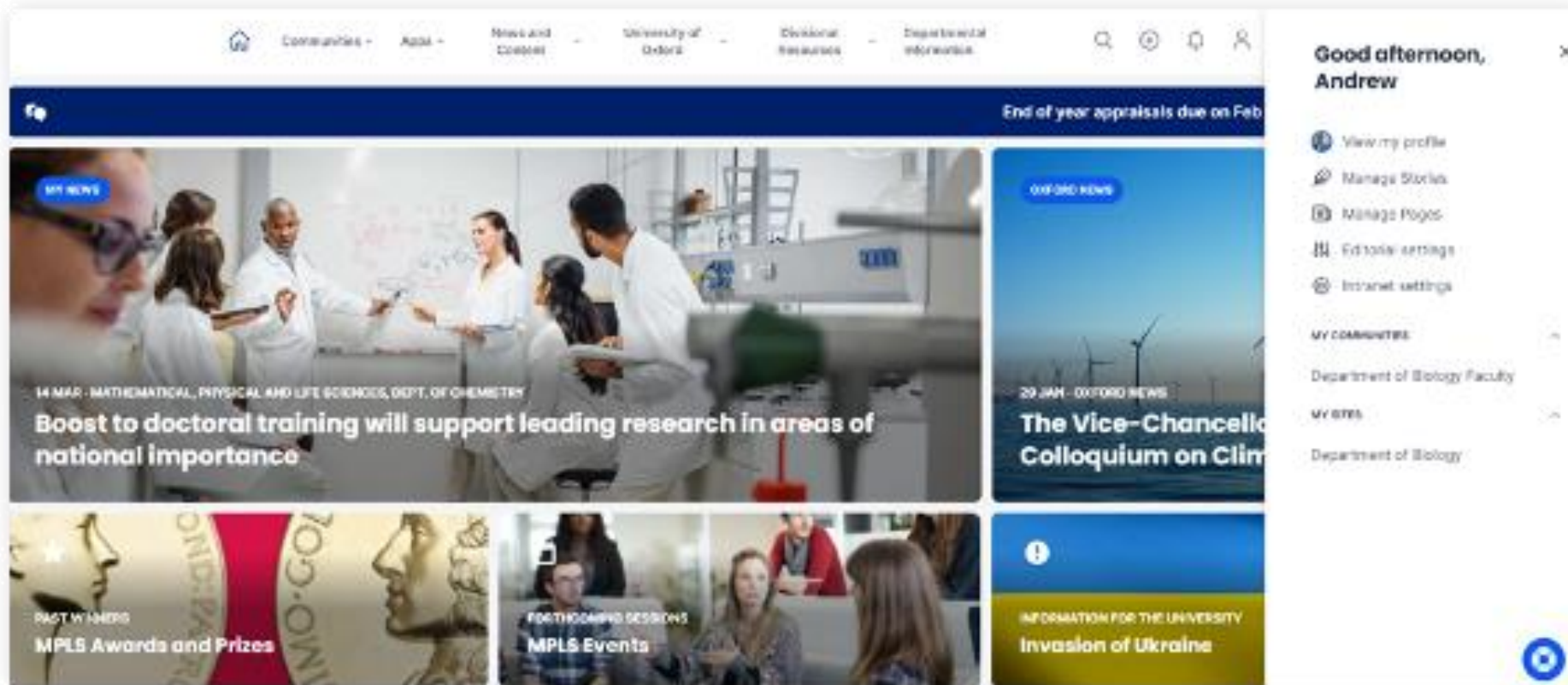


The screenshot displays the Ox-Intranet homepage on a SharePoint platform. The top navigation bar includes 'SharePoint', 'Corporate', 'Places', 'Stories', 'Apps', and 'People'. The main content area is divided into several sections: 'LOCAL NEWS' featuring a video of the Radcliffe Camera; 'GLOBAL NEWS' with a science article about unicorn founders; 'HIGHLIGHTS' for research support; 'SCIENCE' news about a lunar instrument; 'FEATURES' for an award-winning education team; and 'DISCOVER' for research jobs. Below this is a 'My Newsfeed' section with filters for 'Places', 'People', 'Discover', and various communities. It shows a post from Chester Johnson about the university's 150th anniversary and a 'Bezy Bot' automated post regarding a leave request. A 'Quick Links' sidebar on the right provides access to the Employee handbook, Product Marketing Docs, user profile, and content discovery.

# Ox-Intranet - Design

## Main menu

News and content



Relevant sites and communities



# Migration

Lindsey Booth

# Migration

- Migration from current Mosaic sites will begin in September 2024.
- Destination for content based on the Content Strategy:
  - Mosaic site to Fresco
  - Mosaic site to Oxweb on Fresco
  - Mosaic site to Ox-Intranet
  - Mosaic site to combination of above
- Migration is a large and complex activity – impact will vary
- Analysis and approach underway
- By the end of May we plan to share with divisions:
  - Proposed migration scheduling
  - Information regarding what support and help will be available for migration

Q&A