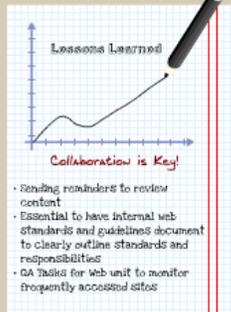


Adobe Contribute

Why DOC Uses Contribute

- Simple UI for web editors across the state
- Directory Security groups for managing permissions
- No expectation that web editors would know code or web development



Implementation



Adobe Contribute

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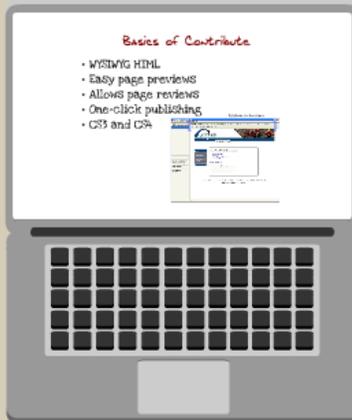
Implementation



Lessons Learned

Collaboration is Key!

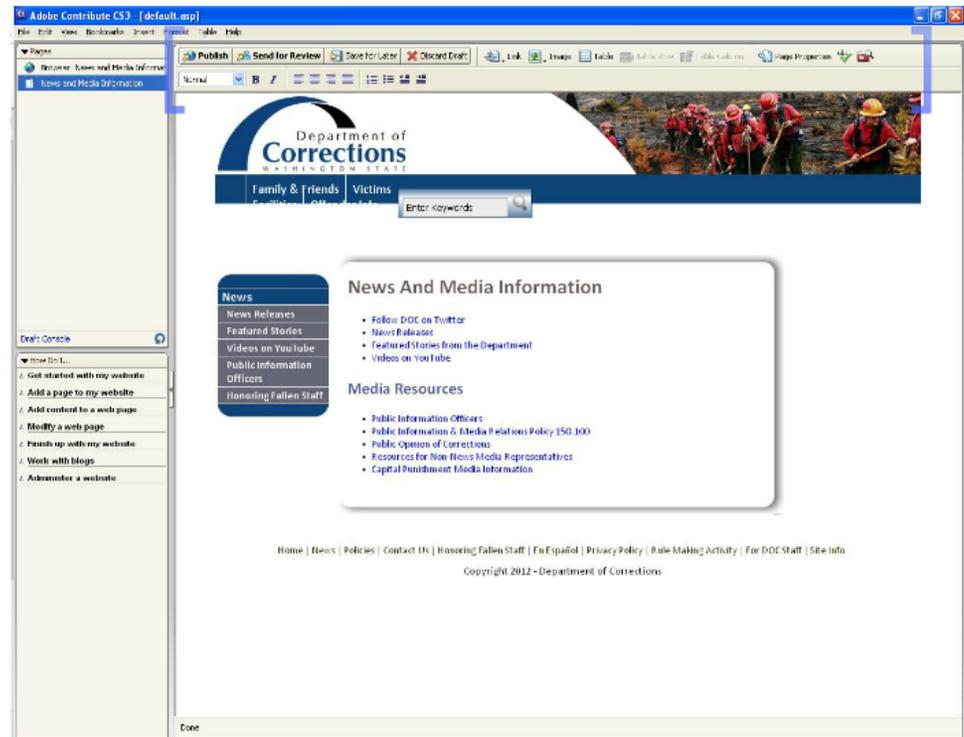
- Sending reminders to review content
- Essential to have internal web standards and guidelines document to clearly outline standards and responsibilities
- QA Tasks for web unit to monitor frequently accessed sites



BASICS of Contribute

- WYSIWYG HTML
- Easy page previews
- Allows page reviews
- One-click publishing
- CS3 and CS4

Edit Mode for Contribute





- News
- News Releases
- Featured Stories
- Videos on YouTube
- Public Information Officers
- Honoring Fallen Staff

News And Media Information

- Follow DOC on Twitter
- News Releases
- Featured Stories from the Department
- Videos on YouTube

Media Resources

- Public Information Officers
- Public Information & Media Relations Policy 150.100
- Public Opinion of Corrections
- Resources for Non-News Media Representatives
- Capital Punishment Media Information

- Draft Console
- How Do I...
 - Get started with my website
 - Add a page to my website
 - Add content to a web page
 - Modify a web page
 - Finish up with my website
 - Work with blogs
 - Administer a website



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Edit Mode for Contribute

Format Table Help

Publish Send for Review Save for Later Discard Draft Link Image Table Table Row Table Column Page Properties abc

Normal B I [List Icons]

Department of Corrections WASHINGTON STATE

Family & Friends Victims [Search Box: Enter Keywords]

News And Media Information

- [Follow DOC on Twitter](#)
- [News Releases](#)
- [Featured Stories from the Department](#)
- [Videos on YouTube](#)

Media Resources

- [Public Information Officers](#)
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News

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PREZI

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Implementation

Communications Role

- Manages homepage content on both sites
- Reviews content on other pages when asked
- Works with web unit to update look and feel

Web editors

- Created templates for internal and external websites
- Communicated with FrontPage users to bring content into template
- Web editors/SME for page content
 - 29 Editors on Public Site
 - 44 Editors on Intranet
- Web editors have site-specific processes for content approval prior to publishing
- IT provides keys and training
- Only web unit updates CSS

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IT Likes

- Permissions managed via AD groups
- Web Team controls keys
- Templates help control look and feel
- "Draft preview" feature allows review prior to posting

Communications Likes



- Many editors helps workload
- Unit owns home pages
- Web standards guide aids consistency
- WYSIWYG means communications shop doesn't have to learn HTML!

IT Dislikes

- Managing licenses
- Any JavaScript or custom development cannot be done in Contribute



COMMUNICATIONS Dislikes

- Not owning all the content can make "suggesting" changes difficult
- Monitoring updates/QA time commitment

Making updates

IT and Communications work together to change UI, images, banners etc.

Communications must be willing to follow web standards and IT guidance

IT must be willing to experiment in order to keep up with new media and communications requests

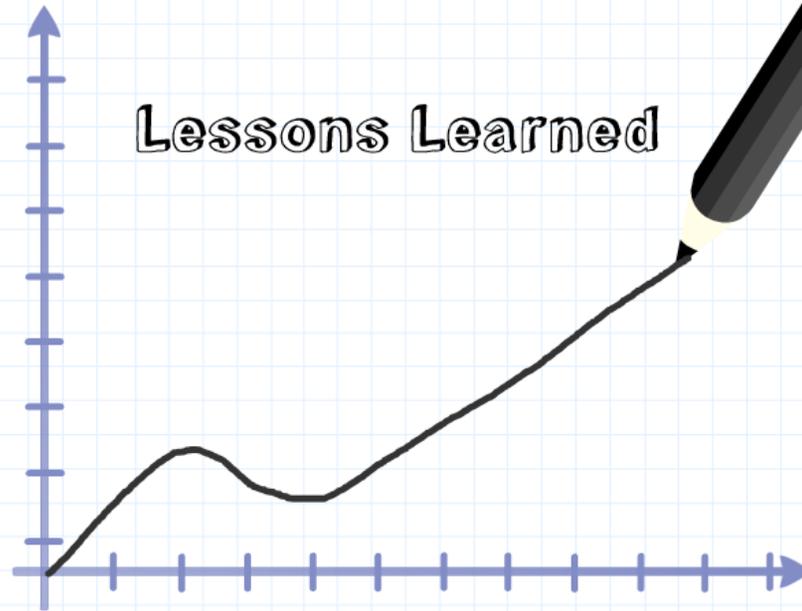
Supplemental Tools

NotePad++ and FileZilla

FREE!



Lessons Learned



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