2016 Web Reboot: Update and Introduction to the Sitefinity Content Management System
What we’ll do today

1) Overview & Update on the “Web Reboot”
2) Sitefinity: What & Why?
3) Getting Started
4) Roles & Types of Users
5) Using the Tool: Common Functions and Features
6) Resources for Learning More
8) Questions & Discussion
Web Reboot Overview

**Responsive Web Templates**
Address a growing need for our websites to be accessible to many different types of devices and web users. Responsive design maintains functional access and operation of our websites from phones, tablets, TVs, etc.

**Razuna: Images.UTMB.Edu**
Digital asset management tool helps maintain brand identity and provides a source of approved and vetted official images for the university community's use. Access management helps prevent misuse or overuse.

**Power**
Centralized, single-source of data coordinated by Provost's Office about our care providers and faculty. Supports accuracy, consistency and quality of online information about our staff.

**Site Inventory & Analytics**
Tool catalogs UTMB's web assets (including social media sites, blogs and intranet sites) for all mission areas. Includes site owner and developer information; provides the foundation for institutional site management. Analytics allows developers to track the effectiveness of their online strategies.

**Process & Infrastructure**
Updates and upgrades to hardware, web servers, databases. Source control adoption. New guidelines for developers.

**Training & Tutorials**
Tips, tools, updates and technology news for UTMB web developers. Blog offers a forum for questions, discussion and participation among members of UTMB's web community. More in-person opportunities planned for 2015.

**Siteimprove**
Web governance software that helps manage and maintain website quality. Checks and locates broken links, mislinking, accessibility issues on all public-facing pages, and guides users through appropriate fixes.

**Sitefinity CMS**
For FY 2015 — Content management system allows casual users to manage web content; can allow central management of multiple websites, shared content, analytics and powerful special features. Templates and responsive design are "baked in." Improves efficiency and quality.

Read more about the Web Reboot at http://blogs.utmb.edu/web/
New Digital Map going live

• New university-wide (all campuses and sites) wayfinding & virtual tour tool
• Content is custom, dynamic, responsive and editable
• Can be embedded in sites
Sitefinity is a web-based content management and web publishing system

• No special software required
• Can accommodate all types of users: basic to advanced
• Is responsive (mobile friendly) by design
• Fosters site consistency and compliance
  ✓ Branding and logo use
  ✓ Powerful institutional templates/framework
  ✓ Accessibility
  ✓ Required page elements & shared content
  ✓ State and UTMB web standards
Getting started

- Documentation and training videos
- Site request/registration
- Web requirements
Roles & Types of Users

Screen shot from the site request/registration form.
Using the Tool: Common Functions and Features

Logging in
Creating a page and navigation
Adding content (static text & images)
Dynamic content: News widget demo

intranet.utmb.edu/sitefinity
Communication

• Updates at blogs.utmb.edu/web/
• Reach out: itc@utmb.edu

Learn More

• Web Reboot: intranet.utmb.edu/web/
• Sitefinity overview
• Sitefinity Documentation
• Sitefinity Training Videos
Questions and Discussion