Brainstorming a Content Management Program

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Internet Librarian 2018

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Company initiates frantic search of its records to try to prove lines are safe ahead of deadline

By Kevin Fagan Published 4:00 am, Saturday, March 5, 2011

http://www.sfgate.com/news/article/PG-E-launches-huge-paper-chase-for-pipeline-data-2457018.php

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My Content Management Plans include the following elements:

- Culture
- People
- Process
- Systems
- Audit & Control

Culture

Try to disrupt ongoing business as little as possible

Change will take place,
but hopefully in a way that will integrate into
The workflow

People

People may be the most important part of the content management process
- They do the work
- They save the documents
- They look for documents
- They need the right information at the right time for the right price

Most Importantly:

People have to know and feel that their ideas are heard and that their specific needs are noted and addressed at the process moves along.

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Process

- Silos, repositories and essential sources of content
  - include those located outside of the organization
  - Information Governance plan
  - File Plan
  - Archives
  - Records Management
  - Access

- Content required
  - When it is needed
  - Desired format
  - How it must be made available for the department or team to accomplish its objectives

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Process

- Review taxonomies
  - Existing internal
  - Commercial
  - Consider usage and how well they are functioning

Identify where content is cross departmental and access is needed by groups with otherwise different needs

Auto metadata nudging or generation

Systems

- Review all systems, silos and tools currently in place
    - Document and discuss problems
- Make a Hardware and software plan

Systems

- Review all systems and tools currently in place.

- Review perceived strengths and weaknesses of various systems
  - Meet with people
  - Survey users – may need to target specific users if tool is specific

Vendors
- Talk to vendors
  - Will vendors of entrenched tools can make changes to make products work in a way that furthers the goals of organization?
  - Collaborate with them to adjust tools to meet new needs

Systems

The Google Drive, DropBox and Box Problem

- Review new systems in which stakeholders are interested.
    - How do they work with existing silos?
    - Compatible with existing silos?

Audit & Control

Controlling and auditing the process is very individual to the culture of the organization.

- Familiarize yourself the legal and regulatory requirements for retention of materials
- Work with people in affected departments to make sure that required materials are being retained, where they are being retained, who has access, etc.
- Applies to Legal and HR Depts, but may also apply to other departments because of patents, related information on your products, etc.

Allies in Audit, Legal, Security, HR and in other departments are important in this effort.

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Make CM Work

Broad strokes are fine, but you have to figure out the detail that makes the system work for you.

Culture detail

Key Culture Elements
- Meet people where they are
  - ping pong table/beer fridge
- Incorporate training into the culture
- How do people find information?
- Consider the cost of transactions/touches. The higher the cost, the less likely an organization will be to purchase

People detail

Key People Elements
- Information matching
- Social interaction
- Communities of Practice
- Training and communications
- Measurement and reward systems
- Knowledge sharing culture
- Knowledge Advisors
- Employee Satisfaction surveys

Process detail

- Disaster planning
- Informatics (human-computer interaction)
- **Challenges**
  - **Information, content, data have no voice. They need a champion if they are not to be ignored**
- Value
  - It is easier to manage your intellectual property if you know what you have and where it is.
- Succession planning
  - One example: in the event of an employee leaving. Their access should be completely revoked. It should spiral out from HR to IT and any other departments.
  - Other aspects to succession planning should also be addressed.

- Build repository agnostic tools
- Build tools that plug into common software

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Systems detail

Key Systems Elements:
- User interface
  - Needs an interface that requires only oversight not constant tweaking
- Team collaboration spaces*
- Community portals
- Knowledge repositories
- Threaded discussions
- Expertise locators
- Search
- Support
- Archiving

Thinking Outside the Box

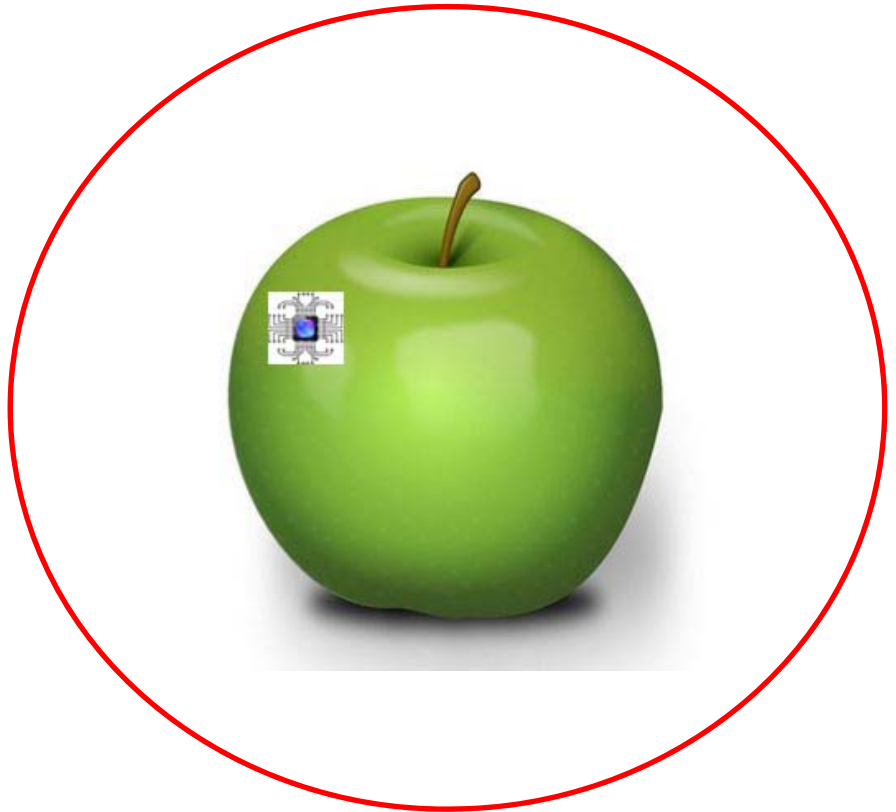Can Blockchain technology circumvent some of the content management requirements?
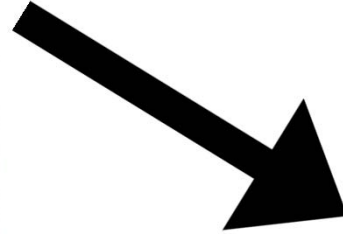
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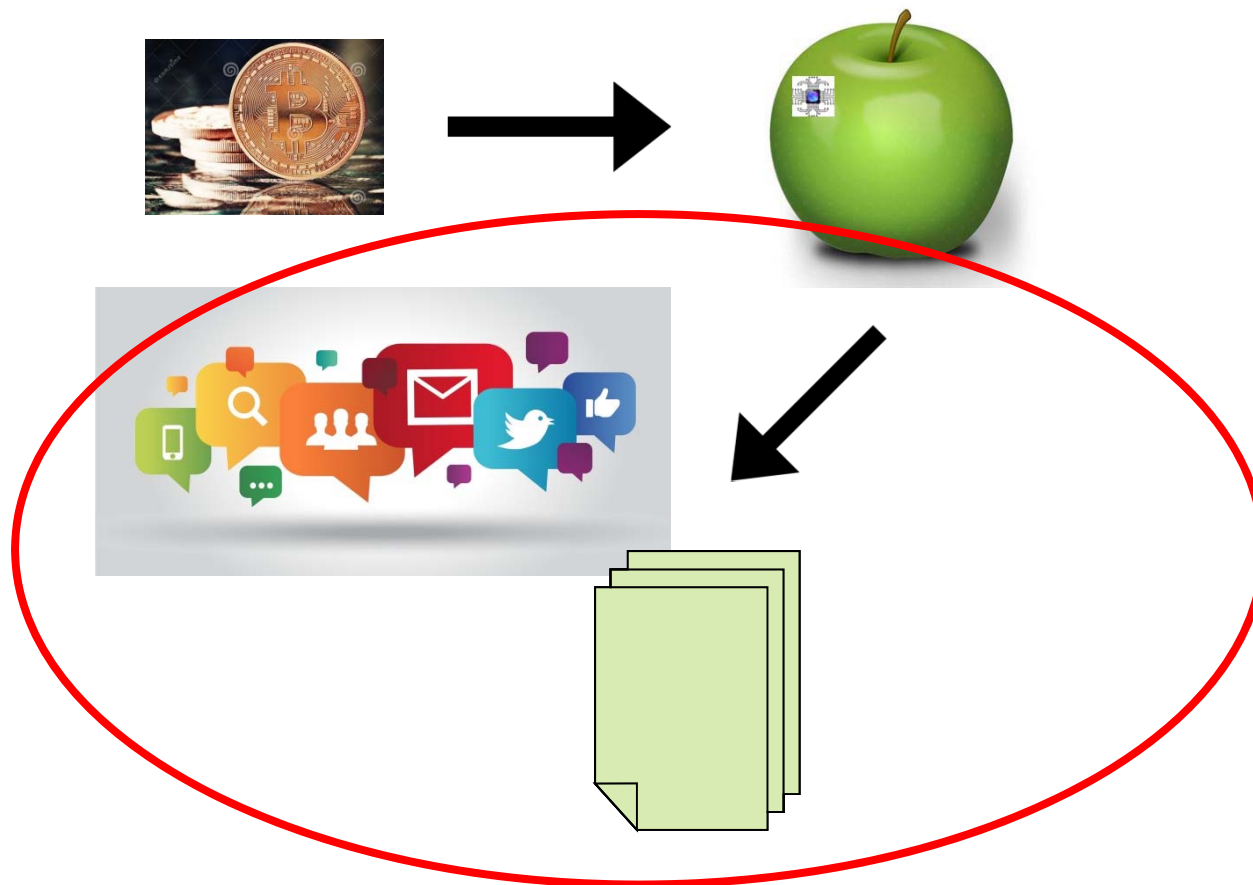Consulting

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Thinking Outside the Box

Can Blockchain technology circumvent some of the content management requirements?

Bitcoin: http://bit.ly/2oO0BpC / Apple: clker.com / Chip: http://bit.ly/2pB3q1q

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Thinking Outside the Box

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Thank you!

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