Creating Efficiencies in Content Management Through Content Rationalization System Implementation

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Creating Efficiencies in Content Management Through Content Rationalization System Implementation

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**BACKGROUND**

- Content Rationalization System (CRS) - database used to aggregate content in one place
  - Otherwise known as a content repository
- Finalized content is currently spread throughout:
  - Personal Desktops
  - Project Management System (Robohead)
  - Shared Drive (X Drive)
- Aggregating content will:
  - Maximize efficiency when creating new material
  - Link content to the new LVHN website

**SYSTEM**

- LVHN already licenses BePress to power the library database, Scholarly Works
- Scholarly Works was chosen as the database for the CRS for several reasons:
  1. It did not require creating a new system
  2. It is an enterprise wide system
  3. It is full text searchable

**CONTENT TO BE INCLUDED:**

- Article
- Biography
- Collateral
- Internal Communications
- Letters
- Press Release
- Poster
- Presentation
- Publication
- Remarks
- Report
- Talking points/script
- Video Transcript
- Web

**PROCESS**

1. Create governance
2. Determine upload process
3. Create process map
4. Work with BePress to create form fields
5. Identify time gained and efficiency
6. Educate department on purpose and use
7. Aggregate content

**RESULTS**

- Implementation in progress
- Projected time saved:
  - Total Time Spent Per New 350-Word Article

<table>
<thead>
<tr>
<th>Hours</th>
<th>Without CRS</th>
<th>With CRS</th>
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<td>5</td>
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</tbody>
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**60% Reduction in time spent per article**

**Gain 15 weeks* per year**

*per individual

**CONCLUSION**

- Next steps:
  - Aggregate existing content and upload by the end of the calendar year
  - Department to maintain and employ use of CRS

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