ENTERPRISE CONTENT MANAGEMENT
COMMUNITY & TECHNICAL COLLEGE

WHAT IS ENTERPRISE CONTENT MANAGEMENT?

➢ Enterprise Content Management (ECM) – The management of information in all its forms across an organization. Source: Stephen A. Cameron in Enterprise Content Management

DEFINING TERMS

➢ Enterprise – Community & Technical College (CTC) and all its units
➢ Content – All of college’s communication in varying forms such as print and electronic collateral and verbal messaging and presentation at events

WHY ARE WE USING IT?

➢ To manage information and make it accessible so that faculty and staff can successfully perform their jobs and ensure that students and prospective students receive accurate and timely information

WHAT ARE THE BENEFITS?

➢ Effective information management helps to enhance clarity and ensure accuracy when communicating with CTC’s key audiences—faculty, staff, students, prospective students, campus community, customers, public, etc.

➢ Consistent branding
➢ Institutional (college) risk management
➢ Accessibility and quality

HOW DOES IT APPLY TO CTC?

➢ Business process improvement – improving quality, productivity, and response time through “big picture” evaluation of our internal processes across the organization
  Example: CTC forms

➢ Improved communication – provides tools to help students, faculty, and staff work collaboratively to develop and process content
  Example: Use of content management system, CommonSpot, to manage CTC sites college wide

➢ Physical storage – reduces the need to store printed documents in favor of scanning and saving electronically, which reduces storage costs
  Example: Student records housed in CTC Dean’s Office
- **Information quality** – provides access to original documentation and provides capability to track document versions.  
  Example: Departmental shared drive space, utilizing CTC blackboard site for by leadership and other college committees

- **Compliance** – helps college comply with UAA Board of Regents policies and regulations, government and industry standards.  
  Example: Disability access/WCAG guidelines

---

**SCOPE OF ENTERPRISE CONTENT MANAGEMENT SYSTEM**

Source: Stephen A. Cameron in *Enterprise Content Management*

---

Enterprise
Where? How?

Content
What?

Management
Who? When? Why?