BEST PRACTICES

» Review the playbook (cmich.edu/playbook) for optimal website practices and requirements thoroughly

» Check the Sitefinity pre-approval checklist (cmich.edu/sf-preapproval-checklist) before submitting content to ensure accuracy

» Batch your questions by creating a detailed list of specific concerns to enhance the productivity of discussions with your digital strategist

TRAININGS

» We will have three types of live trainings:

- **New Collaborator:** Once a month

- **Refresher:** Once a month

- **Ad-Hoc:** As identified by you or your strategist

*A video library of topic-specific trainings focused on SEO, Accessibility, Mobile-first, Cross-linking, etc. will be available soon

URGENT REQUESTS

» We understand issues may arise that need urgent action, such as publishing the wrong date for commencement or needing to unpublish a people page after a difficult separation

* The Digital Strategy Team defines an urgent website update as an issue that will harm the institution's reputation

» We're here to tackle these on a case-by-case basis. Please note, this is intended for genuinely urgent matters and not for issues arising from a lack of planning

SUPPORTING YOU

» 'Power Hours' are designated hours for a strategist to work with you. These two hours a day M-Th are set aside just for you to ask questions, get feedback, and work through any issues you may be having on a particular page. For one-on-one support, please post your request in the **Collab Support Teams Channel,** instead of reaching out to your regular strategist directly during the following times:

The schedule below is subject to change based on availability

> Bob- **Monday: 10 a.m. – 12 p.m.**
> Kelsey- **Tuesday: 3 – 5 p.m.**
> Lexi- **Wednesday: 1 – 3 p.m.**
> Will- **Thursday: 8 – 10 a.m.**

» Tag @**Strategists** for assistance, and one of us will reach out to you. For additional feedback, you can also post in the general Sitefinity Website Collaborators channel anytime

- We'll provide drop-in sessions, a monthly four-hour block for in-person assistance. Stay tuned for announcements via email, Teams, or our collaborator meeting

WORKFLOW

» Strategists will review workflow requests daily from 3-5 p.m., with a turnaround time of two business days

PAGE BUILD & REMOVAL PROCESS

» To add or remove pages, you'll submit a **Wrike form** (cmich.edu/collab-wrike-form)

- The form streamlines the page creation process, allowing you to add your content to pages with the correct templates and locations already set by a strategist

- This change enables strategists to review existing pages, preventing duplicate content and addressing page removal to minimize broken links and 404 errors on the website