IMCOM MWR Enterprise Web | Frequently Asked Questions

Q. What is the IMCOM MWR Enterprise Web?

A. It's a content management system (CMS) to use when creating MWR Division websites at Army Garrisons. The system is like a template, allowing contributors to easily add information about facilities, services and events without having technical web skills like HTML, Java, etc.

Q. Who manages the system and, where did it come from?

A. The Europe Region Marketing Office stood up a web team several years ago to devise a unified website system for all MWRs in Germany, Italy and Belgium. The basic website structure was formed using the Concrete 5 content management system platform. The Web Team has heavily customized the system to accommodate MWR Marketing programs and culture. The effort has been so successful that IMCOM G9 has adopted the system as the standard for all Army Garrison MWRs. G9 Marketing Communications and Europe Region's Web Team have joined together to provide the website system to MWR Directorates.

Q. Is this an Army-approved system?

A. Yes. The Enterprise Web has been vetted and approved for use by G6.

Q. We already have a website. Why do we have to change?

A. MWR websites vary in appearance and functionality from garrison to garrison. This diminishes the MWR brand and makes it more difficult for our community members when they travel from one garrison to the next.

Some garrisons lack websites altogether because there's no one on staff who has the time or technical ability to create and maintain one. The Enterprise Web provides hosting services, technical support and a template structure that is easy to start-up, use and maintain. The system enables small garrisons to produce professional-looking websites that are equal in quality to other, larger MWRs.

Q. When do we have to transition to the new system?

A. The Command Guidance (OPORD) identifies Sept. 2018 as the deadline for all Army MWR Divisions to use the Enterprise Web system.

MWR Directorates who have web-related contracts, subscriptions or agreements will let them run their course and expire. Contracts cannot be renewed or continued. Marketing Offices must transition to the Enterprise Web and be ready to go-live/switch over before service contracts expire.

Q. What if we do not want it? Can we apply for an exception?

 A. This effort is to create a consistent website presence and functionality at all Army Garrisons. Exception requests will be reviewed and considered. Approval may only be granted in rare and extreme situations. This also applies to requests to extend the deadline after Sept. 2018.

Q. Is there training and support to help us?

 A. Yes. The Web Team offers Introductory Training Classes to help in several ways:
 - New users get an overview about how the system functions
 - Training for Webmasters, Marketing and MWR Programmers
 - Refresher training for all users (if desired)
 - Opportunity to ask the Trainer specific questions and get help

 The Web Team provides individual coaching and assistance as needed. Periodic web/phone conferences offer the chance for users and the team to discuss updates and technical issues.

Q. Is there a cost to participate?

 A. No. G9 Marketing Communications absorbs all costs for website hosting, URL services, training for MWR Directorates, etc. The system and services are provided free of charge.

Q. What are the roles for garrison MWR staff?

 A. MWR Marketing Offices (or designees) are responsible for setting up their directorate's websites. These staffs serve as Webmaster and site Approvers who can contribute any content and structural additions, such as new pages. Approvers are responsible for reviewing content, checking links and functions and, approving updates to "go live."

 Program managers and other MWR staff can be granted Contributor access to enter content directly into the website. This can relieve the burden on MWR Marketers to update routine information, such as classes, changes in hours of operation, phone numbers, etc.

Q. Can we sell advertising space and sponsorship presence for the Enterprise Web?

 A. Yes. The Enterprise Web structure offers advertiser space throughout the site. Ad space for the Leaderboard and Sidebars 1 and 2 will be shared between garrison MWR Marketing Offices and IMCOM G9 Marketing. Garrison marketing offices can sell eight ads for each space. IMCOM G9 Marketing reserves the right to sell two spaces. The ad spaces can accommodate up to ten ads (garrison's 8 + IMCOM's 2 = 10 total). IMCOM's ads will focus on national advertising that has appeal to enterprise-wide audiences.

 Garrison MWRs also get three bonus ad spaces located under the Event/Program tiles. These spaces are exclusively for garrison MWR Advertising and Sponsorship managers to sell.

The ads will renew each time a user clicks through the website. For instance, the car ad you sold will change to the other ads (restaurant ad/body shop/whatever) each time the visitor flicks from one page to the next.

Q. Can we keep the money we make from the Advertising and Sponsorship we sell?
    A. Yes. If your MWR Advertising and Sponsorship manager sells space, the revenues go directly to your local garrison Finance Office. You get full credit for anything you sell. G9 will not receive a percentage or cut of your earnings.

Enterprise Web Advertising Structure

Leaderboard
728 x 90 px

Sidebar 1
Sidebar 2
300 x 250 px

10 ad slots available for these above spaces.
Garrison MKs sell 8
IMCOM MK sells 2

Ads change each time a page is refreshed.

Below the Fold
180 x 150 px
These 3 spaces reserved for garrison-only sales

Getting Started on the IMCOM MWR Enterprise Website System

Welcome! Begin by watching a quick, seven-minute overview:
"Introduction to the Central Web System (CWS)" https://vimeo.com/89607738

1. GATHER YOUR TEAM
MWR Marketing Offices should appoint several individuals (if possible) to form a Web Team. The team leader will serve as Webmaster-Administrator, with responsibility to oversee, review and approve updates.

2. GET TRAINED
Training sessions happen most Wednesdays.
Please register to attend a session: http://europe.armymwr.com/army-wide/reg-form1/

SESSION A US, Europe		SESSION B US, Alaska, Hawaii		SESSION C US, Hawaii, Alaska, Japan, Korea	
Time Zone	Session Time	Time Zone	Session Time	Time Zone	Session Time
EST	9:30 a.m.	EST	1:30 p.m.	EST	8 p.m.
CST	8:30 a.m.	CST	12:30 p.m.	CST	7 p.m.
MST	7:30 a.m.	MST	11:30 a.m.	PST	5 p.m.
CET (Europe)	3:30 p.m.	PST	10:30 a.m.	AKST (Alaska)	4 p.m.
		AKST (Alaska)	9:30 a.m.	HAST (Hawaii)	3 p.m.
		HAST (Hawaii)	8:30 a.m.	Korea + Japan	10 a.m.

The class will take one hour and is held via DCO and phone
*   Overview of Front end system
*   Overview of Backend system
*   Create a facility
*   Add a new event
*   Documentation/Training materials

Hosted by Colleen Terry, MWR Enterprise Web Trainer

- Contact G9 Marketing to discuss any questions you may have about the system.
  Sharon Bertschi | 210-466-1735 | sharon.h.bertschi.naf@mail.mil

3. ESTABLISH YOUR PERSONAL ACCOUNT

- After attending training, submit the account set-up form to get your login credentials: http://edit.armymwr.com/army-wide/garrison-set-conus/

- You'll receive an email inviting you to log into the CMS for the first time with instructions to reset your password. Your user name will be your email address, without dots or the @mail.mil. Like this: johnwsmith22naf

3. GET FAMILIAR WITH PIVOTAL TRACKER

Pivotal Tracker is a web-based, centralized communication tool. It lets you post comments, questions and requests for assistance to the Web Team. Pivotal Tracker eliminates multiple individual emails and fosters collaboration across the team.

- Watch: https://www.pivotaltracker.com/help/gettingstarted

4. SET UP YOUR COMMUNITY'S STANDARD FACILITY PAGES

- The Enterprise Web automatically loads pages for ACS, CYS and BOSS. These programs use standard forms and other information that every garrison offers.

- Some garrisons offer standard facilities that do not appear at all Army garrisons. Please select additional standard facilities you'd also like to include. You will be able to add hours of operation, phone and other details when you start working on your site.

5. SET UP YOUR SITE… CREATE FACILITIES AND PROGRAMS

- Log into Enterprise Web: http://europe.armymwr.com/europe/

- Scroll to the bottom of the page (blue area) and select Login: Enter your User Name and Password

- Read and watch: To view training materials, choose User Guides (upper right menu bar)
    - Create a Facility or Program
    - Dashboard   (learn to navigate the Dashboard)
    - File Manager (learn to find and upload images and files)
    - SOP-Quick Reference-Writing for the Web

- ***Helpful Hints:***

    - ❖ Read the Common Mistakes Guide to help avoid errors and corrections. The Web Team reviews and approves all content and functionality before launch. Fewer corrections will help expedite your new site.
    - ❖ Use Firefox or Google Chrome to work in the CMS. Explorer has limited functionality.

6. CREATE YOUR COMMUNITY'S LOCAL FACILITIES

- Fill in all hours of operation and contact details
- Complete all content for facility pages
- Read documentation, watch videos and/or email Colleen Terry with questions

7. CREATE EVENTS

- Log in and choose User Guides (upper right menu bar). Read and watch:
  - Create an Event or Promo
  - File Manager (learn to find and upload images and files)
  - SOP-Quick Reference-Writing for the Web
  - View the User's Guide for additional training materials including all SOPs. Pay attention to tooltips inside the modules to ensure you're writing properly for the web.

8. CREATE EVENTS FOR THE NEXT TWO MONTHS

- Fill in all four tabs of the event creation form
- Approve events

9. CREATE YOUR LOCAL FOOTER

- Watch training video on footer editing: Footer
- Create your footer links

10. FINAL CONTENT REVIEW

- Congratulations! You've worked hard and are almost finished
- Carefully review your entire website and check every link
- Proofread carefully and double-check details like phone numbers and locations
- Contact the Web Team, who will perform a final review of content and functionality

11. FINAL REVIEW APPROVED? LAUNCH!

WEB TEAM - CUSTOMER ASSISTANCE		
Sharon Bertschi (US – CST) sharon.h.bertschi.naf@mail.mil 210-466-1735 | DSN 312-450-1735	Colleen Terry (US-EST) cmterry@gmail.com 508-688-9351	Erick Martinez (Germany) erick.f.martinez4.naf@mail.mil DSN 314-544-9854

Please read before you begin to avoid having to make corrections at the time of final review.

These are mistakes we often encounter when reviewing sites for launch. Please let us know if we need to change our documentation to better communicate these standards. These tips will save all of us time by pointing out common mistakes to avoid. We hope you find this helpful.

- Bolding errors: When formatting text, such as titles, choose Heading2 from drop down and this will bold your headings automatically. If you would like to make text stand out, select paragraph from the drop down and bold only keywords.

- Bolding errors: Do not use bold in headers when using the "Heading2" option in the content editor. If you bold some words and also use Heading2, which is already set to bold, then content will not format properly and you will see inconsistent spacing.

- Bolding errors: Please don't make a whole sentence bold, it's not good practice. Instead mark only keywords to make them stand out.

- Avoid using all caps: No SHOUTING! Use bold instead to highlight important parts of your text.

- Do not link to pricing charts and menus: PDFs and graphic images are not searchable and are difficult to view on a mobile device. Instead, add a content block and set up a table to add your price list and menus.

- Price formatting errors: Please write all prices as $1 not $1.00. It's easier anyway!

- Wrong format for phone numbers: Follow the examples given next to the fields. Always include area codes and dialing codes for DSN numbers, as if someone abroad were to dial. Please follow these examples and pay special attention to spaces. DSN: (312)555-1212 Commercial: +1 (222)555-1212

- Avoid repeated program names in the hours of operation block: Where it asks for program name, please add the words, Hours of Operation, instead. This way, the facility name will not be repeated.

- Incorrect images and sizes: Please do not use flyers for event images. These are not searchable, do not display well on a mobile device and are against web SOPs.   Save all images in the following dimension and resolution: 750x421 pixels @ 72dpi, with a file size no greater than 80KB
  This applies to:
    o Promo photos and graphics
    o Event photos and graphics
    o Facility photos and promotions or graphics