

## Appendix: Overview of Proposed Branching Logic

Field Types	Order	Required Field?	Selection	Selection	Selection	Selection	Selection	Selection	Selection	Selection	Selection	Selection	Selection
Dropdown Menu (single Selection)	1	Yes	Multiple Channel	HR Update	IT Weekly & Meeting Agenda	External News Item	Calendar	Mass Email	Website Change	Social Media	Digital Display	Info Gathering	
Dropdown Menu (single Selection)	2	Yes	N/A	<input type="radio"/> Job Posting <input type="radio"/> New Hire <input type="radio"/> Departure <input type="radio"/> Transition <input type="radio"/> Life Event <input type="radio"/> Achievement	<input type="radio"/> IT Weekly Item <input type="radio"/> Meeting Agenda <input type="radio"/> Both	<input type="radio"/> OHIO News** <input type="radio"/> CUE*** <input type="radio"/> OHIO IT Calendar <input type="radio"/> Both	N/A	<input type="radio"/> TDX (TeamDynamix) <input type="radio"/> WebCMS <input type="radio"/> Both	<input type="radio"/> X <input type="radio"/> Instagram <input type="radio"/> Both	N/A	<input type="radio"/> Focus group <input type="radio"/> Survey <input type="radio"/> User Testing		
Dropdown Menu (multiple Selection)	3	Yes	<input type="radio"/> Choose all channel types that apply	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<input type="radio"/> Baker <input type="radio"/> Location <input type="radio"/> RHE <input type="radio"/> All	N/A	
Text box (single line)	4	Yes	N/A	<input type="radio"/> Publish date(s)	<input type="radio"/> Publish date(s)	<input type="radio"/> Publish date(s)	<input type="radio"/> Publish date/time	<input type="radio"/> Publish date/time	<input type="radio"/> Publish date/time	<input type="radio"/> Publish date/time	<input type="radio"/> Publish date/time	<input type="radio"/> Publish date/time	
Text box (single line)	5	Yes	N/A	N/A	<input type="radio"/> Name of Speaker	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Text box (single line)	6	Yes	N/A	N/A	<input type="radio"/> Time to speak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Text box (single line)	7	No	N/A	N/A	<input type="radio"/> Content Title	<input type="radio"/> Content Title	<input type="radio"/> Content Title	<input type="radio"/> Content Title	<input type="radio"/> Content Title	<input type="radio"/> Content Title	<input type="radio"/> Content Title	<input type="radio"/> Content Title	
Text box (multiple line)	8	No	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Who, what, when, where, etc.?	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Content requirements (draft/edit/publish)	<input type="radio"/> Content requirements/Design Brief	<input type="radio"/> Content requirements /Design Brief	
Text box (single line)	9	Yes	<input type="radio"/> Link to source document (campaign doc)*	<input type="radio"/> Link to further information/job posting	<input type="radio"/> Link to content	<input type="radio"/> Link to content	<input type="radio"/> Link to content	<input type="radio"/> Link to content	<input type="radio"/> Link to content & distribution	<input type="radio"/> Link to content	<input type="radio"/> Link to content	<input type="radio"/> Link to content	<input type="radio"/> Link to content
Attachment	10	No	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	<input type="radio"/> Image upload	N/A

\*A **Campaign doc** is a source document that is a single MS Word file that contains multiple channels with drafted content (ex., Canvas content for OHIO News, IT Weekly, mass email, and social media).

\*\*OHIO News items are typically published in both the OHIO Today and OEN unless specifically requested.

\*\*\*CUE is the Calendar of University Events.

\*\*\*\*We could add an additional category for “User Documentation.” Digital Workflow regularly submits edit-requests for these documents.