

Appendix: Overview of Proposed Branching Logic

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