Drupal Web Content Management for the University of Minnesota

What is Drupal?
Drupal is an open source content management platform used by many organizations around the world, including institutions of higher education, to build and maintain websites and web applications. In November 2012, it was selected as a more reliable, customizable, and robust replacement for the University's current content management system (CMS), UMContent, which we have outgrown.

University of Minnesota colleges, departments, units, and student groups systemwide will be able to use Drupal to create and maintain University-branded web content. Individual students may not use the branded Drupal base theme. User support information will be published on the Drupal site as it is developed.

Is Drupal required for University websites?
It is not required that University sites use Drupal.

How do I determine if Drupal is the right choice for my unit's website?
There are a number of factors to consider when deciding how to build a website.

Who will be maintaining and updating the site? How big will the site be? Do you want to have any kind of interaction with the site's audience? Will a web developer be involved throughout the life of the site? Will the same content need to be published in more than one place on the site?

Here are some University-supported options and basic guidelines:

Consider Plain HTML for:
• A site with a minimal number of pages.
• Site content that is updated infrequently.
• A site where new pages are added infrequently (or never).
• A site that can be updated (update copy, add images, add a page) by someone other than a web developer using software such as Dreamweaver.
• Sites that are constructed by a web developer who has HTML coding skills.
• A site that will require a web developer to make changes to site structure, navigation, or any aspects of the site that require experience with code.

Consider Drupal for:
• A site that has more than one content contributor and allows those contributors to edit and update content on site pages.
• A site that may require review or approval of content before it is published.
• Any site that may have frequent structural changes. For instance, the addition of new pages, changes in organization of pages within the site, creation of new or additional site navigation or hierarchy.
• A site that can contain numerous pages of the same content type (e.g., stories) and supports easy updates to the way this repeatable content type is displayed.
• A site that needs to be configured to find and display content in a variety of ways, such as filtering content by type (e.g., faculty bio) or having content arranged in specific categories (e.g., arts).
• A site that allows for content to be consumed using an automatically-updated feed (e.g., an RSS feed of recent stories).
• A site that allows for the same content to be shown in multiple places on the site but updated only in one location.
• A site that can be updated using a web browser from anywhere and on any computer (alleviating the need for storing a copy of the site on your own computer).
• A site that will be set up by a web developer/designer who is familiar with Drupal.

Consider a Google Site for:
• A site that can be produced without technical expertise.
• A site that (ideally) is small and not complicated.
• A site that can easily incorporate other Google apps, such as a calendar, a form, a chart, and so on.

Consider a Blog for:
• A site that can be produced without technical expertise.
• When site content is best presented in chronological order.
• When new categories, tags, or navigation items are added on a regular basis.
• Any site where comments from site visitors are (optionally) desired.
• A site that allows for content to be consumed using an automatically-updated feed (e.g., an RSS feed of recent stories).
• When new content is added a few times a week.

What kind of help is available to make a Drupal website?
The University has selected six consultants, who will be available to collegiate and non-collegiate units at University-negotiated rates, to assist with the move from their current web content management system to the University-wide Drupal platform and/or develop Drupal sites.

• Electric Citizen - http://electriccitizen.com/
• Integration Architects - http://integrationarchitects.com/
• Nous - http://www.nousinfosystems.com/
• Origin Eight - http://www.origineight.net/
• Palantir - http://palantir.net
• Select Source - http://www.selectsourceintl.com/

Some of the consultant services that will be available include:
• Drupal website development
• Custom Drupal responsive theme development
• Drupal website design
• Custom template design
• Drupal best practices implementation
• Migration from current web content management solution to University-wide Drupal platform
• Incorporation of usability and accessibility features in website design
• Design websites for mobile devices
• Design websites with integration with social media
• Quality Assurance (QA) design and testing
• Database incorporation in website design
• Build websites capable of being efficiently maintained in-house after migration has been completed
Units wishing to contract with one of the consultants should contact the consultant via U of M Purchasing's University-wide Contracts website at http://uwidecontracts.umn.edu/.

**Are University-branded templates available for Drupal?**
Yes.

The Drupal base theme (template) is branded with the University's web header and footer for each campus. The headers and footers are a part of the Drupal platform that OIT maintains. This means it will be very easy for units using the U's Drupal base theme to change their web headers and footers when the new design becomes available in February 2015.

**I have a site in UMContent - what does this mean for me?**
Site owners who want to move their sites to the University of Minnesota Drupal platform need to complete some tasks before the move can occur.

- **Requirements**: Document business logic and functional needs.
- **Content Audit**: Document content as it currently exists.
- **Design Review**: Document new designs or design changes.
- **Schedule**: Determine when migration starts and when to launch.

Support for UMContent ends November 2014.

**When is the U's Drupal available?**
- Drupal is available as of March 2014.
- UMContent is scheduled for retirement by the end of November 2014.

**What should I do to prepare my website?**
Preparing for Drupal puts you in the best position to move to Drupal. Here are some important preparatory steps you can take right now to best facilitate using the new CMS platform.

- **Take stock of your existing website**
  - Conduct a general sitewide audit
  - Content inventory (how much content is there)
  - Content audit (is the content current and relevant)
  - Gap analysis (what's missing and needs to be added)
  - Make sure you know who makes decisions about your site and its content
  - Make sure your subject matter experts know what's coming
- **View the Drupal Prep—z.umn.edu/drupalprep**, a Moodle site containing steps and recommendations to help you create a general strategy in preparation for creating a new site in or moving an existing site to the Drupal platform.
- **UMN Drupal training opportunities**, as well as links to Drupal training and orientation videos on lynda.com, are available on the **Drupal Learning Opportunities website**.

**How do I find out more?**
- Visit the [project Google site](http://example.com) for updates
- Visit the [OIT Drupal website](http://example.com)