JUNE 2014—#3

AHC Web Town Hall

Web team
Office of Communications, Academic Health Center

z.umn.edu/ahcweb | ahcweb@umn.edu
Welcome!

WEB COMMUNITY
AHC Web Town Hall
Who? What? Why? When?

• Hosted by AHC web team for the web community; aimed at web point people and web editors, anyone welcome
• Update on key initiatives, discussion, ?s
• Every month with most current info
• hub.ahc.umn.edu/communications/web/about/attend-event
Today’s Web Town Hall
our third one

• Questions after presentation
  Ask into microphone

• We’ll send the recording and slides

• Feedback? Didn’t get your question answered? ahcweb@umn.edu
What we’ll cover today

• Update on transition to Drupal: What’s happening now? Big picture.

• What to expect for your web upgrade
  Walk through web upgrade form

• What’s next

• Questions?
Transition to Drupal
What’s happening

• **Drupal** is the U’s new enterprise web CMS, to replace UMContent (slow, buggy, ack!). We will use the U’s Drupal platform, which we are in the process of getting to work.

• The AHC has **250+ web properties** to transition from UMContent to Drupal, so that our web contacts have a better tool to keep their content current, and a more modern, mobile-friendly web theme.
What’s happening now?

• Getting our theme working on the U Drupal platform: more next month!
• Bios system (just had second round usability testing last week)
• Working on a few early sites to test these things out, including Medical School site
• Planning and vision for our web ecosystem of all properties—hit refresh
Training

- Will use OIT training for Drupal contributors—held regularly
  [oit.umn.edu/training/courses/drupal/](oit.umn.edu/training/courses/drupal/)
- Supplement with AHC user support
- We will let you know what training to register for when it’s time for your site to upgrade. Wait to take training until then. Not worth your time now.
We have you covered!
You are not being left behind.

• If you are in UMContent, we have you covered. **Your site will move to Drupal. And we’ll support the transition.**

• If you are not in UMContent and would like to transition to Drupal, let us know! We’ll get you on the list. Send URL and web point person to ahcweb@umn.edu
How to prepare and plan
z.umn.edu/ahcweb

• We are creating a roadmap for the transition with a schedule, clear steps
• **We will contact you** before anything happens, but it’s not too soon to start
• **Prepare** your website for an upgrade
• **Review your content**—remove, consolidate, edit, and update
Timeline for transition to Drupal

- **Getting ready** now through late summer 2014. AHC on U platform, Bios system, early sites.
- **Web upgrade form** to web point people June/July 2014.
- **Schedule/roadmap** (high level) expected August 2014.
- **Full-scale transition** begins late summer/fall 2014.
- **Many sites launched** by end of 2014.
- **All sites done** sometime in 2015, as long as it takes.
- Regular communications via web group.
- Monthly web town halls.
Many answers online!

Frequently asked questions

Home > Communications > Web > Drupal > Transition to Drupal

You’ve got questions and we’ve got answers. If we didn’t address your question, please send it to ahcweb@umn.edu and we will do the best we can to provide you with an answer.

I heard that we have to move our site out of UMContent by November 2014, is that true?

No, that isn’t true. The Office of Information Technology is ending the University’s support contract with Oracle in November 2014, but UMContent system will still be available until AHC sites move to Drupal. You will still be able to update your UMContent website.

Do I need to request a Drupal site from the Office of Information Technology for my unit’s website?

I keep getting messages that Drupal is available. Why can’t our unit move our site now?

When will my unit have access to Drupal?

How will the order of units moved into Drupal be decided?

How will my site be moved into Drupal?

What training will be provided for Drupal?
the big picture
Many communication technology systems changing across the U

- UMContent > Drupal
- UThink > Drupal, Blogger, other
- Lyris > Exact Target, MailChimp/other
- ESUP and myU portal
- Video conferencing, CRM, listserv, more…
- You know, that Google stuff
Why all the changes?

Life cycle ending
Desire to improve, backing to do so
Bring new, updated tools and resources
• Lynda.com
• Guidebook
• U header and footer and U home page
A fresh start for the web

- The U is a world class leader in health sciences, but our web presence (all sites, sections, pages) doesn’t reflect that.
- This upgrade to Drupal is not just a CMS switch, it is part of a vision to improve our overall web presence.
- Move to a model for continuous, ongoing improvement—so we don’t lag behind
AHC websites form a virtual city

Imagine all of the AHC websites, pages, applications, and files as forming a large city, with millions of visitors walking its streets. **It’s easier for people to get where they want to go if the city is well organized**, with a logical layout and clear street signs. If the city is poorly planned, people may get lost and never find what they’re looking for.
A planned city benefits everyone

When your neighbors upgrade their house, your property value goes up. The same is true in the AHC online community.

A first-class website reflects well on associated schools, clinics, and departments, and supports the University’s reputation as a global leader in health sciences. And a well-built web solution benefits everyone from internal AHC web creators to external audiences.
• Well-organized, well-designed websites are **easier to navigate**
• Clear, concise content **answers many user questions online**, so units receive less calls/emails requesting basic info and have a **go-to source**.
• Better content and design **helps attract** health sciences students, residents, professionals, researchers, patients, support, and more
• A linking strategy **improves traffic** to your corner of the AHC web system, and helps users find their way.

• When everyone on a web project knows their role and expectations, **it’s easier to get the job done**

• A home for everything and everything in its home, with clear paths to travel, **helps people find what the need and get things done**.
It’s about making the web easier for you to update and maintain AND better for audiences to use and experience.
We’re here to help!

Creating a strategic, effective web solution can be a big job, but your group won’t do it alone. The AHC Web Team partners with you to create an online presence that meets your business goals and the needs of your target audiences.
It’s different this time.

• Not everything will be a 1:1 translation
• We are looking at how the web and our own AHC web ecosystem of sites, sections, pages, and files has evolved, and what will make the most sense moving forward.
• Create a sustainable future— one users can understand and web contacts can manage
We understand there are different needs and situations.

- Some of you have just been through this with a Harriet web revision, reimagining the site organization and combining multiple sites together
- Some of you haven’t had a major web change in a long, long time
That’s okay.

We will communicate and work directly with you (web point people) related to your situation.

Why we’re doing all this planning and communicating behind-the-scenes!
What to expect for your web upgrade
There will be a schedule

• We will be **systematic** in how we move web content over

• This is not a hand-raising process

• We will share a **high level schedule** for batches and tracks to be done, and then **get more specific closer to the time**, when we will notify you a few weeks prior (since things are subject to change)
Not 1:1 translation

- Drupal is different. We can do more. (e.g., blog for news section)
- We’ll work with you on site planning, organization, and building
- Some currently standalone sites will be combined, for more effective organization and streamlined upkeep
- We will have ways to create distinction for web sections within larger sites.
Each unit needs one web point person

Who is a web point person? The person who handles communication between their unit and the AHC web team.

Web point people listed here:

http://hub.ahc.umn.edu/communications/web/about/web-support-structure

Send updates to ahcweb@umn.edu
We will work with the web point person, who will involve others as needed. And it will be needed!
What to expect

• Complete the form when you receive

• Web team will inform you:
  1. High level schedule for all UMContent web properties in AHC support system
  2. Your website upgrade is coming around this more specific time, take this training, do this to prepare, expect this…
  3. Initiate web upgrade
Web team will:

- **Lead** project with the goal of getting it done expediently
- **Guide** site planning and organization
- **Create** design and functionality agreed to
- **Assist** with building and **provide** any training needed
- **Launch** and create needed redirects
- **Archive** your old website
- **Handoff** maintenance to you and grant contributor access needed
Web point person will:

• **Attend** project meetings
• **Inform** key stakeholders of this project and its status, including web launch
• **Provide** an accurate list of faculty and staff who need bio pages
• **Provide** content, including images and YouTube links to videos as needed
• **Provide** timely review and feedback as requested, **consult** with others as needed
• **Perform** ongoing role + maintain site
Everyone involved will:

• **Respond, participate, and contribute** what is needed in a timely manner
• **Respect** each other’s expertise and knowledge in different areas
• **Be** reasonable, thoughtful, thorough, efficient, patient, and open-minded
• **We’ll get this done!**
Initial step to expect: Web upgrade form

- Use this, **not** the OIT Drupal form. Those just kick back to us.
- Will use responses to plan the schedule
- Web point people to complete this
- Will send out notes targeted to what situation you are in (e.g., Harriet site remaining largely as is)
Meet the:

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### Web upgrade form

The Academic Health Center (AHC) web team is asking all web point people for UMContent sites to complete this form. The responses will help us plan for the upgrade of all AHC web properties from UMContent to Drupal over late summer 2014 through 2015. You will be notified in advance of your web transition.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current website name</td>
<td></td>
</tr>
<tr>
<td>Current website URL</td>
<td></td>
</tr>
<tr>
<td>Organizationally, this website is within</td>
<td></td>
</tr>
<tr>
<td>Make your selection</td>
<td></td>
</tr>
<tr>
<td>People involved</td>
<td></td>
</tr>
<tr>
<td>Website main contact: Name</td>
<td></td>
</tr>
<tr>
<td>Website main contact: Email address</td>
<td></td>
</tr>
<tr>
<td>Web upgrade approver: Name</td>
<td></td>
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<tr>
<td>Web upgrade approver: Email address</td>
<td></td>
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<tr>
<td>Contributors: please list the names and</td>
<td></td>
</tr>
<tr>
<td>email addresses of people who have (or</td>
<td></td>
</tr>
<tr>
<td>should have) access to make edits to this</td>
<td></td>
</tr>
<tr>
<td>web content</td>
<td></td>
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</tbody>
</table>

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What’s next
Town Hall follow-up

• We’ll send the recording and slides

• **Next AHC Web Town Halls, planning:**
  – July 10: Drupal behind-the-scenes, examples
  – August 14: Web roadmap/schedule

• **RSVP and send questions:**
  [http://hub.ahc.umn.edu/communications/web/about/attend-event](http://hub.ahc.umn.edu/communications/web/about/attend-event)
How to stay informed

• Regular updates via the **AHC web community Google group** (200+ subscribers)
• **Web town halls** every month
• **Frequently asked questions** page and other information in the web section of the AHC Resource Hub
• **Available to speak** to stakeholders as needed: **ahcweb@umn.edu**
Web resources

z.umn.edu/ahcweb

• Drupal: Transition, FAQ
• Nokomis web theme: Design, style, colors
• Bios system: Form fields, example bios
• Web content guide: Writing tips, images
• Training, tips, and tools: Analytics, how-to
• About: AHC web team, web point people
Questions?

Web resources: z.umn.edu/ahcweb

Contact: ahcweb@umn.edu