AUGUST 2014—#5

AHC Web Town Hall

Web team
Office of Communications, Academic Health Center

z.umn.edu/ahcweb | ahcweb@umn.edu
What we’ll cover today

• Progress/status for Drupal transition
• Approach and schedule
• What to expect
• Questions and discussion

*ask into microphone*

Feedback? Didn’t get your question answered? 
ahcweb@umn.edu
Progress for Drupal transition

• **U Drupal platform**: Work continues on getting the AHC’s Nokomis web theme working on the U Drupal platform—close to launching first site! **Next steps**: Workbench for contributors, complete early sites

• **Bios system**: Testing on a few early sites in progress to get things working

• **Web upgrade form** was sent to web point people—most entries are in
See Drupal

Drupal page: http://hub.ahc.umn.edu/communications/web/drupal

Last month: Gave Drupal preview. Recording is at http://hub.ahc.umn.edu/communications/web/about/attend-event
Timing expectations

• The AHC’s transition to Drupal will start sometime in fall 2014 and go through the end of 2015 (exact times TBD).

• Not all sites are going at once. There will be different start and end dates for each web property. Many won’t begin until sometime in 2015.

• We’re using the web upgrade form responses to help figure this out.
Approach and schedule

• “Buckets” of sites—those with a similar situation and process
• High level schedule for all
• Your steps and timing: Prepare, project, manage
• Behind the scenes: Workflows for web team, with OIT; supporting resources, tools, training (e.g., link checker)
#1 priority: Get it done.

- With the web upgrade, your web presence will work on mobile devices and be easier and faster to update. No overnight deploy.
  - “Escape from UMContent”
  - Mobile is everywhere and growing rapidly
• Everything you imagine possible for your site won’t happen at the transition.
• **Not the time** for packing in new feature requests.
• We’re **building a foundation** for future changes, and moving to a model for continuous improvement.
• **Opportunities** for more improvements are ahead.
#2 priority: Make improvements.

- **Expect changes**—you’ll have the chance to share insights, contribute, review
- **See and respond approach**
  - Site organization and navigation
  - Content
  - Design
  - Functionality (e.g., blog capability for news)
  - Connection points
transition to Drupal

upgrade our entire web presence and improve it in the process
provide clarity // improve quality
//////// build a strong foundation
/////////// move to a model of continuous improvement

web vision
VISION
LEADERSHIP
WEB PROCESS

QUALITY
GOALS, AUDIENCES
CONTENT
DESIGN
INFORMATION ARCHITECTURE
MANAGE
PROMOTE
EVALUATE

WEB STRATEGY + MAP

TRAINING + SUPPORT RESOURCE HUB

WEB COMMUNITY

TOOLS
WEB THEME
CONTENT MANAGEMENT SYSTEM
TECHNOLOGY INFRASTRUCTURE

SPECIAL PROJECTS TO IMPROVE AND INNOVATE

MANAGE SITES
It will take evolution, resolution, revolution...

you say you want a WEBOLUTION?

WE ALL WANT TO CHANGE THE WEB!
AHC web ecosystem

The term used to describe the entire Academic Health Center web presence including all websites, web pages, applications, and files for all colleges, schools, departments, centers, institutes, labs, offices, and hospitals/clinics, combined with the web support system, strategy, team, and community that sustains and innovates it.
The University of Minnesota Academic Health Center is a big place.

Our websites receive millions of visits each year from a variety of audiences. **It’s important our websites meet the needs of their target audiences.** Successful websites help users find what they’re looking for quickly, so they can accomplish what they came to do.
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.
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

• Not just a technology switch, a vision to improve our overall web presence

• Move to a model for continuous, ongoing improvement—so we don’t lag behind

• Web best practices
What web solution is right for you?

The AHC web team partners with your unit to build a **strong, strategic web presence**, and find the best **home for it** within the AHC online community.

**DECISION-MAKING FRAMEWORK**

1. **Site Type / Unit Type**
   - **Audiences / Focus Areas**
   - **Solution (Web Presence)**
   - Ensures findability and maintenance of links, feeds, labels

2. **Unit Ownership**
   - **Audiences / Focus Areas**
   - **Location**
   - Ensures findability and maintenance of links, feeds, labels

3. **Solution (Web Presence)**
   - **Location**
   - **Integration Points**
   - Ensures findability and maintenance of links, feeds, labels
Not 1:1 translation this time

- **Drupal is different.** We can do more. (e.g., blog for news section)
- We’ll lead **site planning, organization, design, 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.
Web support structure

The Academic Health Center’s (AHC) web presence is supported by a central web team in partnership with unit web leaders.

Discover more at z.umn.edu/ahcweb

Supports the web presence of all AHC units through:

- Steering the AHC’s overall web strategy
- Providing a web theme/design, content management system, and technical infrastructure
- Guiding units through a web process with clearly defined steps and roles and supporting resources
- Training on web best practice tips, standards, and other resources
- Consulting with units on web strategy and ways to meet their goals
- Managing websites: health.umn.edu and hub.ahc.umn.edu + support to Health Talk blog and Medical School site

AHC-WIDE CENTERS & INSTITUTES

- Web presence for 47 units
- Supported by the AHC Communications central web team

MED SCHOOL

- Web presence for 118 units
- Communications manager is the web leader for med.umn.edu and is housed in AHC Communications. Web leaders/contacts for Medical School departments, centers, institutes, and other units are supported by the AHC Communications central web team.

DENTISTRY

- Web presence for 24 units
- Communications manager and a full-time web professional

NURSING

- Web presence for 9 units
- Communications manager and a full-time web professional

VET MED

- Web presence for 25 units
- Communications manager and a part-time web professional

PHARMACY

- Web presence for 23 units
- Communications manager and a full-time web professional

PUBLIC HEALTH

- Web presence for 31 units
- Has their own web team including a manager, designer, developer, and content specialist

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Discover more at health.umn.edu.
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The web is an essential vehicle to promote and enhance the reputation of the University of Minnesota’s health sciences. The Academic Health Center (AHC) Office of Communications provides resources and support to aid your web work. Join the [AHC Web Support group](#) to stay current with web initiatives and connected to the AHC web community.

**Web upgrade**

The AHC will transition all web properties, pages, and sites in UMContent to [Drupal](https://drupal.org) during 2014–15.

Plan for the change:

- [Transition to Drupal](#)
- [Prepare your website for an upgrade](#)
- [Review your content](#)
- [Identify a web point person and email ahcweb@umn.edu](#) with the person’s name, email, and the URL of the website, section, or page they maintain.

**Design and tools**

The web team provides all AHC units with the tools needed to have a web presence, at no cost.

- [Benefits of AHC web support system](#)
- [Design theme](#)

- [Nokomis web theme](https://drupal.org/project/nokomis) (Drupal)
- [Harriet web theme](https://drupal.org/project/harriet) (UMContent)
- [All UMContent web themes](#)

**Content management system (CMS):**

- [Drupal](https://drupal.org)
- [UMContent](#)

**Training and support**

- [AHC web team hosted events](#)
- [UMContent training](#)
- [Web training and professional development](#)
- [Analytics](#)
- [Writing for the web](#)
- [Images](#)
Schedule

• Share with all: High level roadmap with the “buckets” mapped over time frame
• Start times are staggered, specifics for your steps and timing will be sent to you prior to your transition start time
• Trying to standardize but not one-size/one-approach-fits-all situation
Buckets of sites
Not in order, will move along simultaneous

A: Harriet as is
B: AHC-wide and Medical School units
C: Colleges and schools
D: Pantheon sites
E: Outside of AHC web support system (small unit intranets, UMNHealth/UMP, not in AHC, other)
F: What remains
Alternate solutions

Considering what remains in AHC web support system. Connecting to make arrangements.

- **Faculty research labs** (option #1 in system)
  [http://hub.ahc.umn.edu/communications/web/content-guide/common-content-examples/faculty-research-labs](http://hub.ahc.umn.edu/communications/web/content-guide/common-content-examples/faculty-research-labs)

- Will support only one Drupal “intranet” for each college/school and the AHC *(you can request exemption to use Google sites)*

- Going to UMNHealth.org (patient-focused)

- Defunct or not part of AHC

- Other tools (e.g., blogs outside Drupal site)
What to expect—everyone

• **High level schedule:** What quarter your cohort is planned to transition. Expected:
  – Q4 2014
  – Q1 2015
  – Q2 2015
  – Q3 2015
  – Q4 2015
  – Q1 2016 *what remains*
What to expect—specific to you

• **Prepare:** Notified ~3 weeks ahead of your project of what to review, attend, provide. If not in by deadline, we’ll move to next.

• **Project:** Will be stepped out for you. Review by date—will launch if don’t hear.

• **Manage:** Handoff what you’ll need to maintain, evaluate, and promote your site; seeking support and future projects
What you can do now

• **Remove content.** Don’t want it to move over? Get rid of it now.

• **Gather images.** Sites look better with images. Do you have some? Quality?
  – We will send tips for faculty bio images

• **Follow these tips:**
  – [Review your content](http://hub.ahc.umn.edu/communications/web/content-guide/review)
  – [Prepare for an upgrade](http://hub.ahc.umn.edu/communications/web/training-tips-and-tools/prepare-your-website-upgrade)
The web point person needs section owners, contributors, and other key contacts identified—who is the team for this site?
Town Hall follow-up

• We’ll send the recording and slides

• Next AHC Web Town Hall: Sept. 11
  – Save the date: Oct. 2, Nov. 6, Dec. 4

• RSVP and send questions: http://hub.ahc.umn.edu/communications/web/about/attend-event
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, images, video
• **Training, tips, and tools**: Analytics, how-to
• **About**: AHC web team, web point people
Web Community Google Group
z.umn.edu/webgroupahc

• What would you like to get messages on?
• How often?
• What would help you? Feel welcome to send ideas. Use town hall RSVP form, ahcweb@umn.edu, ran@umn.edu
• Web point people must be on it, anyone can join—feel free to share
Questions? Comments?

Thank you!

Web resources: z.umn.edu/ahcweb

Contact: ahcweb@umn.edu