Drupal for Gov -

Our experience with ATF.gov

The Team

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Goals

- Share failures and successes
- Share our lessons as a toolkit
- Open a channel for communication

Who is the ATF?

A component of the Department of Justice

Mission: protect the public, regulate lawful commerce in firearms and explosives, and provide global support
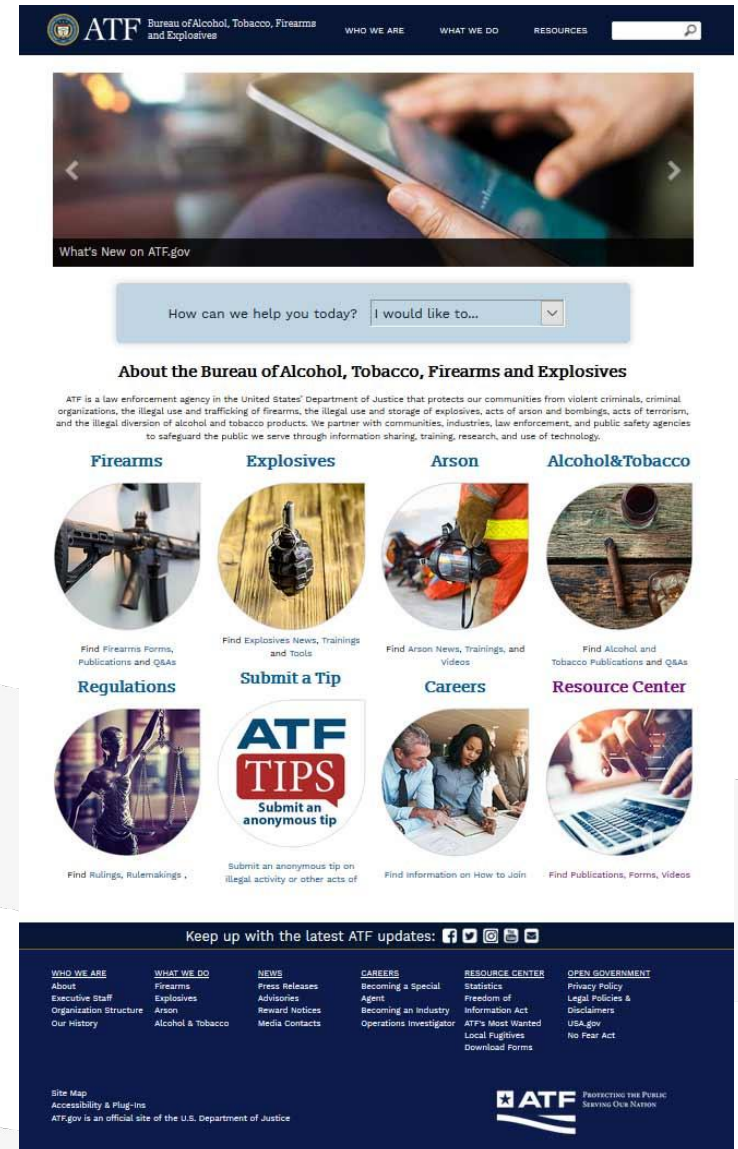
Law Enforcement & Regulatory Agency

- Regulate the firearms and explosives industries
- Enforce federal law and go after the worst of the worst criminal elements

Journey to Drupal

HTML Website

- HTML Site
- Maintained via Dreamweaver
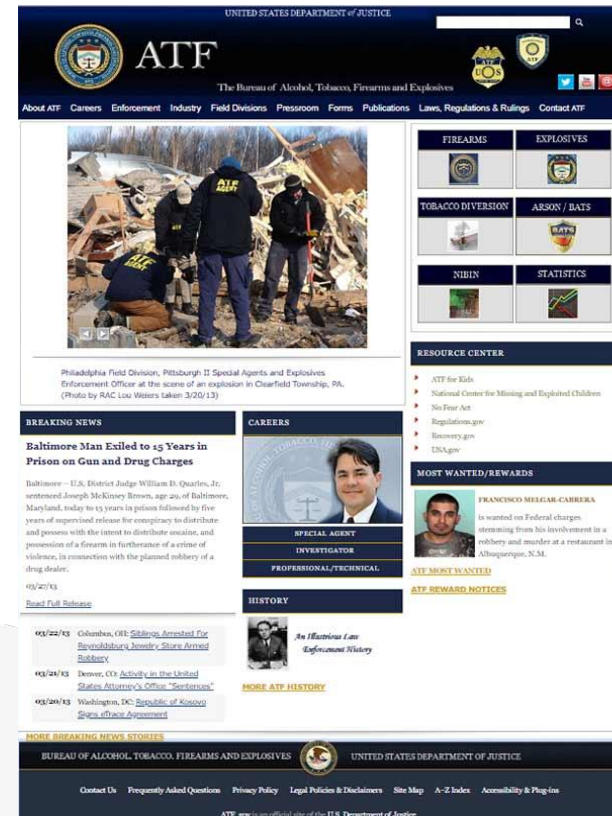- Hard to Maintain

HTML	HYBRID	DRUPAL I	DRUPAL II
2012	2013	2014	2015

HTML/Hybrid

- Management want to see something
- Not easily updated
- Not fully Drupal
- Made the site worse

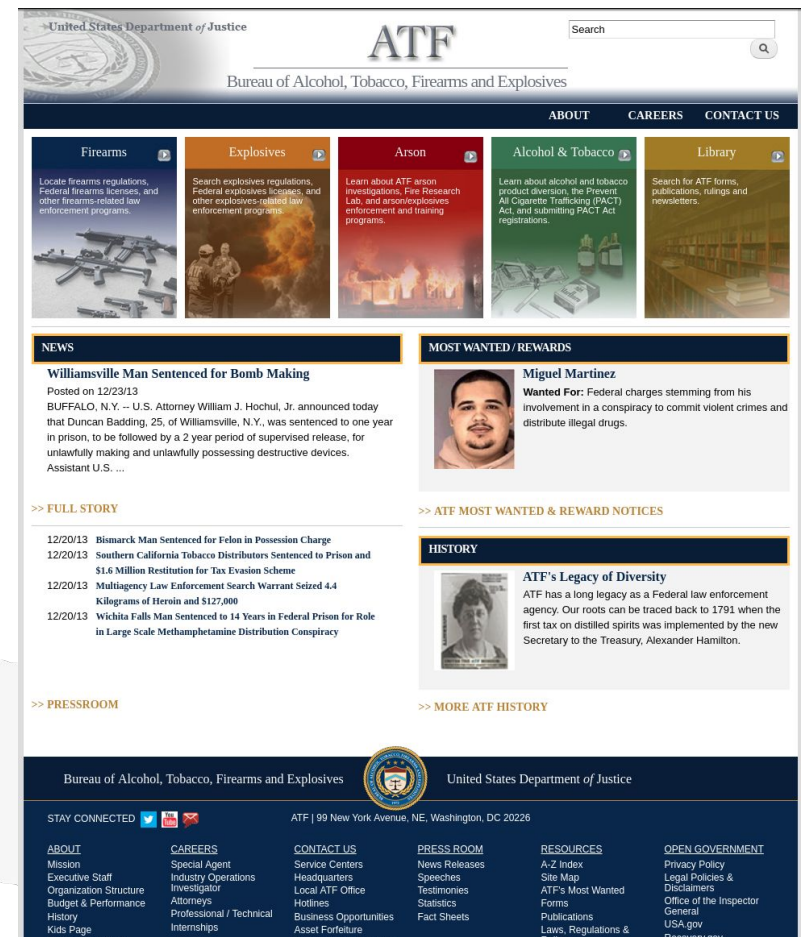| HTML	HYBRID	DRUPAL I	DRUPAL II
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Drupal I

- HTML to Drupal
- Incorrect use of modules
  Not accessible
- Lack of understanding web design
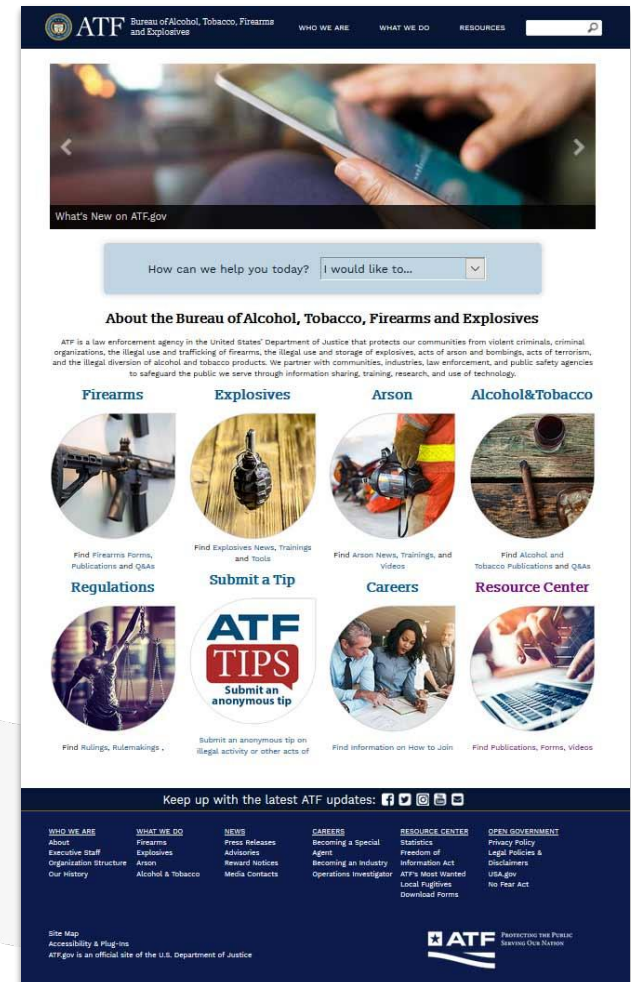- System Limitations vs. Developer Limitations

HTML	HYBRID	DRUPAL I	DRUPAL II
2012	2013	2014	2015

Drupal II

- Drupal to Drupal

- Changed content strategy

- Refined our use of analytics

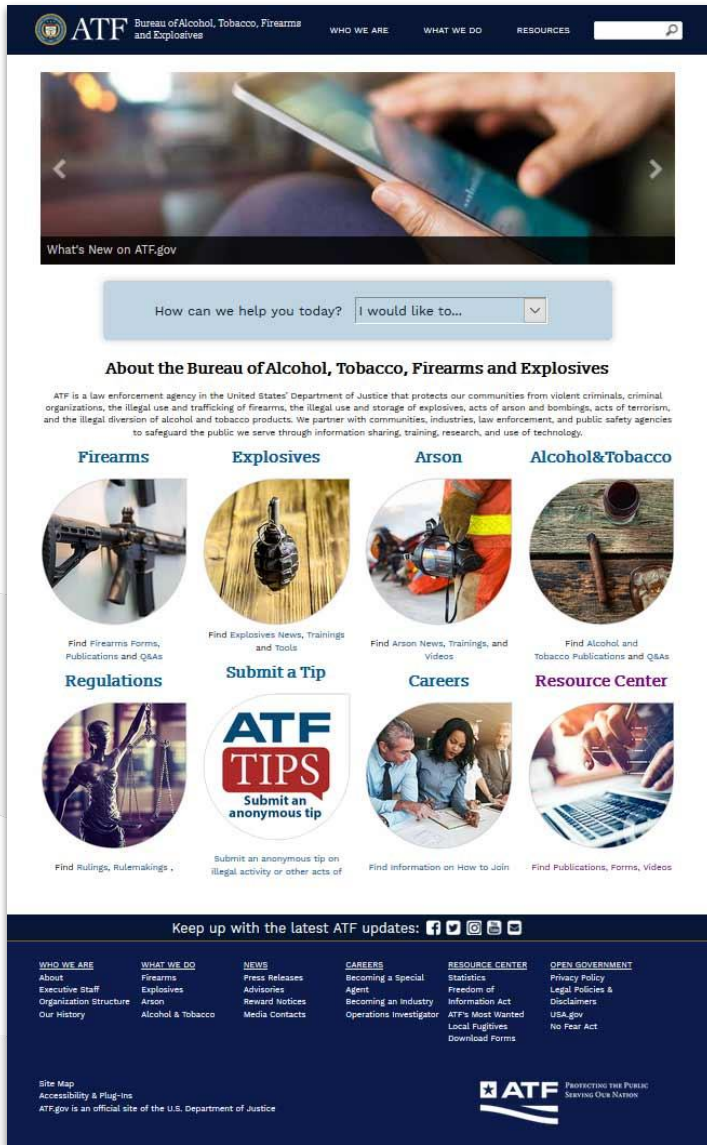| HTML	HYBRID	DRUPAL I	DRUPAL II
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Current Day

- Stable website
- Enhancement Life Cycle
- Launching Spanish Website soon
- Preparing for Drupal 8

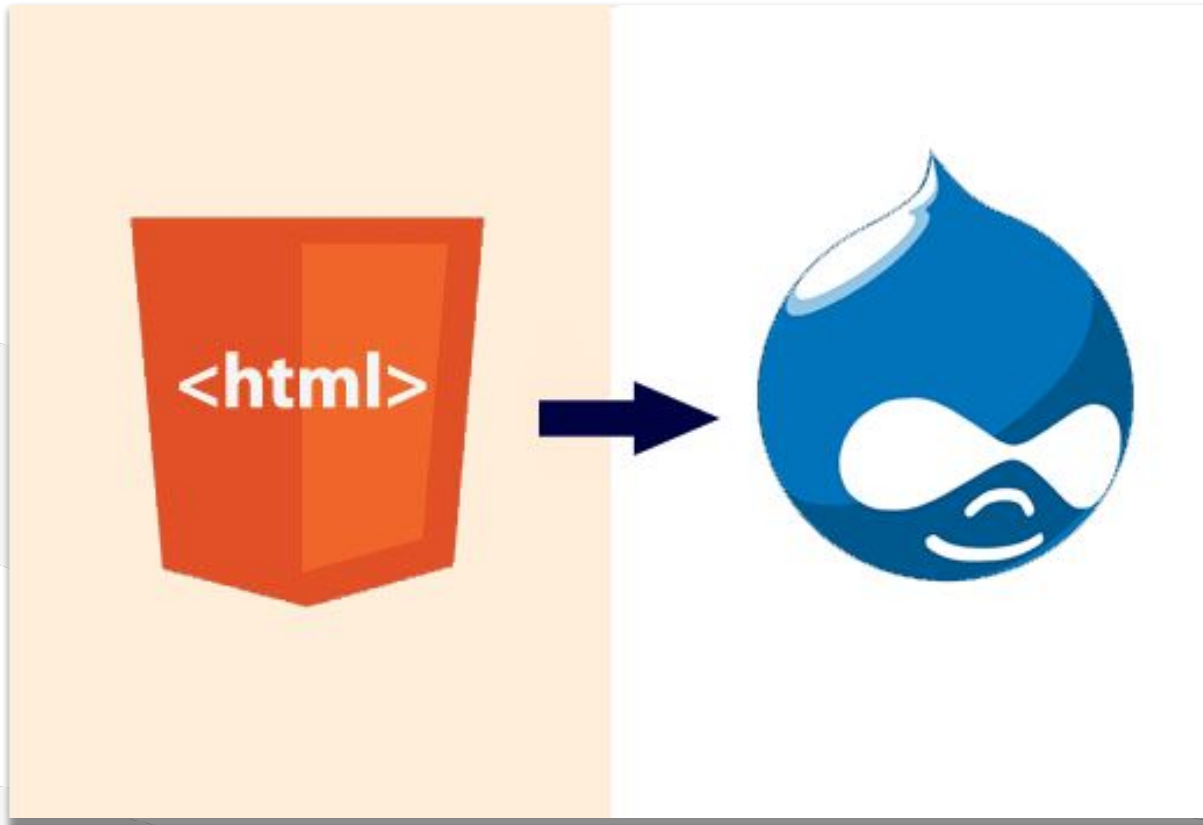| HTML	HYBRID	DRUPAL I	DRUPAL II
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Lessons from our Journey

HTML to Drupal 1.0

FAIL

- Drupal Knowledge
- Project Managers
- Contract

HTML	HYBRID	DRUPAL I	DRUPAL II
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FAIL: Drupal Knowledge

- Resources 'technically' competent in NON-DRUPAL

- Learning in the job

- Built site in non-Drupal way
  - HTML in Body field

HTML	HYBRID	DRUPAL I	DRUPAL II
2012	2013	2014	2015

FAIL: PMs without Web Experience

- Experienced, dedicated, capable PMs

- No experience delivering websites

- Lack of organization

- No experience with CMS

HTML	HYBRID	DRUPAL I	DRUPAL II
2012	2013	2014	2015

FAIL: Weak Contract

- Vague deliverables
- No Drupal specifics in the contract

Drupal II

- RECOVERY
- Convince senior leadership that need to start from scratch
- Resulting in 2x spending
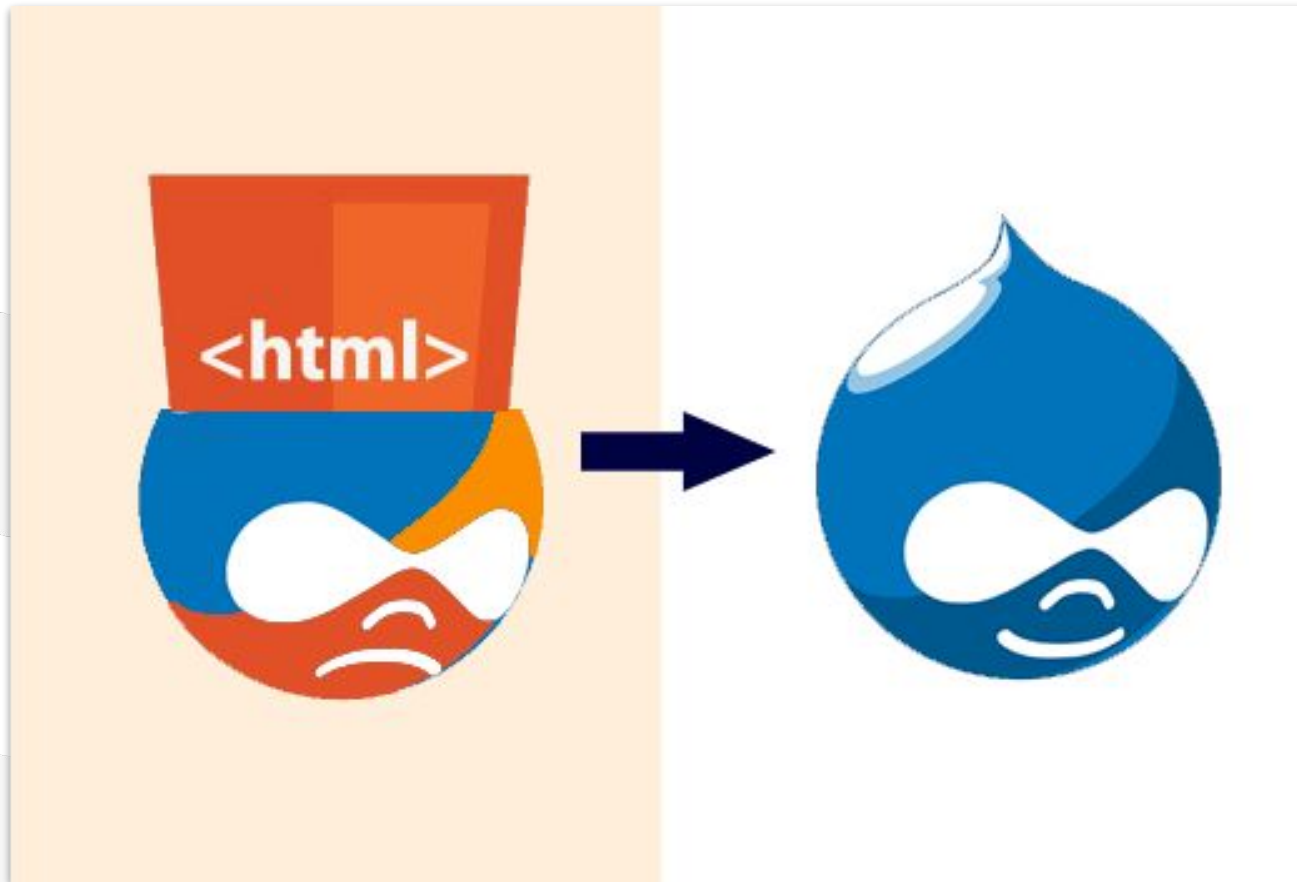- Now had Drupal experience

HTML	HYBRID	DRUPAL I	DRUPAL II
2012	2013	2014	2015

From Failure to Drupal

"Success is stumbling from failure to failure with no loss of enthusiasm"

Winston Churchill

LESSON: Drupal Expertise

- REQUIRED for success
- Must have senior Drupal architect
- Hire from outside
- Can grow team with mixed experience levels

LESSON: Project Managers

- Ideally two - one internal and one external
- MUST have website experience
- Good to have CMS experience
- Great to have Drupal experience
- Content migration experience

LESSON: Contract

- Write a contract specific to the project and technology
- Be specific
- Have Drupal and CMS experience staff assist with the creation of the contract
- Lock in skill requirements, rates, and options

CONTRACT

LESSON: UX Integration

- Usability (user experience) study
- Migrate clean content
- Define your audience and understand it, hire experts to help if needed
- Focus on engagement
  - Utilizing GovDelivery (Granicus)

Multi-language

- Make translation a requirement upfront
- Drupal 7 - hard to integrate post launch
- Do your homework
  - **Full vs Partial Site**
  - **Page and word counts**
  - **Staff prepared**
- Experience - Drupal and Translation
- It takes longer than expected
- Same applies to 508

Infrastructure

- Cloud vs onsite
- Selecting Cloud Vendor
  - Fedramp
- Agency Rules
  - DNS
  - Managing Users (PIV)
  - Software approval
- Keys to success
  - Know the players
  - Leverage other agencies

Post Launch: What's Next?

Things to consider:

- Budget cuts
- Staffing
- New contracts (replacing professional services)
- Technology updates (including CMS, php, modules)
- Cybersecurity concerns
- CMS version upgrades
- Requirements changes
- Additional languages
- Documentation

Summary

Learn from your failures

Put the right resources in the right place

Communicate

Share your success

Q&A