

LULLABOT PRESENTATION

Twelve Tips for Planning your .edu Drupal Development

About Me

Technical project manager for supporting Customer Marketing at a Fortune 100 company.

- Certified ScrumMaster®
- Web developer since 2004
- Likes reading, hiking, baking
- Fun fact: adopted two cats last year



Monica S. Flores

About Lullabot

Lullabot built some of the first household-name Drupal sites and was pivotal in the platform's widespread adoption. The company has gone on to create some of the largest and most well-known digital experiences that use Drupal.



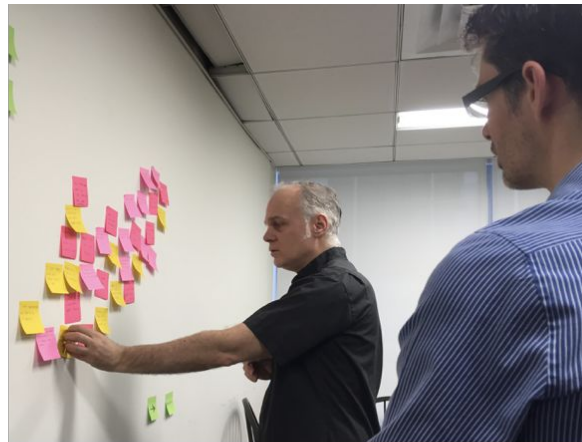


About You

- Pronouns
- Location
- Current Title/Position



1. Bring Together the Core Team



2. Establish Guidelines for Working Together

“ It’s good to note that this part can be quite difficult, and can evolve over time. We work mostly in Jira or some other project management software and if there’s conflict or ambiguity on a decisions, we put together [decisions documents](#). We record our meetings, and notes are taken collaboratively in a boxnote (or google doc, or whatever) and are copied into a JIRA issue for the meeting. Afterwards, people should be taking the notes and discussions and update other tickets or create tickets based on those decisions and discussions. Depending on the size of the group, there could be different meetings for different areas. Not everyone needs to go to every meeting, but having at least one meeting per sprint with everyone helps with keeping everyone in sync.

—JOHN REARICK , IOWA STATE UNIVERSITY

3. Understand and Align Around Goals

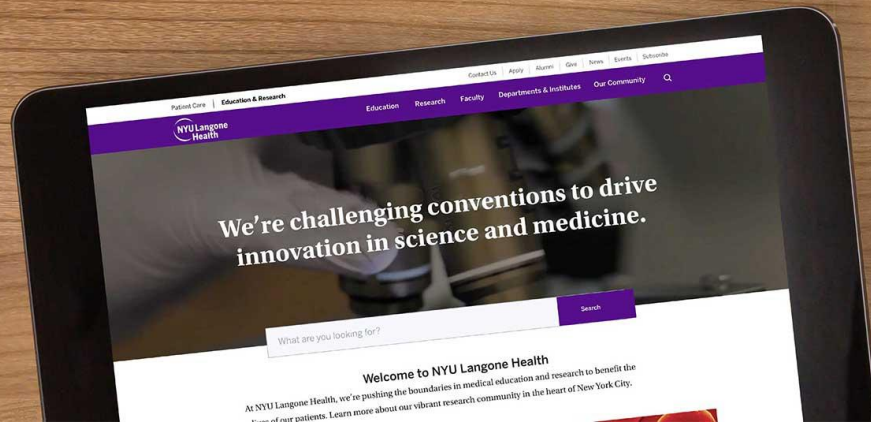
A photograph of a courtyard at Harvard University. On the left is a long, two-story red brick building with many white-framed windows. On the right is a taller, more ornate red brick building with Gothic-style windows and a small statue on a pedestal in front of its entrance. Large green trees are on the left, and a green lawn is in the foreground.

Harvard

MIT



NYU Langone



What constitutes a successful redesign (example):

- Fresh, modern, clean, 21st-century design
- Mobile-friendly/mobile-responsive
- Straightforward navigation
- Call to Action on every page
- Editors can easily publish new content
- New users are easily managed
- Seamless integration with donations, planned giving, alumni outreach, social media, mailing list, and other engagement tools
- An attempt by other organizations to deprecate outdated technology in favor of the new content management system

4. Define the Minimum Viable Product

FEATURE REQUEST	Priority 1	Priority 2	Priority 3
Editors may submit articles aka blog posts	X		
Editors may edit content	X		
Department staff (besides editors) may submit an article		X	
Department staff (besides editors) may view unpublished articles		X	
Flag an article as being “approved by managing editor”		X	
Unpublish after a fixed amount of time			X

5. Identify Content Types, User Roles and Permissions

	Anonymous, or Guest	Authenticated	Department Head	Staff	Content Editor	Admin	Superadmin
Create a blog post			X	X	X	X	X
Edit own blog post			X	X	X	X	X
Edit any blog post					X	X	X
Delete own blog post							X
Delete any blog post							X
Add a department						X	X
Edit own department			X			X	X
Edit any department						X	X
Delete own department							X
Delete any department							X
Use the general contact form	X	X	X	X	X	X	X
Submit a comment		X	X	X	X	X	X
Read submitted comments			X	X	X	X	X

6. Determine Categories and Classifications

Event Types	Person Types (pick multiple, maximum 2)	Building Types (pick multiple)
Private vs Public	Tenured	Athletic
Requires Payment	Faculty	Laboratory
Requires pre-registration	Adjunct	Student Services
Online-Only (Webinar)	Support/Administrative	Medical Health
Open to Alumni	Student	Classroom
Series 1	Work-study	Auditorium
Series 2		
Series 3		
Temporary		

7. Define Success Metrics

9 MINUTE READ

CLARIFYING TRUE DIVERSIFICATION

Allocating to alternative investments that produce returns taking risk other than equity and bond risk

by Stephen Scott on August 3, 2016

The investment world is starting to more clearly articulate a definition of alternative investments: strategies that produce returns by taking risk other than equity and bond risk. We're taking steps toward clearly defining quality, too.

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Alternative investments produce returns by taking risk other than equity and bond risk.

A common definition and a clearer threshold for quality are two pieces of the puzzle. The third is a way for investors to determine which alternative strategies make the most sense for their portfolios. Unfortunately, this can still be confusing.

This is partly because the alternatives space is still relatively new, and its strategies often reference unfamiliar descriptions and terms. These don't quite parallel how we classify and evaluate traditional investments.

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— CITE NAME HERE

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KEY TAKEAWAYS

Allocating to alternative investments that produce returns by taking risk other than equity and bond risk

Most advertised alternative investments are in name only

Adding a mission statement to alternative diversifiers' returns

8. Circulate the Request for Proposals - Reach Out to Trusted Providers

These are some typical questions you might include in the RFP:

- Company and team qualifications
- Experience with similar projects
- Strategy, design, and development expertise
- Proposed timeline, budget, deliverables
- Description of the project management process
- Security process (the university security team may help vet this)
- Accessibility process and integration, including examples of past accessible sites
- Migration planning
- Support and maintenance options
- Hosting options

9. Vet and Review Vendor Submissions



filter by expertise

ALL

LEADERSHIP

SALES & MARKETING

ADMIN & HR

PROJECT MANAGEMENT

STRATEGY

DESIGN

DEVELOPMENT



Matt Westgate
CEO & CO-FOUNDER



Seth Brown
CHIEF OPERATING OFFICER



Brian Skowron
PRESIDENT

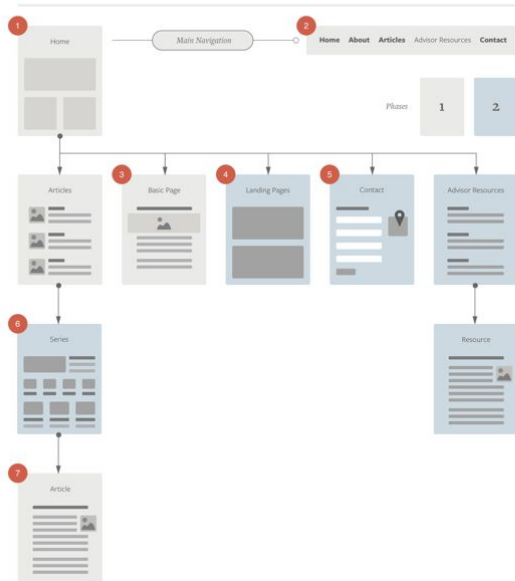


Jared Ponchot
CHIEF CREATIVE OFFICER

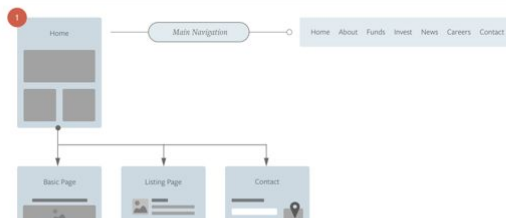


10. Kickoff - Ensure a Successful Start

LONGBOARD: CONTENT MARKETING SITE



LONGBOARD: CORPORATE/FUNDS SITE (Phase 2)



- Version 1 of the homepage will aim for simplicity while achieving the goals, which include introducing the value proposition, introducing some of the valuable advisor resources (e.g. articles initially) and answering key questions advisors have.
- Items in bold represent links that will be present at launch of phase 1.
>
- Version 1 will allow for basic pages that contain text content with images. In phase 2 we will add more rich media and component insert options.
- Rearrangible components within custom landing pages (e.g. for campaigns, SDO, etc.) will be tackled in phase 2.
- In phase 1 we will use links to Markets pages for contact forms and the like. In phase 2 we will work to integrate forms more seamlessly into the site.
- We will work to add series or "collections" in phase 2, allowing articles and resources to be grouped into special collections (e.g. for advisor resources).
- Version 1 of articles will allow for basic long-form text content with images. Things like insertion of other rich media, custom components and calls to action will be addressed in phase 2.



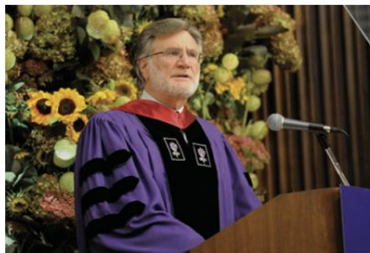
11. Plan for Migrations

By Department

By User Type

Tags, Tracks, User Needs

The desktop view of the NYU School of Medicine website features a purple header with the logo and navigation links: Patient Care, Education & Research, Contact Us, Apply, Alumni, Give, News, Events, and Subscribe. Below the header, a secondary navigation bar includes Education, Research, Faculty, Departments & Institutes, and Our Community. The main content area is divided into three columns under the 'Education' tab. The first column lists MD Degree options: Accelerated Three-Year MD, Four-Year MD, Dual MD/Masters Degrees, Curriculum, MD Admissions, Affordability & Financial Aid, Registration & Student Records, and For Current MD Students. The second column lists Graduate Medical Education options: Residency Programs, Fellowship Programs, Information for House Staff, Graduate Medical Education Administration. The third column lists PhD & MD/PhD Degrees, Post Doctoral Training, and Other Educational Programs, including Masters of Biomedical Informatics, Hospital Scholars Programs, Surgical Technology, International Health Program, Master Scholars in Humanistic Medicine Program, and Summer Undergraduate Research Program.



Steven B. Abramson, MD

At NYU School of Medicine, our commitment to innovative, bold new ways of bridging the gap between basic science, medical education, and quality of patient care. Our vision for the 21st Century, C21, combines advances in life science, emerging technologies, and informatics solutions with our mission: to teach, to serve, and to discover.

Our groundbreaking accelerated three-year MD program, starting in 2013, reduces traditional medical school curriculum with the ability to opt in during your first year of medical school.

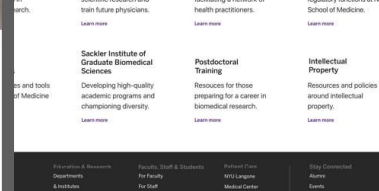
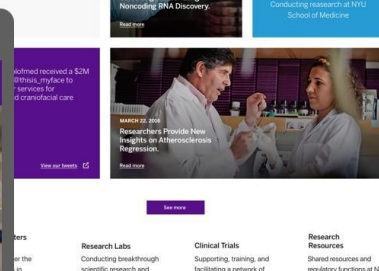
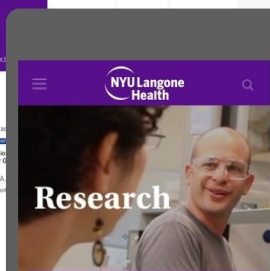
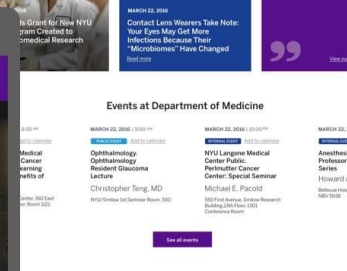
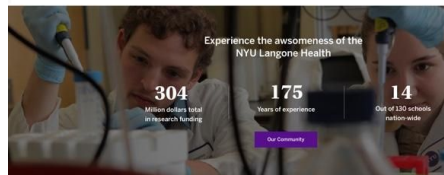
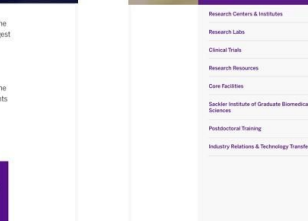
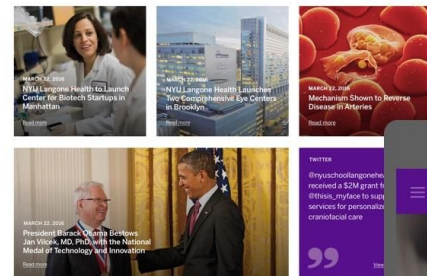
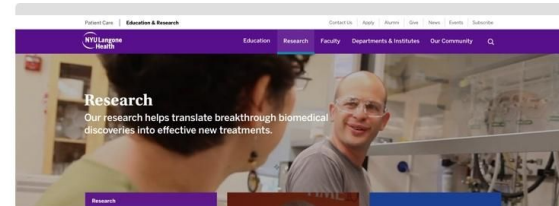
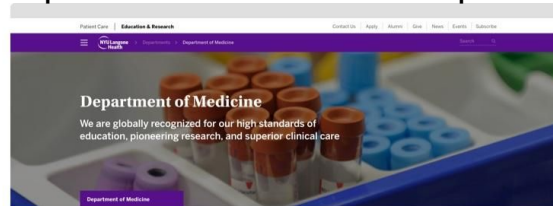
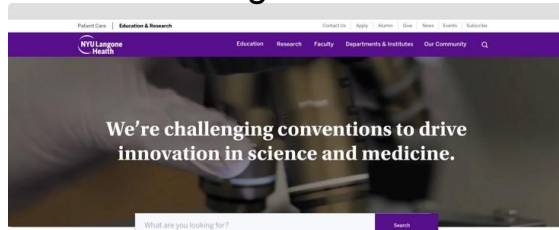
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Editors:
Content Editors
Department Managers
Staff Listings

Content Pages:
Classes
Events
People

Functional Elements:
Mobile-friendly
Content Bands
Field-specific permissions



12. Schedule the Buildout

ACADEMICS
RESEARCH
NEWS & EVENTS
OUTREACH
DIRECTORY
ABOUT SCS
DEPARTMENTS

Carnegie Mellon University
School of Computer Science

NEWS

Scientists Put Human Interaction Under the Microscope

The trick to finding tiny objects is to look for larger things associated with them.

The Carnegie Mellon School of Computer Science is recognized around the world as a leader in all facets of computer science and robotics education.

SEE OUR PROGRAMS

NEWS

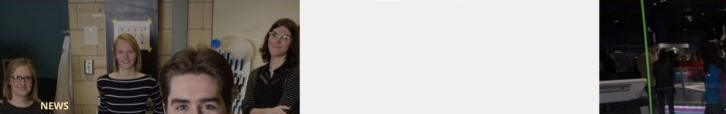
Ambassadors Experience America at NREC

BYRON SPICE // TUESDAY MAY 23, 2017

NEWS

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Carnegie Mellon University
School of Computer Science

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SEE OUR PROGRAMS

Robo-calligrapher

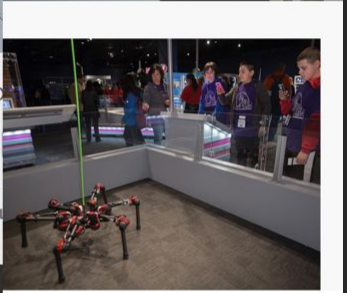
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ACADEMICS
RESEARCH

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Robot Design for Dummies

MAY 23, 2017

A new interactive design tool developed by Carnegie Mellon University's...

Computational Biologist Part of Alzheimer's Collaboration

MAY 23, 2017

More than 30 ambassadors and their spouses visited the National...

Feedback Cycle

QUESTIONS