To:      Annette Marines, Chair, LAUC-SC Research & Professional
         Development Committee

Re:      LAUC Presentation Grant Proposal -- UC-Santa Cruz

From:    Ann Hubble – Science Librarian
         University of California, Santa Cruz

Date:    January 20, 2011


I am requesting funding to provide support for a presentation made at the 2010
LITA National forum in Atlanta, Georgia in October 2010.


## LAUC PRESENTATION GRANT REQUEST


**A. Summary & Current Status:**

I was part of a three-member team of UCSC Librarians who applied to present a
program at the 2010 LITA National forum, in Atlanta, Georgia. Our proposal was
accepted and presented at a concurrent session at this educational event:
http://www.ala.org/ala/mgrps/divs/lita/litaevents/nationalforum/index.cfm

Our presentation described a major project to move the UC Santa Cruz
University Library from a static html web site to a dynamic new content
management system. Many library sites are moving to content management
systems, specifically Drupal. The process can be intimidating, from both a
technical and organizational perspective, including getting buy-in from staff. We
described the motivations behind the move, our project team, the planning
process, user testing, and lessons learned. Our presentation showed how it
could be done with minimal staff (including both technical IT staff and librarians),
yet still be successful. We also demonstrated how Drupal could be customized
for a library environment, with specific examples of how we created dynamic
subject guides using core Drupal modules. For those interested, we provided our
code for creating these subject guides, as well as a general bibliography for
getting started on a Drupal project.

Our presentation hit both technical and non-technical targets, with something to
take away for everyone who attended.

As will be outlined below, local UCSC Library R&PD funds covered only a portion
of the total cost to present at this conference. I am requesting a Presentation
Mini-Grant to cover the balance of the outstanding costs.

**B. Description of and timetable for the activities to be funded:**

March 2010 – April 2010 A proposed presentation was submitted for the 2010 LITA National Forum and accepted.

May 2010 - September 2010 - The presentation was researched and developed.

October 2010 – The presentation was given at the 2010 LITA National Forum "The Cloud and The Crowd" 9/30/10-10/3/10 in Atlanta, Georgia. The presentation also included online handouts of relevant resources.

**C. Summary of the budget:**

| | |
|---|---|
| Airfare: | $294.03 |
| Other Transportation | $36.86 |
| Lodging: | $479.55 ($159.85/night) |
| Registration: | $340.00 |
| Meals and incidentals: | $96.00 |
| **TOTAL** | $1246.44 |
| **Amount Covered by local R&PD** | -$715.97 |
| **Amount Not Covered by local R&PD** | **$530.47** |

**D. Member of bargaining unit represented by the UC-AFT.**

Yes.

**E. Abstract of the paper or poster accepted for presentation.**

**Session Title:**
**From Static & Stale to Dynamic & Collaborative: The Drupal Difference**
*An academic library's experience moving from a static HTML site to a dynamic website using the open source CMS Drupal, and how this new crowdsourced, collaborative environment is impacting staff and users.*

**Presenters:**
Susan Perry, University of California - Santa Cruz; Ann Hubble, University of California, Santa Cruz; Deborah Murphy, University of California, Santa Cruz

**Description:**
In 2009, the Libraries of the University of California, Santa Cruz moved from a static, Dreamweaver and HTML-created website to an entirely new database

driven website using the open source content management system Drupal.   The project team took an interdisciplinary approach, drawing on theories and skills from such areas as change management, project management, and technology management.  This session will cover the transition and implementation process of that move including user testing, information architecture planning, user analytics and data gathering.  We'll discuss some of the planning and user testing tools we used including card sorting, wire framing, usability testing, and site usage log analysis.  We will examine the new approaches we implemented for group authoring of resources such as subject and course guides, and the challenges presented by collaboration and crowdsourcing in an academic environment.  The session will cover our training for librarians and staff, and their reactions to this new paradigm for web authoring.  As is the case at many libraries, the UCSC Library website is used by everyone but there is not one person with full-time responsibility for managing it.  We'll discuss how we manage the staff for maintaining the site, given the climate of change and reorganization in response to budget difficulties.  We will review the modules we have successfully implemented and how we select and evaluate new ones from the ever-increasing number of modules available from Drupal developers. In addition, we will present our process for testing, staging, and publishing new content and design elements.  And finally, we will provide a list of resources and best bets for beginning and intermediate Drupal users.

**F. Name and sponsoring organization(s) (if applicable) of the conference.**

LITA (The Library and Information Technology Association)


**G. Description(s) of any funds that have been requested from other sources.**

 I have been reimbursed via local (UCSC Library) R&PD funds for $715.97 of the $1246.44 total. I am requesting $500.00 to cover the balance not covered by local funds.