

Date: 1/31/11

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

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

From: Deborah A. Murphy – Web Content Librarian
McHenry Library, University of California, Santa Cruz

I am requesting funding of \$500 in support of a presentation made at the LITA National Forum in Atlanta, GA in October 2010.

A. Summary & Current Status:

I was a member of a team of three UCSC Librarians who headed a library website implementation project at the UCSC Library. Our presentation described the large-scale year long project to transition our older html based website to a new open source content management system “Drupal”. Many libraries are considering Drupal implementation and are interested in learning more about setting up this type of project. We provided an overview of the rationale behind the move, the assembly and workings of our project team, the transition planning process, user testing models as well lessons learned. We also demonstrated Drupal customization techniques, with specific examples of how we created dynamic subject guides and database views using core Drupal modules. We shared our coding for these resources and provided a bibliography of recommended resources and websites for getting started on Drupal installations.

“From Static & Stale to Dynamic & Collaborative: The Drupal Difference”

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

A proposed concurrent 30 minute presentation incorporating electronic media and online handouts of pertinent resources.

Current Status - This proposal was accepted and presented as a concurrent session at the 2010 LITA National forum “The Cloud and The Crowd” 9/30 – 10/3 2010.

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

March 2010 - A proposed concurrent 30 minute presentation incorporating electronic media and online handouts of pertinent resources. This proposed presentation was accepted for the 2010 LITA Nation forum in March 2010

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

October 2010 – Presentation made at the 2010 LITA National Forum “The Cloud and The Crowd”

9/30/10-10/3/10 in Atlanta, Georgia:

C. Summary of the budget.

Airfare:	\$310.00
Lodging:	\$479.55
Registration:	\$340.00
Airport shuttle/parking:	\$100.00
Meals and incidentals:	\$200.00
TOTAL	<u>\$1429.55</u>

Requesting \$500.00 Presentation Grant towards total expenditures.

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

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The University Library

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.

Local LAUC-SC Research & Development funds for this fiscal year will cover approximately \$715.00 of this conference.