Progress to date

• Process began in August 2014
• Evaluate current CMS
• Evaluation tools include:
  – Key criteria for a quality website
  – Usability testing
  – Content editor survey
  – Peer institution survey
Guiding principles

• The Web is externally hosted
• The Web as a communications tool
• It starts with the CMS
• Empower the campus community and provide the necessary tools
• Meet expectations outlined in IMPACT 2018
The reach of sdstate.edu

- August 2013 – August 2014:
  - sdstate.edu received 11.2 million page views
    - 2012-13 – 10.79 million
    - 2011-12 – 7.2 million
    - 2010-11 – 7.8 million
    - 2009-10 – 5.44 million
  - 700,000 are mobile page views
    - 2012-13 – 450,000
    - 2011-12 – 140,000
Criteria for a quality website

• Accessibility
• Mobile
• Audience experience
• Editing experience
• The life cycle of the Web
What we have learned

• Higher education websites are evolving
• Need for greater engagement throughout campus community
  – Current students struggle with directory information, campus maps and campus events
  – Prospective students don’t understand higher education terminology
Content Management Survey

• Sent to approximately 200 web editors
• 39 surveys completed
• 59% editors are faculty and NFE positions
• 58% “other duties as assigned”
Content Management Survey

- 30% update site “as needed”
- 29% update site every six months or annually
- 21% update site daily or weekly

“I quit updating a couple of years ago, but I am about to start again.”
Content Management Survey

- Additional features:
  - 17% online forms
  - 13% photo library/catalogue
  - 11%
    - Video/multimedia embedding
    - Rotating photo slides/carousel
    - Alternate designs
    - Graphic elements
What is the solution?
What is Drupal?

Drupal is about solutions:

– Shared knowledge supported by an active global developer community
– Accessibility and language translation
– Customizable CMS
– Assembly rather than coding
– Optimized for mobile
Drupal Security

• Two of the most targeted sites in the world use Drupal!
Drupal in Higher Ed

26% of all .edu sites use Drupal (that's double the nearest competitor!)

- Drupal: 26.1%
- WordPress: 13%
- Ektron: 12.6%
- Joomla: 8.6%
- SharePoint: 8.4%
- OpenText: 5.8%
### Who else uses Drupal?

<table>
<thead>
<tr>
<th>BROWN</th>
<th>Georgia Tech</th>
<th>Caltech</th>
<th>Columbia University</th>
<th>R·I·T</th>
<th>ASU</th>
<th>Cornell University</th>
<th>R</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Harvard University</td>
<td>D</td>
<td>Umass</td>
</tr>
<tr>
<td></td>
<td>Tufts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Harvard University</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Vanderbilt University</td>
<td></td>
<td></td>
<td>Penn State University</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yale</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Texas Longhorns</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yale University</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Georgia Institute of Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Oregon State University</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>University of Maryland</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Stanford University</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Michigan University</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOUTH DAKOTA STATE UNIVERSITY**
Next Steps

• Complete evaluation process
• Meet with Deans and College leadership
• UBOC
• Timeline and RFPs
Thank You