Don't just move it, improve it

—

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How do you make over 200 people move their websites?

The Project

Milestones

Spring 2015
High level assessment of 365 websites

Fall 2015
Begin migrations

Assessment | Communicate | Migrate | Shutdown

Summer 2015
Announce shutdown plan

September 2019
Shutdown legacy CMS

Why move?

IT's motivations

Current CMS no longer keeping up with needs.

Difficult to enhance or add functionality.

Get out of running local infrastructure.

Don't just move, improve.
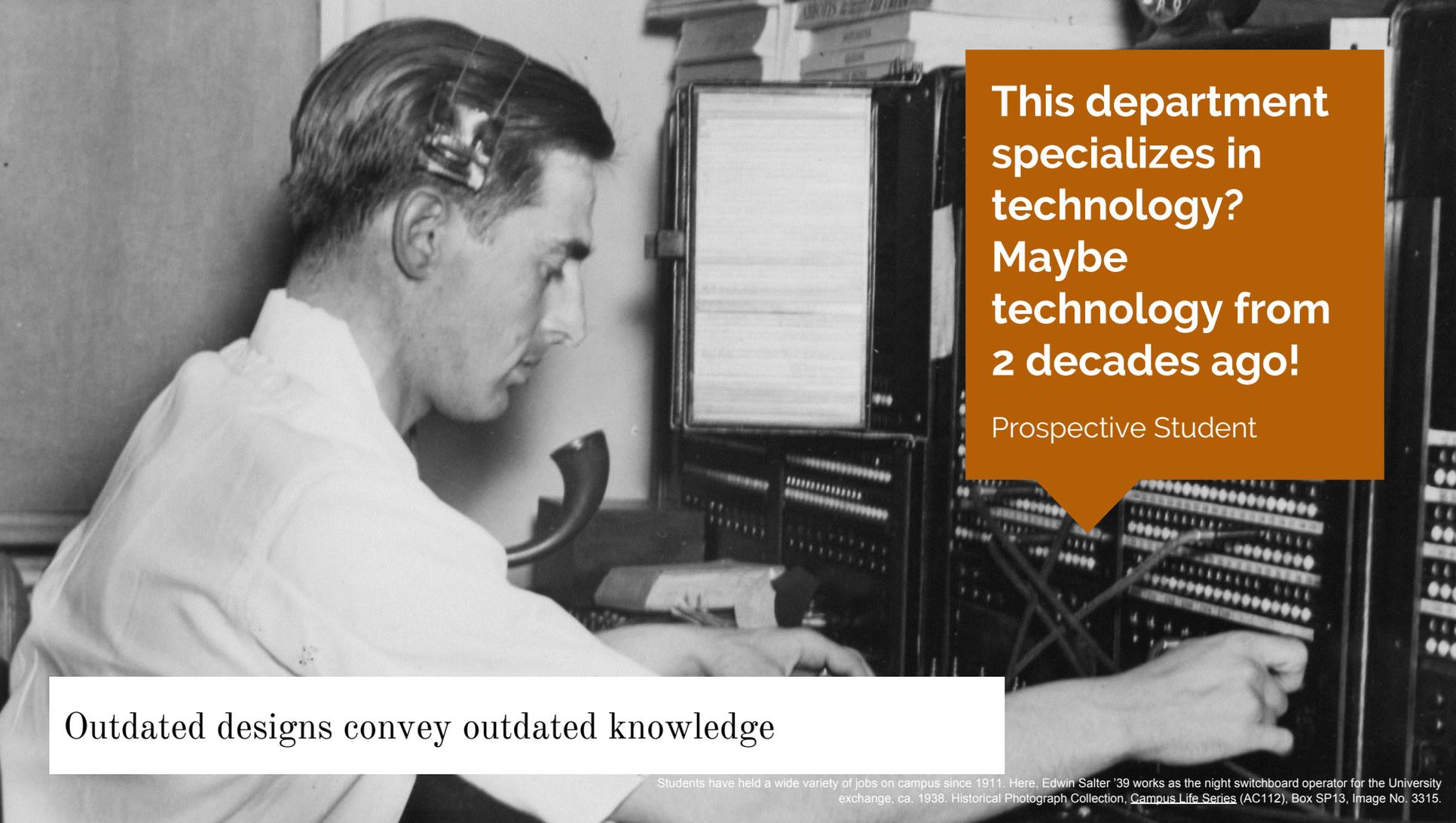
Why improve?

Motivations

Design refresh

Responsive design

Better content organization

Remove outdated content

Accessible content

This department specializes in technology? Maybe technology from 2 decades ago!

Prospective Student

Outdated designs convey outdated knowledge

Students have held a wide variety of jobs on campus since 1911. Here, Edwin Salter '39 works as the night switchboard operator for the University exchange, ca. 1938. Historical Photograph Collection, Campus Life Series (AC112), Box SP13, Image No. 3315.

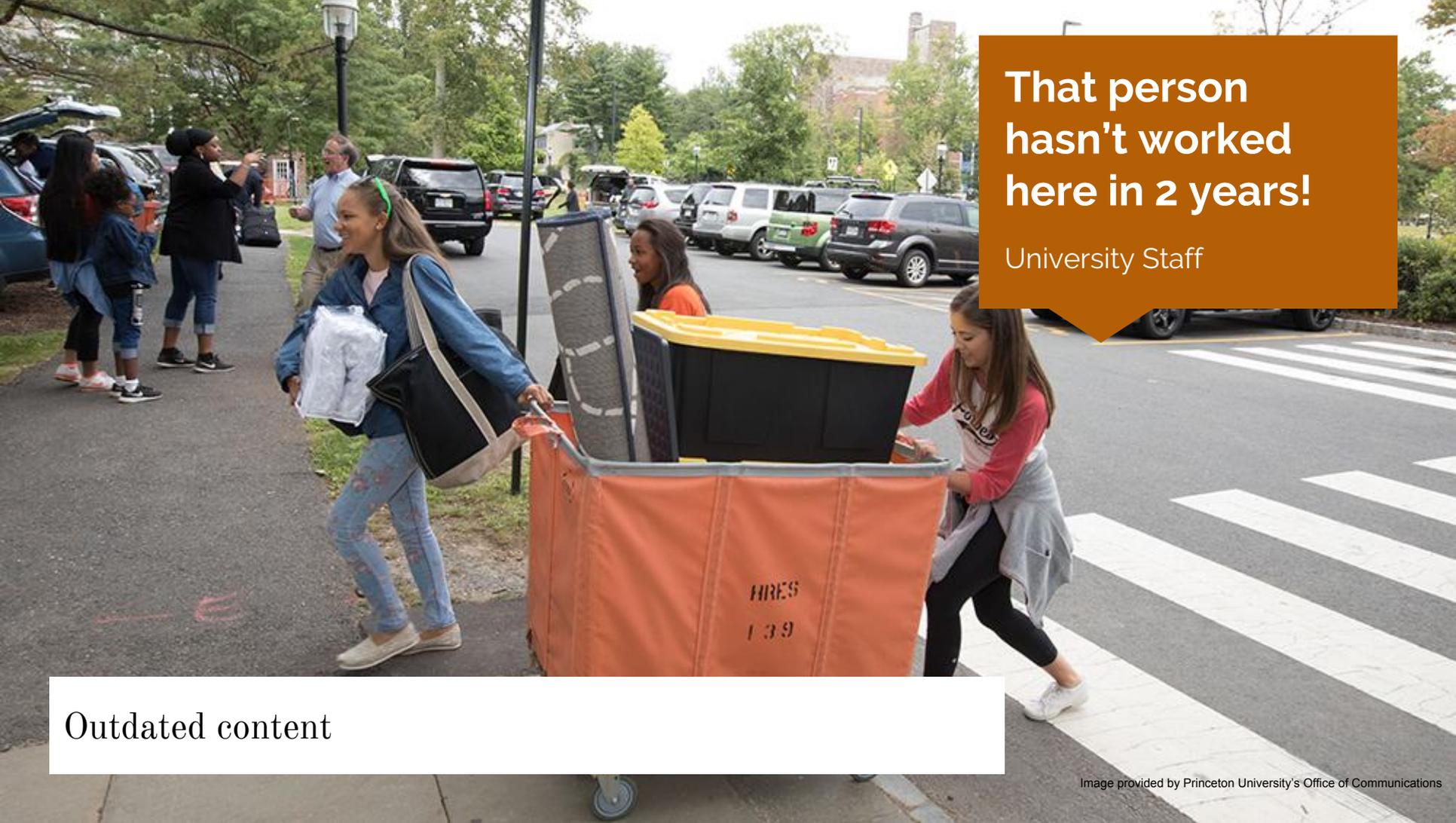> I wish I could read the department's news on my tablet.
>
> Current Student

Responsive designs to accommodate new devices

I can't find what I'm looking for. This website is a mess.

University Staff
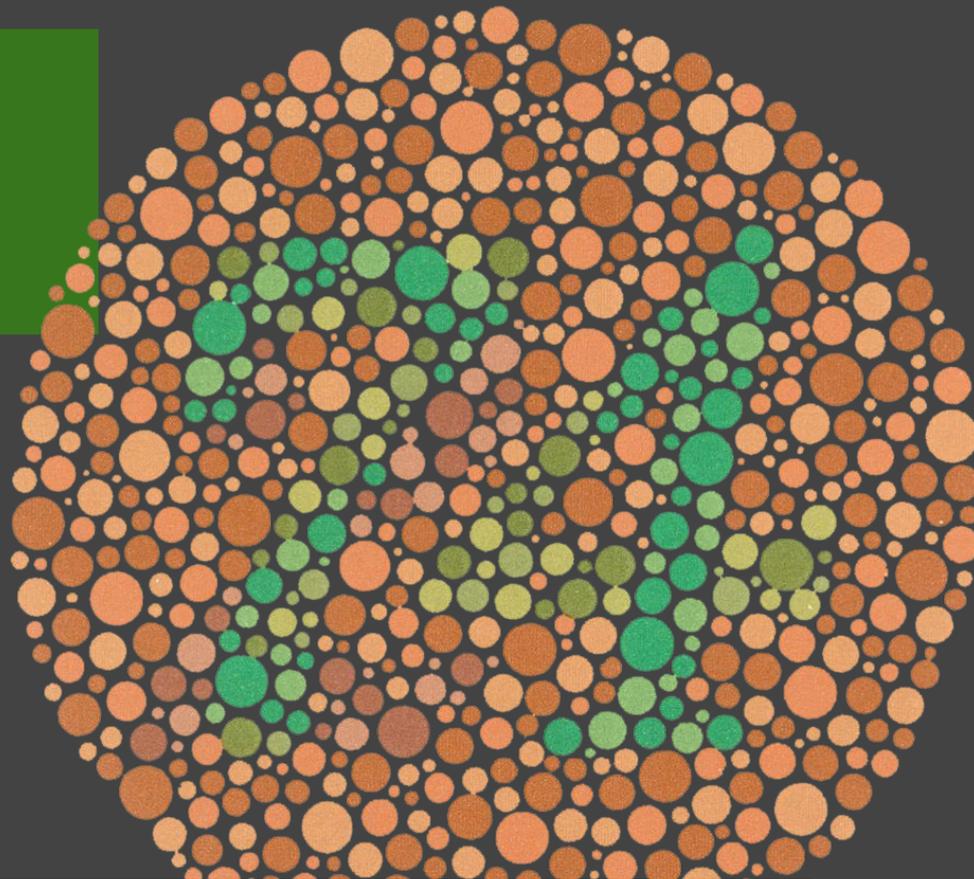
Menus and pages that grew out of control over time

That person hasn't worked here in 2 years!

University Staff

Outdated content

Click on what green link?

Faculty

Content that doesn't meet accessibility requirements

We began moving websites and learned some lessons...

Communication

In an ideal world...

- Change is embraced with enthusiasm

- Website owners lined up in an orderly fashion

- There is all the time in the world

Some website owners...

 ... jumped at the opportunity.

... dragged their feet.

... were worried that Drupal was hard to learn.

... forgot they even had a website!

What really happened

Communication considerations

- Explain why
- Simplify migration steps
- Options for DIY migrations
- Training and documentation
- Offer an incentives

Estimating & Planning

In an ideal world...

- Every website is consistent

- Nobody hacked the code

- Website owners knew exactly what they wanted up front

- Website owners remembered they had a website!

- "Creative" coding

- Legacy modules

- Renewed interest in the website

- Neglected websites with no ownership

What really happened

Estimating and Planning considerations

- "Creative"coding map to standard Drupal functionality
- Contingency time for the unexpected
- Options for migrating, but not too many options

Getting down to business - migrating

In an ideal world...

- One magical script moved the entire website's content

- All content that should be structured was structured

- Best practices were followed and no content was neglected

- Migration script was constantly tweaked.

- Lots of manual clean up

- Unstructured content was manually made structured

- Change requests occurred throughout projects

- Unexpected content found

What really happened

Migrating considerations

- Be prepared to read through content
- Editors familiar with MS Word
- Automate content inventories - find hidden pages
- Manual cleanup to convert headings into proper <headings>
- Budget and schedule
- Google Analytics - dead content
- Some locally stored content is better stored elsewhere (ex. videos)

Design & Accessibility

In an ideal world...

- Every website had a "timeless" design

- We predicted the future and had already made all websites WCAG 2.0 AA compliant

- Website owners remembered to pick heading tags and enter alternative text

- We made some ugly sites in the past

- Accessibility what?

- Designs didn't leverage the Princeton "brand"

What really happened

Design & Accessibility considerations

- New design themes that were responsive
- Do not recreate existing (ugly) design
- Accessibility from the start
- Standardized as much as possible (Princeton-specific distribution of Drupal for consistency)
- Use the design theme based off the main Princeton.edu website

Our Progress

Not needed
19.5%

Completed
47.1%

Remaining
33.4%
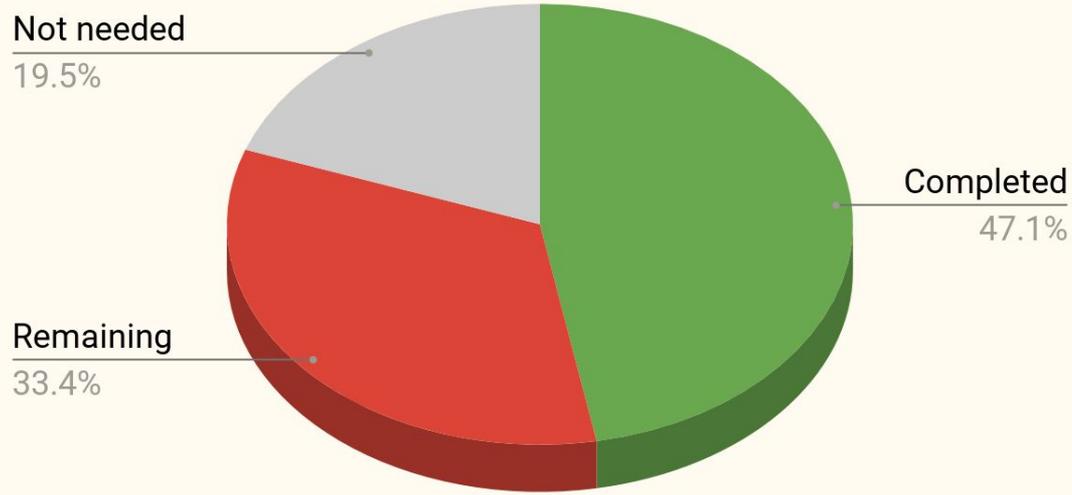
145 websites migrated

archived or deleted 60 websites

Summary of Lessons Learned

When migrating a website to Drupal...

- Build in time for the unexpected
- Unstructured content cut off date, if possible
- Migration scripts only get you so far
- Seek opportunities to improve

Thank you.

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