

# CORNELL DRUPAL CAMP

DRUPAL IN HIGHER ED

Acquia®

DREAM IT. DRUPAL IT.



Calgary

Ontario

Quebec

Winnipeg

Montana

North Dakota

Minnesota

Montreal

South Dakota

Wisconsin

Toronto

Idaho

Wyoming

Michigan

Chicago

New York

Nebraska

Iowa

Illinois

Ohio

Pennsylvania

New York

United States

Kansas

Missouri

Indiana

West Virginia

Virginia

Kentucky

Tennessee

North Carolina

Utah

Colorado

Oklahoma

Arkansas

South Carolina

Arizona

New Mexico

Dallas

Mississippi

Alabama

Georgia

District of Columbia

Los Angeles

Phoenix

Texas

Louisiana

Houston

Florida

San Diego

San Antonio

Gulf of California

Monterrey

Gulf of Mexico

**Avoid technology that locks you in**

**Focus on the business**

**Think different**

if you can  
do this,  
you can  
**CONTROL  
YOUR  
FUTURE**








# CORNELLCHRONICLE

December 1, 2013

Search Chronicle 

 Bookmarks

Science, Tech & Medicine

Arts & Humanities

Business, Law & Society

Campus Life

Global Outreach

Archive

Jan. 29, 2009

As university struggles with current 10 percent shortfall, planning begins on budget cuts for 2011

## TRENDING

EDITOR'S  
PICKS

MOST  
EMAILED

MOST  
READ

# After 125 Years of Service, St. Paul's College Shutting Down June 30

📅 May 31, 2013 | 📁 Category: Subfeature | 👤 :

VIEWPOINT | BALANCE SHEET

## Colleges Struggling to Stay Afloat

By JEFFREY J. SELINGO

Published: April 12, 2013

## Chester College Will Close

May 21, 2012

By **Scott Jaschik**

MONEYBOX

A BLOG ABOUT BUSINESS AND ECONOMICS.

JUNE 17 2013 4:41 PM

## Moody's: Small Private Colleges Are at High Risk of Closing

HOME / NEWS / LOCAL / MASS.

The Boston Globe

## College drops out

Cash woes, loss of accreditation doom Atlantic Union

The number of schools using Drupal to power their .EDU presence increased

from 0% (?)

to 27%



The number of schools using Drupal to support their digital strategies increased

from 0 (?)

to ~3000

including...

**7** out of **8**  
Ivy League  
Schools

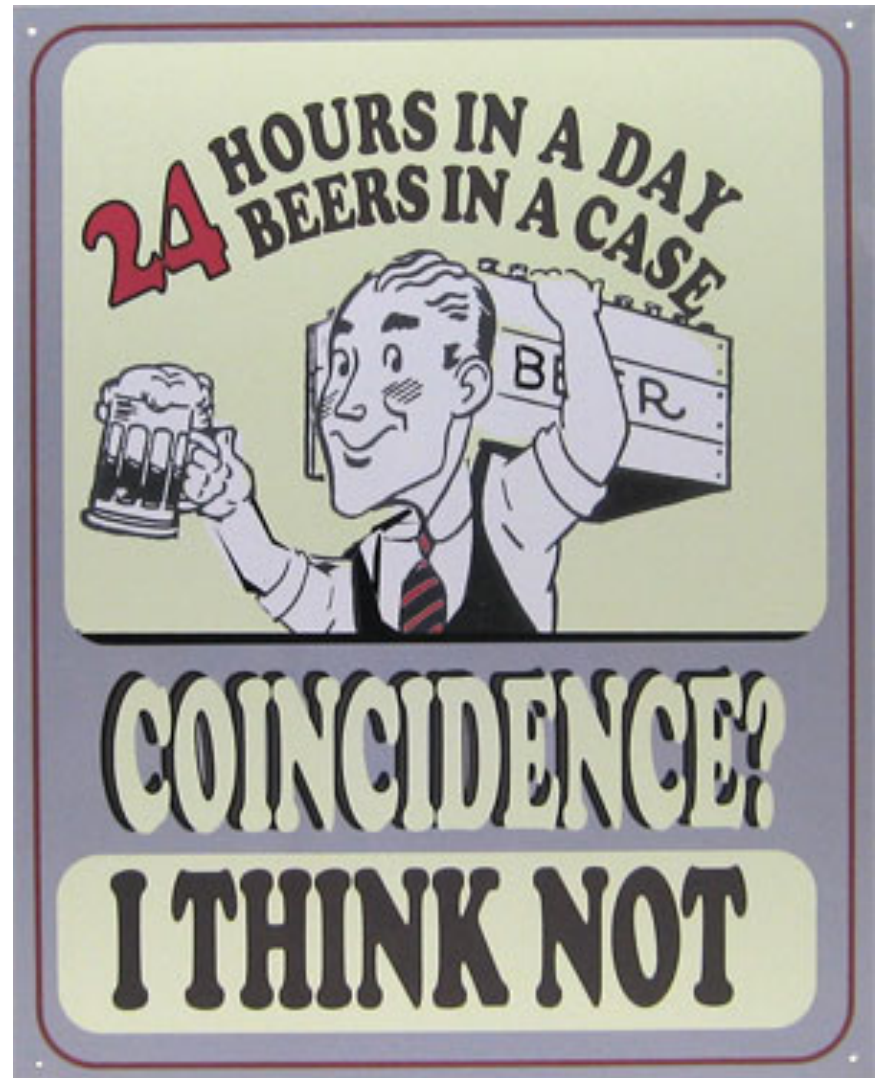
**15** out of  
**20** of top  
ranked  
national  
universities<sup>(1)</sup>

**9** out of **10**  
of top  
global  
universities<sup>(2)</sup>

(1) U.S. News Report 2014 Rankings, (2) CS Monitor World Rankings

At the same  
time the  
industry is  
working to  
control its  
future...

...thousands of  
schools are  
adopting  
Drupal.





does Drupal enable institutions to...

**Avoid technology that locks you in**

**Focus on the business**

**Think different**

?

What is a  
MOOC ?



# Bloomberg

 [Print](#) [Back to story](#)

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## **Companies Say 3 Million Unfilled Positions in Skill Crisis: Jobs**

By Lorraine Woellert - Jul 25, 2012

does Drupal enable institutions to...

**Avoid technology that locks you in**

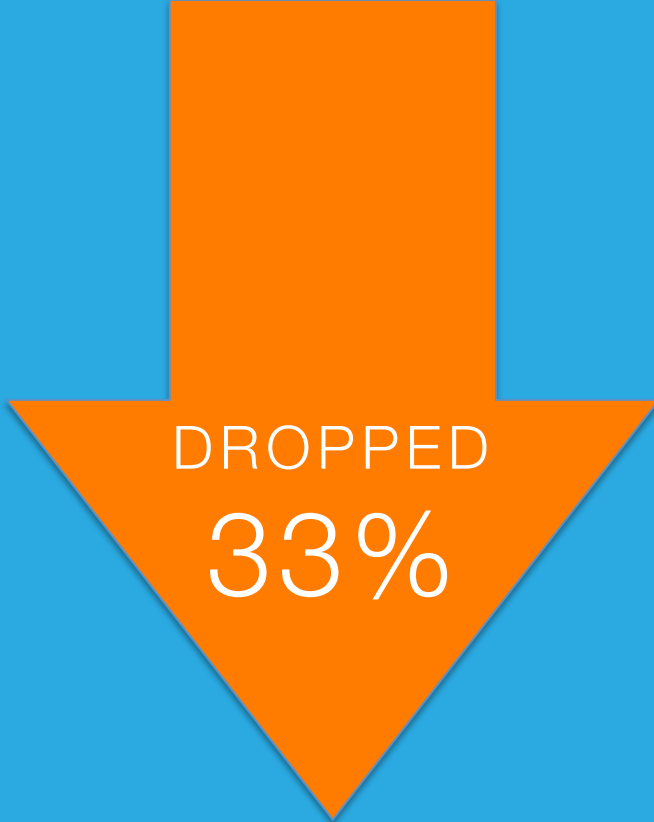
**Focus on the business**

**Think differently**

?

why do  
schools  
choose  
**Drupal?**

AFTER MOVING  
TO DRUPAL,  
OUR CONCERNS  
REGARDING



DROPPED  
33%

DUPLICATION OF CONTENT



AFTER MOVING  
TO DRUPAL,  
OUR CONCERNS  
REGARDING

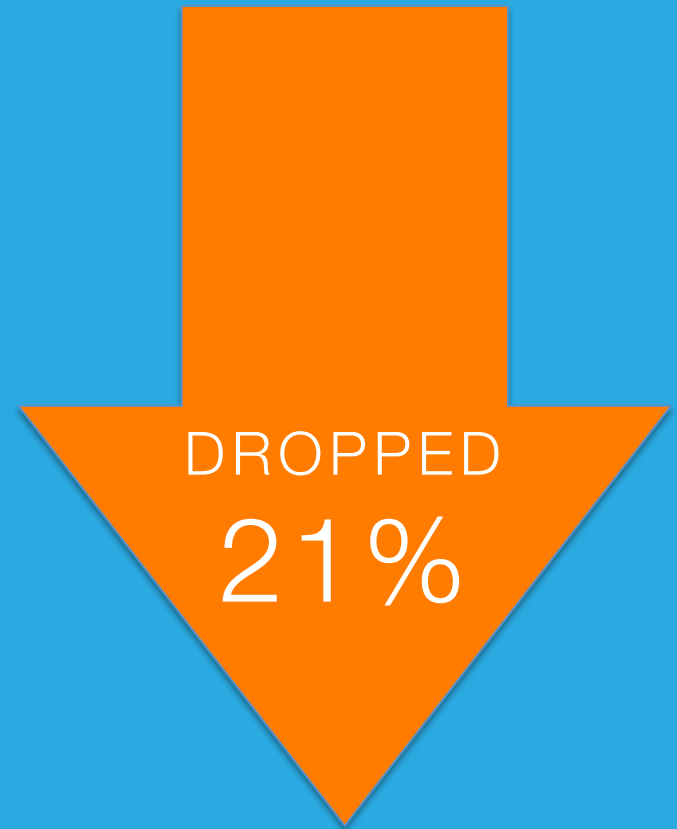


DROPPED  
27%

BRANDING INCONSISTENCIES

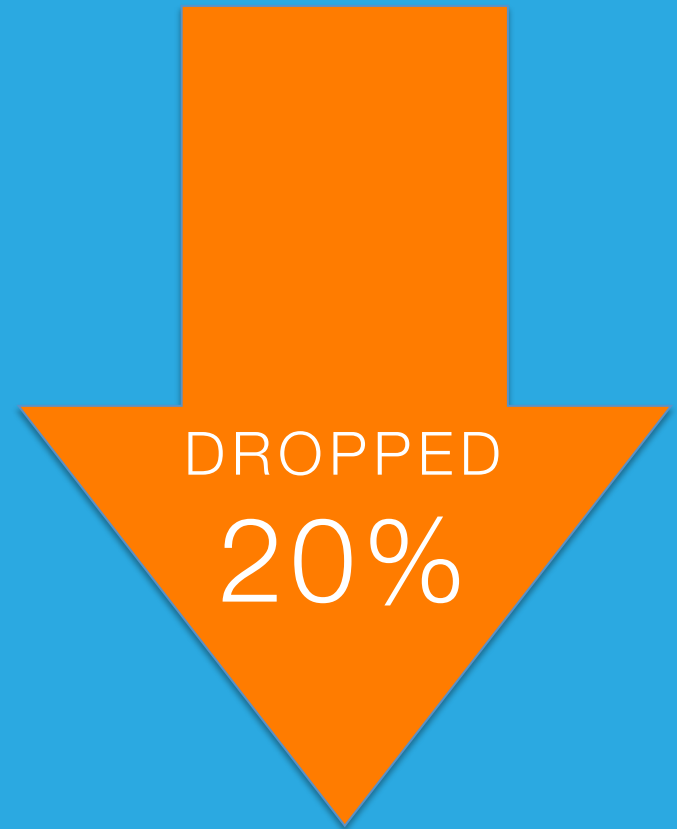


AFTER MOVING  
TO DRUPAL,  
OUR CONCERNS  
REGARDING



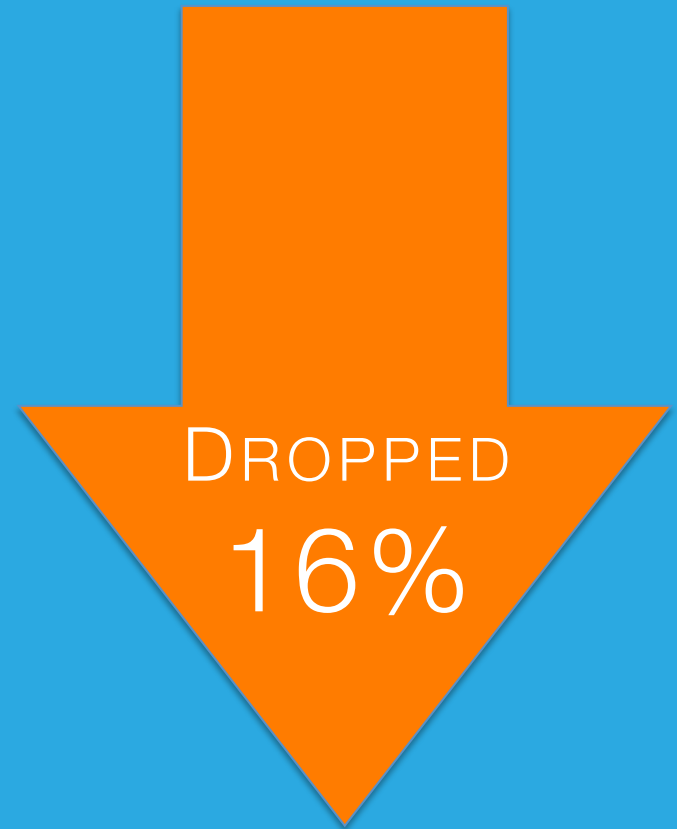
EASILY BUILDING AND  
LAUNCHING SITES

AFTER MOVING  
TO DRUPAL,  
OUR CONCERNS  
REGARDING



USABILITY

AFTER MOVING  
TO DRUPAL,  
OUR CONCERNS  
REGARDING



DELIVERING CONTENT  
ACROSS ALL DEVICES

why do  
schools  
choose  
**Drupal?**

what is **THE**  
**FUTURE** of  
higher  
education...?

and how is  
**DRUPAL**  
helping you  
get there?

The future of higher  
education is...

The future of higher  
education is...

“MOBILE”





**BENTLEY**  
UNIVERSITY

is facing a **doubling of mobile traffic** to its web site every 8 months while it is investing heavily in new professional degrees, including online programs. But at the same time the mobile bounce rate is over 50% and online inquiries and applications aren't producing sufficient demand.

# THE FUTURE IS MOBILE



Mobile  
bounce rate  
down to 40%

Online leads  
up 11%

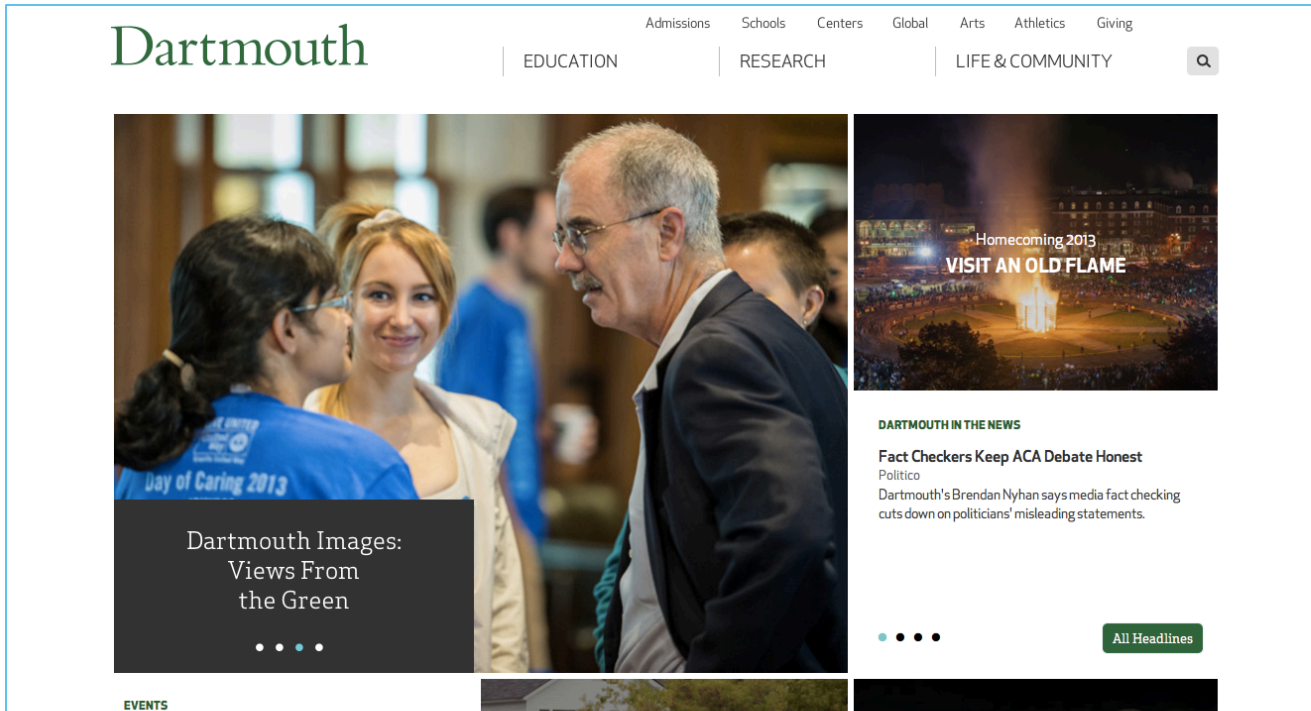
The future of higher  
education is...

“AGILE”



is facing a presidential transition that compresses the time frame for launching its new strategic plan from over a year to under 6 months. The strategic plan needs to be launched in conjunction with the launch of an entirely new digital infrastructure.

# THE FUTURE IS AGILE



“One of Dartmouth’s most visible, and most successful, IT projects”

The future of higher  
education is...

“INNOVATIVE”



## ***The Long Term Ecological Research Network***

founded in 1980 by the NSA, the LTERN conducts ecological research that spans decades. The LTERN academic group needed a customized system that would support the storing, editing, and sharing of ecological metadata language and biological metadata profile compliant metadata



# THE FUTURE IS INNOVATIVE

The screenshot shows the LTER Information Management website. At the top left is the LTER logo, a globe with the letters 'LTER' above it. To its right is the title 'LTER Information Management'. Below the logo is a search bar with the text 'Search this site:' and a 'Search' button. A 'Main Menu' is located on the left side, listing various sections: News, Home (with sub-items: Terms of Reference, IMexec, NISAC, LTER Network Office, Publications), Projects, Meetings, Resources, LTER Site Profiles, and Website Help. Below the menu is a 'User login' section with fields for 'Username: \*' and 'Password: \*'. The main content area on the right contains a paragraph of introductory text and a bulleted list of sections: 'The News Section', 'In the Home Section', 'The Projects Section', 'Under Meetings', 'The Resources Section', and 'LTER Site Profiles'. Below this is a section titled 'LTER Information Management' with a paragraph of text about the Long-Term Ecological Research Network.

**LTER Information Management**

This website is maintained by the community of LTER Information Managers. It provides a hub for communication and information/knowledge exchange that we hope will be useful outside of LTER as well. The information provided represents practices and approaches taken at the different LTER sites. Please feel free to contact the authors for help and further information or to contribute to this site.

- **The News Section** has news and updates
- **In the Home Section** reports and meeting notes from IMexec and NISAC and links to the LTER Network office and IM publications may be accessed
- **The Projects Section** contains information on every project the LTER IMC is currently working on, e.g. materials for upcoming video conferences and minutes, workshop materials, documents.
- **Under Meetings** information about annual IMC meetings, virtual updates and training workshops can be found.
- **The Resources Section** is the core of this site with the IM practices which are 'how-to' and the most up to date best practices of general interest to Information Management. The IM guidelines are LTER specific requirements, evaluation criteria etc.
- **LTER Site Profiles** contain updates on LTER site related IM activities and comparisons of how IM is done at the sites.

**LTER Information Management**

The Long-Term Ecological Research Network was established in 1980 by the [National Science Foundation](#). It includes research sites inside and outside the US representing a wide variety of ecosystems and research emphases. At each site an Information Manager or Information Management Team is concerned with technologies that improve collaborations between researchers and technological solutions to enabling data collection, discovery, access, integration and analysis across disciplinary and scale boundaries.

Driven by  
researchers at  
University of  
New Mexico,  
University of  
Wisconsin, and  
University of  
Puerto Rico

The future of higher  
education is...

“RESOURCEFUL”



# THE UNIVERSITY OF IOWA

is facing an upgrade to its antiquated and expensive digital signage solution and at the same time needs more syndicated content, a better user experience for content creators, and importantly integration into its Hawk Alert messaging system.

# THE FUTURE IS RESOURCEFUL

COLLEGE OF LIBERAL ARTS & SCIENCES

Academic Programs and Student Development

THE UNIVERSITY OF IOWA

5:06 PM Wed, Oct 9



## Make your electives count!

Add a **certificate** to your major to better prepare for careers, pursue a special area of interest, or give yourself an edge when applying for jobs or grad school.

Check out the different programs at [clas.uiowa.edu](http://clas.uiowa.edu).

**NOW**  
76°F

**THU**  
75°F 55°F

**FRI**  
77°F 55°F

COLLEGE EVENTS

DEPARTMENT EVENTS

**Jack Quartet in residency; several performances**  
Sun, October 6th to Sun, October 13th

**Symphony, Concert Bands to share concert**  
Wed, October 9th - 7:30pm

**Iowa City Book Festival set for Oct. 10-13**  
Thu, October 10th

College News » Nonfiction Writing Program ranked #1 in nation for 5th straight year 10/7/2013

One developer,  
one month,  
major impact

The future of higher  
education is...

“MODULAR”



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

is facing the challenge of **building** an online platform for the official Legislative Reporting Service and combining it with a daily capital briefing in order to provide the entire state with updates regarding status and content of all state-level legislation.

# THE FUTURE IS MODULAR

The screenshot shows the website for the Legislative Reporting Service at the UNC School of Government. The header includes the UNC School of Government logo and navigation links: About the School, Courses and Resources, Library, Master of Public Administration, and Publications. A News Alert on the left side, dated Sep 19, 2013, announces the final version of the 2013 Session Laws document. Below the alert is a User Login section with fields for Email and Password, and a Log in button. The main content area is titled 'Legislative Reporting Service' and includes a breadcrumb trail (Home > Legislative Summaries) and a 'Legislative Summaries' section. This section contains a paragraph explaining the service and a list of 2013 Legislative Summaries topics: Children and Juvenile Law, Community Planning, Land Development, and Related Topics, Courts and Civil Procedure, Criminal Law and Procedure, Economic and Community Development, Elections, Ethics and Lobbying, General Assembly, Health, Local Government and Local Finance, and Mental Health.

“Our business is more than just information delivery. We need to deliver applications and services as well”

The future of higher  
education is...

“FLEXIBLE”





SAN FRANCISCO  
STATE UNIVERSITY

is facing a growing landscape of diverse and chaotic web sites, mismatched online experiences and diverse content challenges that, among other things, are preventing the school from meeting critical security and accessibility standards.

# THE FUTURE IS FLEXIBLE

San Francisco State University | Home | Login | Calendar | A-Z Index | Search Tools | Search

## Graduate College of Education

**Academics**

- [Home](#)
- [Apply](#)
- ▶ [Programs](#)
- ▶ [Credentials](#)
- [Degrees](#)
- [Faculty](#)

**Departments**

- ▶ [Elementary Education](#)
- ▶ [Equity, Leadership Studies, and Instructional Technologies](#)
- ▶ [Secondary Education](#)
- ▶ [Special Education](#)

**About the GCOE**

- ▶ [About Us](#)
- [College Offices](#)
- [Graduate Office](#)
- [Support Services](#)
- ▶ [Accreditation](#)
- [Accessibility](#)

**Masters Programs**

SFSU • Graduate College of Education

**College Contact Information**

Hours: *Monday - Friday*  
8:00am-5:00pm

Phone: 415-405-3681  
Fax: 415-338-7019

Address: Burk Hall, Room 501, 1600  
Holloway Avenue San Francisco, CA  
94132

**GCOE Search**

All departmental and faculty sites (400+) moving to common templates on common platform at rate of 1 per week

The future of higher  
education is...

“COLLABORATIVE”



oxford  
SAID BUSINESS SCHOOL

is facing a requirement from its new dean to create an online platform to **bring together** university scholars and business school students and alumni from around the world to work together to help solve a massive societal problem. And to do it in 3 months.

# THE FUTURE IS COLLABORATIVE

The screenshot shows the GOTO (Global Opportunities and Threats Oxford) website. At the top, there are logos for SAID Business School and the University of Oxford. The GOTO logo is prominently displayed in the center, with the tagline 'GLOBAL OPPORTUNITIES AND THREATS OXFORD' below it. On the left, there is a video player featuring Dean Peter Tufano, with the caption 'Listen to Dean Peter Tufano as he explains the objectives of our GOTO community'. The video player shows a play button, a progress bar at 00:00, and a total duration of 02:40. On the right, there is a sign-in section with the text 'Sign on with Oxford SSO' and a pink 'Sign on' button. Below this, it says 'Or' and 'Sign on as Alumni or Guest', followed by two input fields and a 'Sign in' button. A link for 'Forgot password?' is also present. At the bottom, there are three navigation buttons: 'What is GOTO?', 'How does GOTO work?', and 'Request to join GOTO', each with a downward arrow.

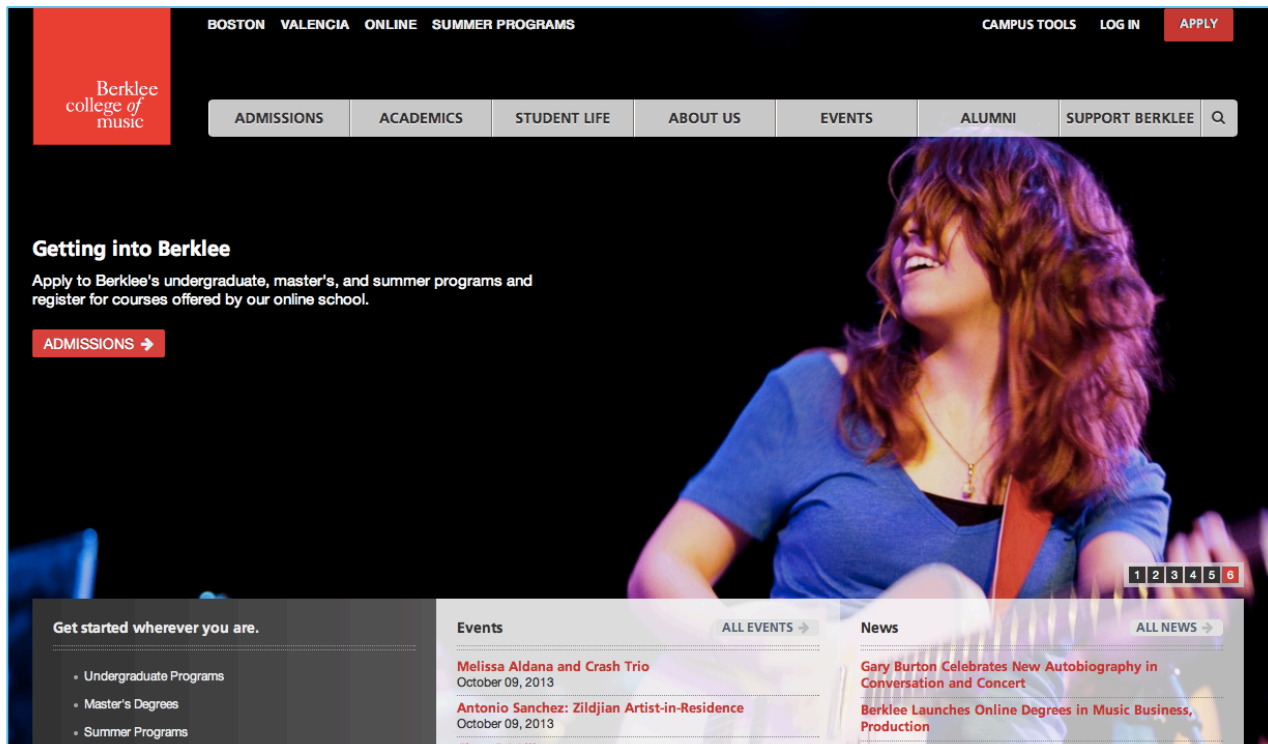
“Tackling some of the world's worst problems via an innovative online action-oriented community consisting of academics, students, and alumni”

The future of higher  
education is...

“PERSONALIZED”

is facing decreased online student engagement due to **clunky web applications** for community and commerce that are simple extensions of back-end administration systems and that don't offer integrated content and enhanced online experiences.

# THE FUTURE IS PERSONALIZED



Moving from  
content  
management to  
web  
engagement  
management



The future of higher  
education is...

“OPEN”

# HARVARD UNIVERSITY

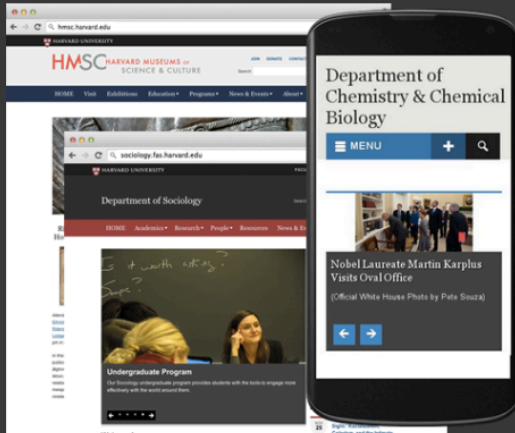


wants to better leverage shared resources and find a way to drive consistencies and best practices across over 30,000 separate sites

# THE FUTURE IS OPEN

## OpenScholar®@HARVARD

Website creation service exclusively for Harvard University affiliates. Hosted by Harvard Web Publishing  
Not a Harvard affiliate? [Click here](#). For more information about OpenScholar project click [here](#)



**Create your own unique, beautiful, Harvard web site (for free)**

Easy to customize. No coding required.

Join **2,368** of your Harvard colleagues, departments, centers, and projects

Create a Personal Website >

Create a Project or Department Website >

Why OpenScholar @ Harvard



OpenScholar @ Harvard: on the way to powering tens of thousands of sites across campus with a common, open platform

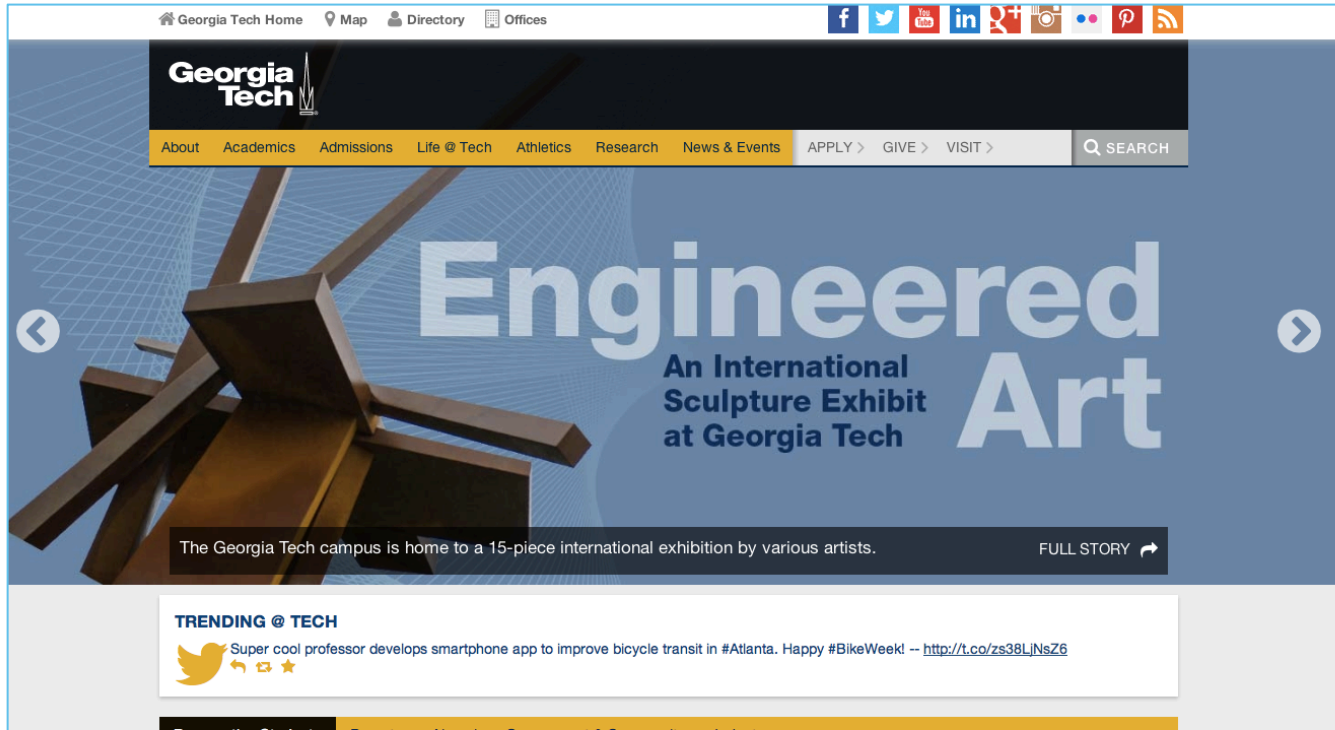
The future of higher  
education is...

“SOCIAL”



is facing the challenge of significantly decreased research and state funding and as a result must do a better job at telling its story to solidify its position as one of the most relevant universities in the industry.

# THE FUTURE IS SOCIAL



Social integration to let the community help tell the story

the future of higher  
education is

**mobile**

**agile**

**innovative**

**resourceful**

**flexible**

**collaborative**

**personalized**

**open**

**social**

**Drupal** is

**mobile**

**agile**

**innovative**

**resourceful**

**flexible**

**collaborative**

**personalized**

**open**

**social**

Drupal enables institutions to

**Avoid technology that locks you in**

**Focus on the business**

**Think different**





if you can  
do this,  
you can  
**CONTROL  
YOUR  
FUTURE**

# CORNELL DRUPAL CAMP

DRUPAL IN HIGHER ED

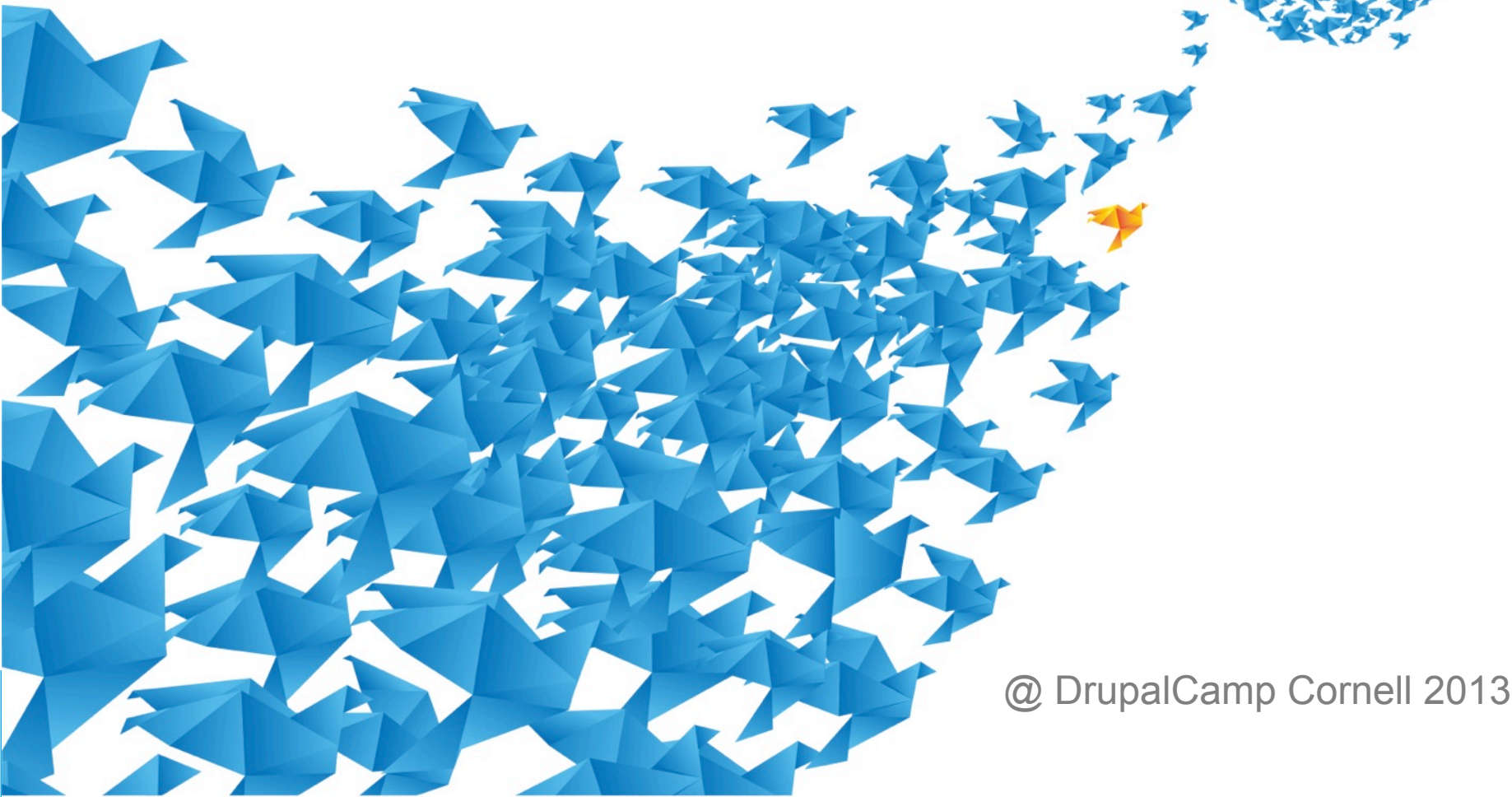
Thank You!

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DREAM IT. DRUPAL IT.

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@ DrupalCamp Cornell 2013