



UC DAVIS UCLA UCSF

Building a UC Web Community

Using a shared web content management system to reduce cost, improve security, help developers, and improve the quality of University websites.

Founding Members

Shawn DeArmond, Web Architect
UC Davis

John Kealy, Web Services Manager
UCSF

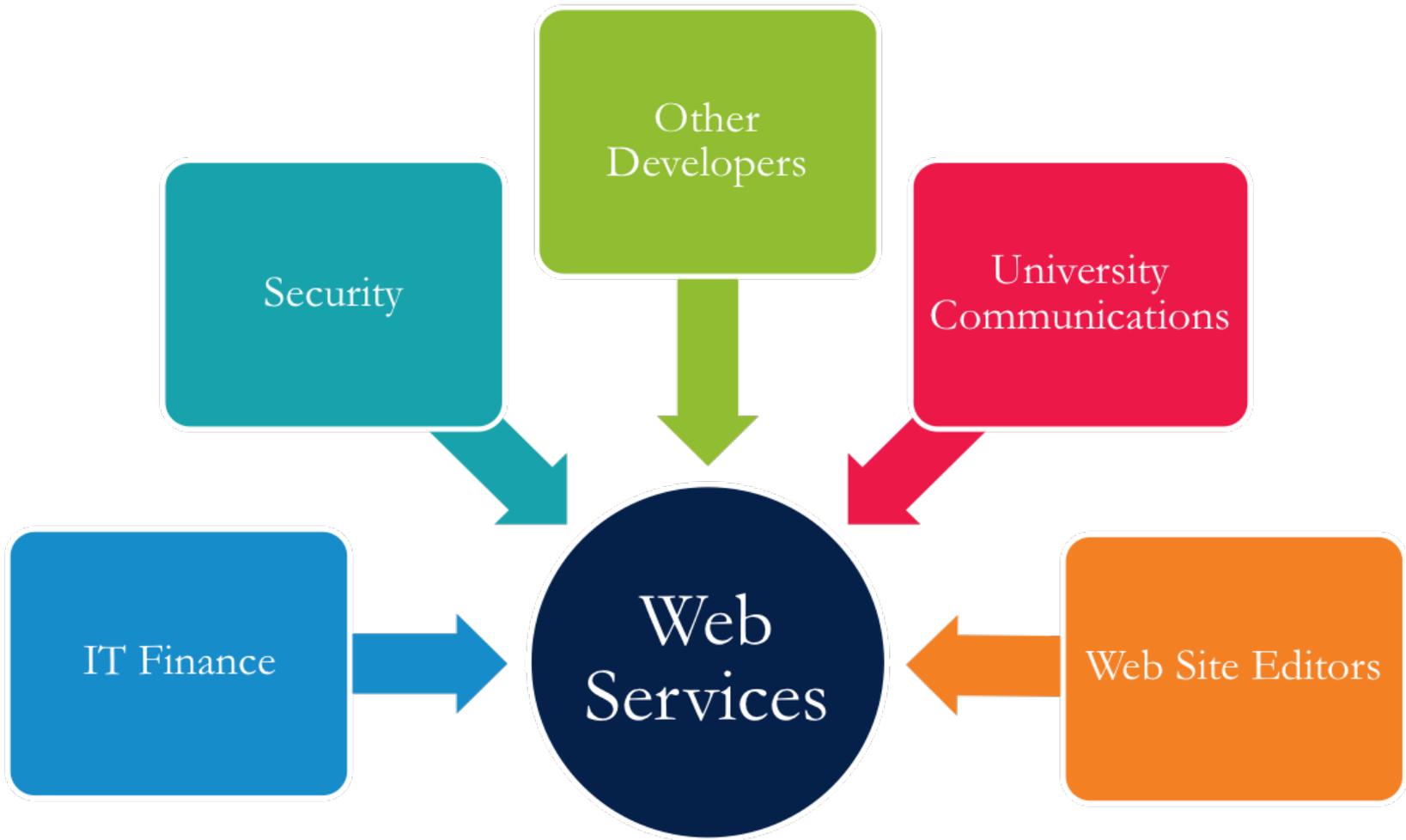
Quyen Vaillant, Web Services Manager
UCLA

UNIVERSITY
OF
CALIFORNIA

Project Goals

- Reduce Costs
- Security
- Development Best Practices
- Facilitate Branding
- Meet Web Publishing Needs

Demands on Web Services



IT Finance

How much are we spending to run all of these websites?

Goals

- Reduce costs to University
- Predicable costs
- Product meets customer needs

Tactics

- Leverage scale to reduce cost
- Long term contracts
- Partnering with other groups



IT Security

How do I manage the risk of thousands of websites?

Goals

- Keep private data secure
- Prevent website compromises
- Ensuring availability

Tactics

- Keeping applications and servers secured and patched
- Simplifying and standardizing website management
- Web Application Firewall



Developers

I want to quickly deliver web sites and applications.

Goals

- Deliver websites quickly
- Spend time on new work
- Learn new technologies quickly

Tactics

- Continuous integration (CI)
- Pattern and code library
- Community of developers



University Communications

How do I create a coherent message with thousands of websites?

Goals

- Tell the University's story
- Improve quality of information
- Create a sense of community

Tactics

- Brand guidelines
- Content syndication
- Community organizing



Website Editor

I want to have a good looking and easy to edit website.

Goals

- Up to date website
- Easy to add content, without having to code
- Clearly speak to my audience

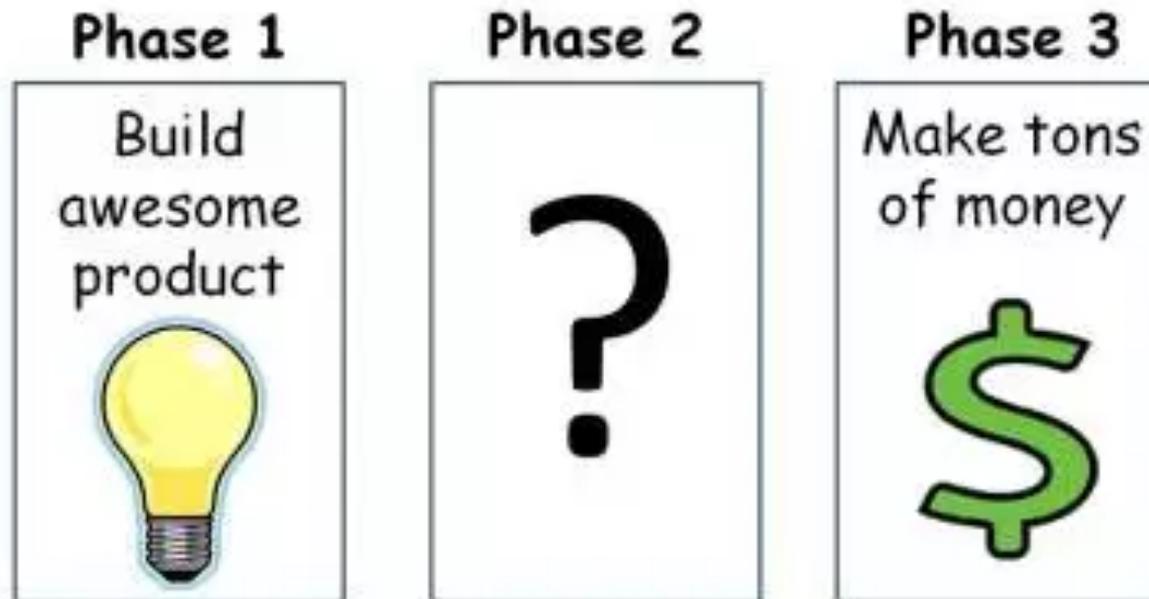
Tactics

- Syndication of content
- Advanced WYSIWYG editor
- Flexible Design and features



Business Case

Business Model



How to make the business case

First Steps

- Inventory the websites
- Determine cost to create a site
- Determine yearly website development costs
- Determine Demand
- Determine time for average web site creation project
- Determine hosting cost
- Determine patching cost

What we found at UCSF

- We had over 1,000 websites
- \$20K - \$150K/per site build
- UCSF spent ~\$620k/per year on Drupal sites
- Demand for 27 sites confirmed
- Project time was 2 months to a year.
- Average hosting cost \$1,200
- Average patching cost \$2,000

Costs of a Small Website

Activity	Cost	Annual/ One time
Design and site Configuration	\$10,000 +	One time
Secure Hosting	\$1,200	Annual
Security and maintenance	\$2,000	Annual
Total year 1 cost	13,200 +	

Investment Case

Item	Item Cost	Number	Total Cost
Drupal Consultant Cost	\$ 50,000.00	1	\$ 50,000.00
Project Manager Cost	\$ 10,000.00	1	\$ 10,000.00
UCSF Drupal Architect	\$ 15,000.00	1	\$ 15,000.00
Toal Project Cost			\$ 75,000.00
Site Builds	\$ 10,000.00	27	\$ 270,000.00
Total Savings			\$ 195,000.00

UCSF Starter Kit Goals

Project Goals on February 2, 2012

- Build 27 Sites with Distribution
- 25% cost decrease for building Drupal sites
- 20% cost decrease in site maintenance
- Reduce initial, base site creation to 3-4 hours

Projected Savings of \$270,000
in build costs year 1

First Three Years of Starter Kit

Projected Savings of \$270,000 in 2013

	2013	2014	2015	Total
Starter Sites	215	135	228	578
Savings	\$2,150,000	\$1,350,000	\$2,280,000	\$5,780,000

We saved \$2.1M

Security Case



April Lulz | Pinoy LulzSec x

www.pcc.gov.ph/aprillulz.php

GOT PWNED?

OH STOP IT, YOU

Greetings Philippines, **MYGAHD**. Don't have time to fix your web security? Government Website Hacking is really more fun in the Philippines. As a matter of fact, even a 12 years old kid can do this. So awful isn't it?, **yeah**.

Anyway, today we are celebrating our annual **April Lulz**. As part of tradition, we will be posting Social Media Account leaks in some websites that will not be named for a while. Just leak? No.
There's more!

There will be a fun activity for everyone and something sexy. We will make sure that anyone, from kids to adults will have fun. So better stay tuned to our Social Media Account and Page cited at the bottom of this site.

This is **Pinoy LulzSec**, leaders in high quality entertainment at other's expense. Laughing at your Security. Hacking for the Lulz since 2012

Follow us on:
Facebook | Twitter

How to Convince your CISO

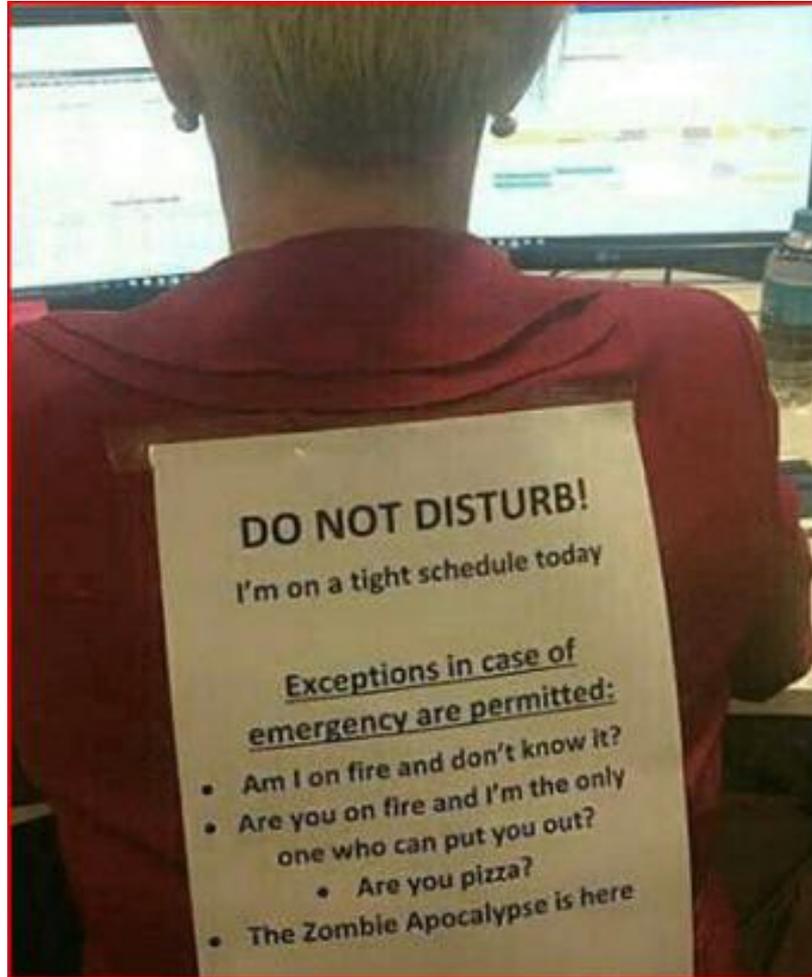
Problems:

1. Lack of comprehensive and current website inventory, unknown site owners
2. Lack of visibility and accountability for website data
3. Need for standardize management processes

Solutions:

1. Centralized inventory of websites, CMS versions and contacts—allowing for easy reporting
2. Clear understanding of data practices
3. Timely and convenient OS and CMS updates

Case For Developers



Benefits for Developers

- Community of practice
 - Common Development Practices
 - Pool of talent with shared skills
 - Community support
- Shared Codebase of improvements
- Test Coverage
- Documentation

Advantages community of practice model

- Decrease the learning curve of new developers
- Respond more rapidly to customer needs and inquiries
- Spawn new ideas for products and services
- Reduce rework and preventing "reinvention of the wheel"

DEPLOY ON A FRIDAY THEY SAID



IT'LL BE FINE THEY SAID

100% Test Coverage

- Automated Software Testing Saves Time and Money
- Testing Improves Accuracy
- Automation Does What Manual Testing Cannot
- Automated QA Testing Helps Developers and Testers
- QA and Dev Team Morale Improves



Probo.CI Bot APP 3:42 PM

PR [Add tip about Chrome Driver path](#) has finished building.

[Review](#) the build on Probo

[Log in](#) to the fully-built site (username: admin, password: probo)

PR [Add tip about Chrome Driver path](#) has finished building.

[Review](#) the build on Probo

[Log in](#) to the fully-built site (username: admin, password: probo)

Monday, July 23rd



Probo.CI Bot APP 3:23 PM

PR [upgrade crop module dependency.](#) has finished building.

[Review](#) the build on Probo

[Log in](#) to the fully-built site (username: admin, password: probo)

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Documentation

https://github.com/ucdavis/sitefarm_seed/tree/8.x-1.x/docs

- Local Development Setup
- Creating a Sub Profile of SiteFarm Seed
- Adding New Configuration in a Sub Profile
- SiteFarm Seed Custom Modules
- SiteFarm Seed Feature Modules
- Third-party Libraries
- Test
- Best Practices

Case For University Communications



The screenshot shows the top portion of the UC Davis website. At the top left is the UC Davis logo. The main heading is "UC Davis Leadership". To the right is a "Quick Links" button. Below this is a navigation menu with links for "ABOUT", "AGGIE SQUARE", "STRATEGIC PLAN", "RECRUITMENTS", "NEWS", and "BLOG". A search icon is on the right. The main content area features a large image of Chancellor Gary S. May with his hands clasped. To the right of the image is the text "Chancellor Gary S. May". Below this text are two buttons: "Play Video" and "See the Strategic Plan". At the bottom left of the main content area is a "Recent News" section with a blue arrow icon. To the right of this are three small thumbnail images: the first shows Chancellor May, the second shows a man in a suit, and the third shows two women talking.

UC DAVIS

UC Davis Leadership

Quick Links >

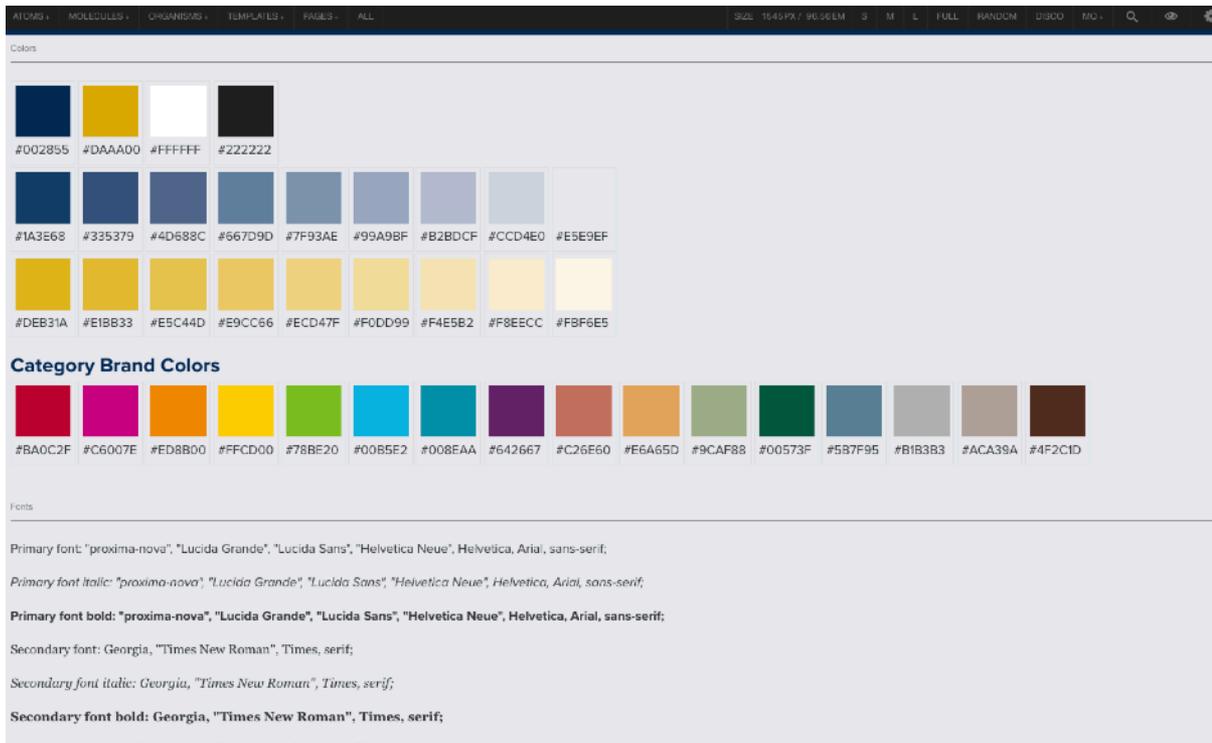
ABOUT > AGGIE SQUARE STRATEGIC PLAN > RECRUITMENTS > NEWS > BLOG

Chancellor Gary S. May

Play Video See the Strategic Plan

Recent News

Branding Consistency



Make it easy to stay within branding.

Make it hard (but not impossible) to go off the reservation.

Case For Website Editors

Manage Shortcuts API Shawn DeArmond

Content Structure Appearance Extend Configuration People Reports Help

Edit Article See you at the Good Life Garden tonight! ☆

View Edit API Signups Delete

Home » See you at the Good Life Garden tonight!

Title *
See you at the Good Life Garden tonight!

Body (Edit summary)

B I S | *I_x* | | | |

Styles - | |

Registration and swag pick-up at 5 p.m.

Dinner starts at 6 p.m.

Words: 12, Characters: 52

Text format: Basic HTML [About text formats ?](#)

Primary Image
 no file selected

One file only.
100 MB limit.
Allowed types: png gif jpg jpeg.

Published

[Delete](#)

Additional Options

Published
Last saved: 08/13/2018
Author: Ahna Heller
 Create new revision
Revision log message

Briefly describe the changes you have made.

▶ SEO

▶ SIMPLE XML SITEMAP

▶ URL PATH SETTINGS

▶ URL REDIRECTS

▶ AUTHORING INFORMATION

▶ RELATED CONTENT

▼ CATEGORIZING

Article Type *
News ▾
Choose a classification for this article.

Category
Program ▾
Optional: Select a primary Category to which this article will be assigned. Used by your site when grouping articles by specific topics.

Tags

Enter a comma-separated list of keywords which will help to classify this article.

Features in SiteFarm Seed

- Basic Pages (Home Page, Landing pages, About pages, etc)
- Articles (News, Blog, Announcements)
- People (Staff, Faculty, Researchers, Collaborators, Subjects, etc.)
- Events (Dates, Meetings, Seminars, etc.)
- FAQs



Features in SiteFarm Seed

Continued...

- ☑ Photo Galleries
- ☑ WYSIWYG Editor
- ☑ Featured Content
- ☑ Content Categories
- ☑ Site-wide Tags
- ☑ Social Media Sharing
- ☑ Marketing Highlight Blocks
- ☑ Hero Banner Block
- ☑ Photo Slideshow
- ☑ Social Media “Follow” icons
- ☑ Embedded media (videos, audio, slide decks)
- ☑ Webform
- ☑ RSS Feeds
- ☑ Lockable configuration
- ☑ SEO Tools
- ☑ And more...

...and features built on sister sites

- Cascade Migration Tool
- WordPress, CSV Import
- Single Sign-on (CAS)
- JSON API
- Vue.js Blocks
- Multilingual
- LDAP directory integration
- UC Profiles
- Content Audit
- Content Moderation
- Syndicated Content
- UCCSC Site!

Questions?

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