INTRODUCTION

TO SITEFARM

SITEFARM MIGRATION SERIES
Overview

- Name
- Program
- Where are you in your migration?

- SiteFarm Migration Series
- What is SiteFarm and Droopal?
- Sign in with SiteFactory
- Sitemap review
- Content migration
- Template sneak peak
SiteFarm Migration Series

• Part 1: User Design
  • Personas: demographics, destinations, degrees, disparities
  • Journey mapping
  • Identify priority resources
  • Content assessment
  • Sociology of social support and two-way communications
  • Graduate admission recruitment of diverse populations
SiteFarm Migration Series

• Part 1: User Design
  • Types of migrations: platform, content, structure, design, site location
  • Digital marketing strategy and mechanisms
  • Functionality of websites and social media channels
  • Creating relevant resources and content calendaring
SiteFarm Migration Series

• Part 2: SiteFarm
  • Confidence using Drupal 8
  • Gradual migration of content to new sitemap
    • People
    • Home page
    • Student resources
    • Admissions
SiteFarm Migration Series

• Part 2: SiteFarm
  • Collaborate on marketing and web building
  • Improve accessibility and SEO
  • Clearly define CTAs
  • Connect all media
SiteFarm 101

- SiteFarm
  - https://sitefarm.ucdavis.edu
- Site Builder training
- Events
  - Monthly workgroups
  - Drupal co-working session
    - May 24th 11:30 a.m. – 1:30 p.m.
    - Shields Library Room 205
    - Top of stairs and to the left
- Request a new site
- Service feature requests
Site Factory

- Site Builders:
  https://sitefarm.ucdavis.edu/training/builders

- Acquia Cloud Site Factory
  - https://www.ucdsitefarm.acsitefactory.com
  - graduategroups.ucdsitefarm.acsitefactory.com
Sitemap

• Home/About Us
• Admissions
• People
• Student Life
• News & Events
• Support
Sitemap

• Home/About Us
  • Overview, disciplines, grad group info, research specialties, landing page

• Admissions
  • FAQ’s for admissions, graduate advisors, inquiry form, funding, international student information, who to contact for...

• People
  • Faculty, staff, students, alumni
Sitemap

• Student Life
  • Course map, areas of interest, how to find faculty, student and program groups, department/program affiliates

• News & Events
  • News, events, social media, program adventures, culture and climate

• Support
  • Donor support
Content migration: People and Home Page

Primary
• Faculty photos and bios
• Coordinator photo and bio
• Landing page features
  • Stories and profiles
  • Chair message
  • Research interests
  • Student activities

Secondary
• Current student photos and bios
• Alumni photos and bios
Migrating people

- Contact information
- Photos
- Websites
- Location
- First generation
- Diversity groups
- Research interests

- Feature faculty and staff coordinators
- List out bios from departments and link back to bios
- Keep information with basics to reduce editing
- Future: connectivity with department bios
Content migration: Admissions

Primary
• Priorities for admissions
• Who and how to contact
• Funding opportunities
• “Apply here”
• FAQ’s
• Requirements for success

Secondary
• Use your personas to identify priority information
• Everything else...
  Keep it simple.
Content migration: Student Life

**Primary**
- Course list
- Research interests
- Affiliate groups
- Student resource links/FAQ page
- Handbook priority information
- Showcase climate and culture

**Secondary**
- Handbooks
  - Identify priorities in handbooks
- Use your personas to identify priority information
- Everything else...
  - Keep it simple.
Content migration: News and Events

Primary
• Social media groups
  • Facebook groups
• Orientation events/trips
• Milestone events
• News
  • Capacity for updates
• Narratives
• Blogs

Secondary
• Use your personas to identify priority information
• Add what you have the capacity to keep fresh
SiteFarm Template

• Site Factory
• Login
• Review Template
• Ready for June meeting
  • June 19th: Landing and People pages
  • June 21st: Personalized navigation
  • July 17th: Inquiry forms and Admissions page
  • Aug 7th: Student Life page + all above
  • Aug 21st: News & Events + all above
  • Sept 11th: All above
  • Sept 25th: Launch