

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

Drupal 8



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



Cloud 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