

TAKING ON GOLIATH

using drupal in schools and non-profits

schoolyard

Jason Pamental, Platform Architect

schoolyard.com | info@schoolyard.com | @schoolyard

Monday, March 5, 12



- Jason Pamental Web Strategist, Designer, Technologist
- Have been a strategist, designer, developer & catpixel-wrangler since roughly the launch of Netscape 1
- Can be found @jpamental in most places
- Post thoughts, work & pics from Instagr.am @ thinkinginpencil.com
- Helped restart Schoolyard by designing the platform, helping build the team, lead new R&D efforts

school



- A bit about Schoolyard who we are, what we do
- But this is NOT a sales pitch: it's about showing what YOU can do with Drupal in education & non-profits
- A bit about design process: we work different
- A bit about structured, modular flexibility: finding the balance between rigor and relaxed
- A lot about using Drupal & Contributed modules in some unique and creative ways to build a sophisticated content management platform

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Background/Marketplace

- The Independent School market has a few main players, all of whom developed proprietary systems
- Schoolyard used to be one of them: founded in 1995, the mainstay was a Cold Fusion-based CMS
- Platform sold to another school site vendor in 2007
- Reimagined and redesigned starting in January, 2010 as a Drupal-based platform

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 Started from zero – and built up as a modern web design/development team with Open Source roots



- Schools should be able to have a good web platform without spending a faculty member's salary on it
- We CAN provide that platform using Open Source, letting the budget go for strategy and design, not to supporting dozens of developers and legacy code
- We DO use modern tools, web standards and great type to make sure that when you've seen one Schoolyard site – you've seen ONE Schoolyard site

schooly

 What we do wouldn't be possible without the Drupal Community – so we want to support it in kind

Orupal's Open & So Are We

- We believe that smart use of Open Source should translate to open behavior
- Pricing is standardized in a small range:
 - \$14-18,000 to design/build
 - \$399/mo for hosting, updates & 1hr of support
- Our pricing is public (and roughy a third of our competition – though they likely won't admit that)
- When we add new features, everyone gets them no extra charge (ok unless it requires extra design time)



Really: Sites/All/Modules

accountmenu admin menu advanced_help ajax_load anonymous contact authorizenet auto nodetitle autoload backup migrate backup_migrate_files better formats browscap calendar captcha cck cmf content access content_taxonomy context context_menu_block ctools custom breadcrumbs custom_pagers date demo diff draggableviews email emfield extlink fb features feeds feeds_imagegrabber filefield

filemaker fivestar force_password_change formfilter alobalredirect gmap google_analytics i18n imageapi imagecache imagecache_profiles imagefield insert job scheduler jquery_ui jquery_update Idap_integration libraries lightbox2 link location logintoboggan media vimeo media_youtube menu_block menutrails messaging mimemail mobile tools mollom nice menus node clone node_gallery nodewords notifications

oauth og og_massadd og_menu page title parser_ical password_policy path_redirect pathauto pay paypal phone plupload pop_links profile_taxonomy auicktabs restrict_password_change roleassian rules securepages securepages_prevent_hijack semanticviews services shorturl simplenews simplenews_statistics simplepie site_map site_verify smtp special_menu_items strongarm token transliteration twitter

typogrify ubercart uc donation uc_out_of_stock uc product power tools uc_tablequote uc_termsofservice uc_varprice uc views user_import userplus views views_accordion views attach views_bulk_operations views or views slideshow votingapi webform webform conditional webform_pay wysiwyg wysiwyg_spellcheck xmlsitemap nmi_gateway

nmi_gareway schoology sy_athletics sy_dining_menu sy_faq_content sy_groups sy_media_base sy_media_gallery sy_newsletters sy_webforms_online_giving





- Not your grandmother's web design shop
- We're a design and strategy company that makes smart use of Open Source not a tech company that hired a couple of designers
- Projects begin with Discovery, IA, Sandbox prototype (full Drupal site w/minimal theme), Content — THEN design/theme integration

school

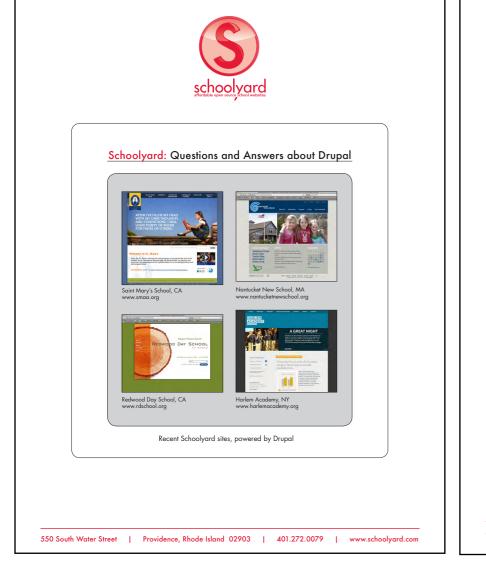
• Design process starts with style tiles* and then an interior page, revise (if needed) & then build (see Samantha Warren's excellent article here: <u>http://bit.ly/ITikNE</u>)

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It's How We Roll





SCHOOLYARD WEB DESIGN & DEVELOPMENT PROCESS

There are numerous steps in our web design and development process, and the smooth transition from one to the next will ensure a successful outcome for your school. From gathering initial information, to the launch of your school's newly designed web site, we have outlined below the five phases of Schoolyard's design process, along with estimated timelines for each.

Generally, Schoolyard web design projects are completed within a twelve-fourteen week timeframe. This timeline is dependent on met deadlines, timely client feedback, and continual communications

I. Discovery Phase:

This period serves to explore key questions surrounding the redesign and determines the scope of the design requirements for your school. Our objective is to facilitate strategic discussion about your school's needs, and uncover the shared vision, goals and expectations for the project. In order to do this, we must critically evaluate the school's current online identity - identifying both strengths and challenges before determining what particular changes are required.

Initial consultation will serve to explore key questions surrounding the re-design. Through a discovery phase questionnaire, Schoolyard's critical analysis of the current site and those of regional competitors and subsequent meetings and /discussions with school representatives, we will pinpoint the following elements:

- Current web site's strengths, limitations, deficiencies Web site mission statement development
- Perception and brand
- Primary and secondary site objectives Target audiences and their core tasks on the site

ated Timeline: 2-3 weeks

II. Information Architecture Phase: Based upon the collected and evaluated findings in Phase I, Schoolyard will provide your school with a framework and strategy that best meets the agreed upon objectives. Before any visual design begins, the goal of the Information Architecture phase is to create a working skeleton, or blueprint that ensures all site navigation matches to the expectation of audience use and important messaging is prioritized in a clear, straightforward manner. Given that this phase focuses on user experience strategy it's the most critical in the design process.

Deliverables during this phase include:

Site map: Detailed navigation listing all topics for the site, as well as sub-topics. The sitemap will ultimately dictate specificity of all site content.

 Wire frame: The visual manifestation of the Information Architecture phase. Essentially black and white mockups of a website page, the wireframe allows clients to focus on messaging, user flow and content before design elements are added.

Site map approval will result in the identification of content inventory for the project - to be provided by school representatives. Content requirements with regard to structure, format and delivery to be provided by School vard at a later date.

Estimated Timeline: 3 weeks

550 South Water Street I Providence, Rhode Island 02903 I 401.272.0079 I www.schoolyard.com



Schoolyard: initial development cost saving measures

Keeping Schoolyard initial development fees at the lower end of our price range

Our initial development fees are based solely on the amount of time we spend on a project from the signing of an agreement through site launch. At the request of schools interested in keeping these fees as low as possible, we have compiled this list of suggestions and considerations. We would note that each project is different; in some cases these recommendations are advisable, and in some they are not-or at least some of them may not be. In short, some schools require more time for site development for entirely sound reasons.

1. Know what you want. Some schools know exactly what they want, and others require considerable discovery and consultation. Most schools fall somewhere in between. There is no judgement involved here, as one of the benefits Construinds, were structure to some where in the pervised in the structure to the structure of the structure and features of this school site, but we want it to look and feel like our school." These schools tend to spend less on preliminary development costs.

2. Have content ready. During the Prototype phase, the process can become bogged down if we are waiting on content, if the content is not cleanly formatted, or if it is not clearly organized. For every page in the site that is due to be live upon launch, there are content requirements. Knowing what these are and having the content ready in advance makes for a streamlined process.

3. Have good photography, and identify selections and placement in advance. Similar to the first item, having Schoolvard involved in photo selection and editing can certainly be beneficial as we have extensive experience in art direction and photo editing. Schools who make these decisions on their own, however, cut down on development time; in most cases Schoolyard decides which pictures are used and where they go. These decisions can make for a more visually compelling site, but they also take more time. Regardless, if the pictures are not of professional quality it costs the school more money as we spend time creating the best possible images from limited resources.

4. Keep the committee small; establish consensus on design quickly. This is a hard one because a school's website is the one communication vehicle that every department "owns" a part of. Insofar as schools are collaborative by nature, an inclusive web committee is a large web committee, and as a general rule, larger web committees result in higher initial development costs. Often this is because larger committees have a harder time reaching consensus on design approval, but also because larger committees simply generate more discourse. This discourse can make for a better project, it just takes more time and costs more money. In regard to establishing consensus on design, this is once again a matter of preparedness. A school with an established brand and message, with a list of other school sites that reflect similar structural and visual attributes, will spend less time on design approval.

5. Keep the initial launch profile manageable: One of our ingugural sites launched with over 700 pages of archived material ported from the previous site. We were able to automate much of this migration, but media had to be sorted manually. It was a huge job that could have been done internally, and more gradually, over the current school year with very few people taking notice. Insofar as the website is always evolving, confining initial launch content to that which is important, allowing additional content to be added over time, keeps the initial development costs down.

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And How We Design



This is a Static Header

Font: Lucida Sans Bold 24px

This is an Example of a Subhead Font: Georgia Italic 18px

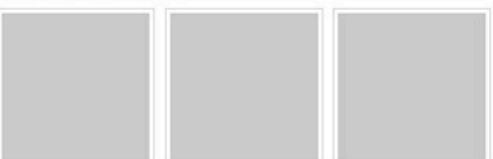
We sat silent for a few moments, she wrapped in the gloomy thoughts of her terrible past, and I in pity for the poor creatures whom the heartless, senseless customs of their race had doomed to loveless lives of cruelty and of hate. Presently she spoke. "John Carter, if ever a real man walked the cold, dead bosom of Barsoom you are one. I know that I can trust you, and because the knowledge may someday help you or him or Dejah Thoris or myself, I am going to tell you the name of my father, nor place any restrictions or conditions upon your tongue. When the time comes, speak the truth if it seems best to you. I trust you because I

Font: Lucida Sans 14px

Button Sample



Possible Paterns & Textures



contact: info@schoolyard.com

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Style Tile #1 version 1.0



And How We Design





And How We Design

Who We Are Admissions Academics			P		00
Olney Friends School			LOC	ilN Pare Alum	
This is a Heading				Calend	lar
Subheading	#294E6B	#0084A5	#96AD0A	Mar. 12	Event title goes here.
Olney Friends Schools has enjoyed over 150 years	1			Apr. 9	Event title goes
of success in the field of educating young men and women. The school was founded in 1837 by	#8C602D	#B53515	#8C9800	May 22	here. Event title goes
the Ohio Yearly Meeting of the Religious Society of Friends (Quakers). This group of newly settled Ohio	******	4033313			here.
Quakers, most of whom migrated north in protest of the institution of slavery in the south, began plans			Apply TO		
for a boarding school for both boys and girls as early as 1814, to be modeled on Quaker boarding schools	-	Sa 6	Olney	Dig D	eeper 🕨
in Philadelphia. Finally, in 1835, the building of the	A	6		State - L	ALL AL
school commenced and was opened for students two years later. This early school, which was simply				is and	0
known as the Friends Boarding School, was located at Mount Pleasant, Ohio, northeast of its current				and a second	
at Hourt Reasons, onlo, normeast of its current	Farm H	lappenings	•		

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What We Built

- Full-fledged CMS with media management, workflow controls, social media ties, secured content areas, athletics, newsletters, calendars, online giving & more
- Almost all entirely stock modules set up with Features & Context to make system repeatable & updatable
- A fully Responsive starter theme with solid typography and LESS.css integration
- A server environment tuned for Drupal but still easily portable and maintainable – host almost anywhere (you'd be amazed at what a little MySQL tuning can do)

schoo

6

A Responsive Response

- Mobile traffic to websites is often more than you think (some of our schools see 25%+ mobile device use)
- In the US, 25% of web users do so ONLY from a mobile device – BUT
- Just because the device is 'mobile' the user may not be
- This means that access to all content on all devices is critical (and with over 400 different Android devices alone, device-specific design is not an option)
- This requires a different approach to design/development

Resposive Web Design

- Responsive Web Design is comprised of:
 - Fluid page design based on percentages NOT fixed pixels (960px was always a pipe dream anyway)
 - Flexible images that scale with the design
 - Media Queries that help tailor CSS (styles) based on window width
- It's harder than fixed width but WAY easier than multiple themes/sites/apps/widgets/voodoo
- There are several themes already (Omega, Fusion, Terrain); we made our own in a couple of days

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Service Service Servi

- Built our own Responsive Zen Starter Theme
- Lets us quickly set overall widths, typography, colors, link colors & navigation styles
- Helps us develop Responsively faster, more reliably
- Short answer: LESS.css lets us put variables in our styles for faster development and more modular, reliable & consistent markup

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Lets Us Go From This

St. Mary's Academy

the st. mary's story teaching and learning international baccalaureate beyond the classroom support st. mary'



headmaster's welcome	Home > The St. Mary's Story > Headmaster's Welcome > Headmaster's Welcome	
what we believe / mission	reaumaster's wercome	 INCLUE
statement	It is with great pleasure that I welcome you to the St. Mary's website.	
faq's	Located on a beautiful campus, we are a vibrant school community filled with bright, motivated young people, and talented and dedicated	
board of trustees	teachers. As our mission statement reads,	
strategic plan	"St. Mary's is an International Baccalaureate® (IB) World School dedicated	
faculty / staff	 to inquiry-based academic excellence, developing well-rounded, confident children who flourish in a creative environment founded on Christian values* 	
	We do all of this work in an environment with a spiritual focus that is expressed in thought, word and deed, and we inspire our students to become grounded, committed people of faith—spiritual, principled, and who possess unquestionable integrity. We believe that much of our role is to prepare our students for the eventual rigors of a challenging high school curriculum. Our students need to possess joy and enthusiasm for learning, must be literate and able to compute easily and accurately, and must possess the skills necessary to cope with the many demands that will be made upon them here at St. Mary's and beyond. Globalization has made it abundantly clear that schools in the Twenty-First Century need to focus less on memorization of facts that are unconnected and more on studying information in ways that promote deeper critical thinking (analysis and synthesis) and creative, collaborative approaches to problem solving.	
	At St. Mary's we work to accomplish our objectives in a number of different ways. We expose our students to a wide variety of inquiry based thinking methods, problem-solving and connection-making across the curriculum, utilizing the unique combination of the International Baccalaureate Programme and our core curriculum. It is readily evident	

VIDEO MESSAGE

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To This (In A Day)



Headmaster's Welcome

What We Believe / Missio

Board of Truste

Faculty / Staff

connect with us

📫 🖻 🔊

It is with great pleasure that I welcome you to the St. Mary's website. Located on a beautiful campus, we are a vibrant school community filled with bright, motivated young people, and talented and dedicated teachers. As our mission statement reads,

"St. Mary's is an International Baccalaureate" (B) World School dedicated to inquiny-based academic excellence, developing well-rounded, confident children who flourish in a creative environment founded on Christian values"



We do all of this work in an environment with a spiritual focus that is expressed in thought, word and deed, and we inspire our students to become grounded, committed people of faith—spiritual, principled, and who possess unquestionable integrity. Our students need to possess joy and enthusiasm for learning, must be literate and able to compute easily and accurately, and must possess the skills necessary to cope with the many demands that will be made upon them here at 5t. Mary's and beyond. Globalization has made it abundantly clear that schools in the Twenty-First Century need to focus less on memorization of facts that are unconnected and more on studying information in ways that promote deeper critical thinking (analysis and synthesis) and creative, collaborative approaches to problem solving.

At St. Mary's we work to accomplish our objectives in a number of different ways. We expose our students to a wide variety of inquiry based thinking methods, problem-solving and connection-making across the curriculum, utilizing the unique combination of the International Baccalaureate Programme and our core curriculum. It is readily evident that St. Mary's will serve as a model for the global schoolhouse others will choose to emulate.

I welcome you to spend a few moments exploring our site to learn more about St. Mary's and how we can help your children reach their true potential as students, as thinkers and as caring individuals. We hope that your visit to our website will inspire you to learn more about us. Come and experience St. Mary's School, and get to know us even better. I look forward to welcoming you to our campus.

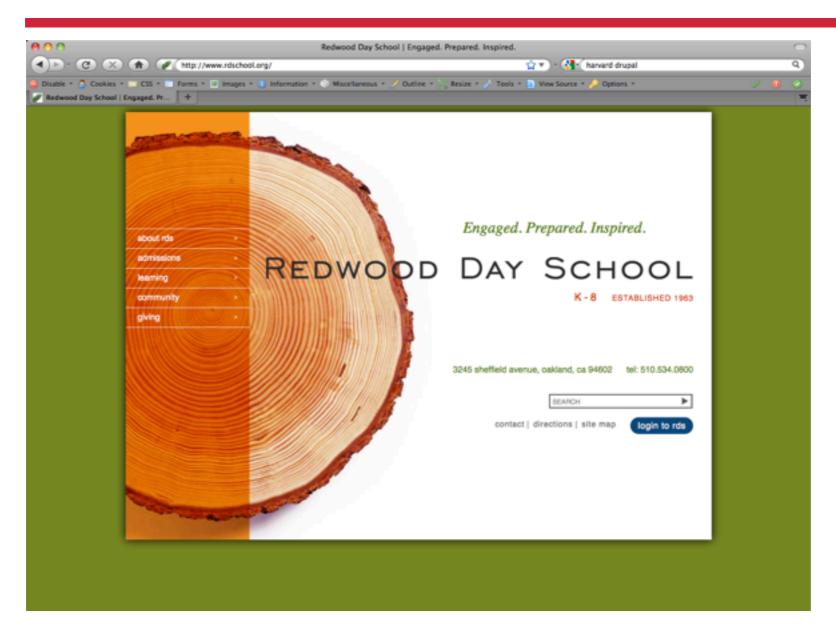
With warm regards,

John O'Brien

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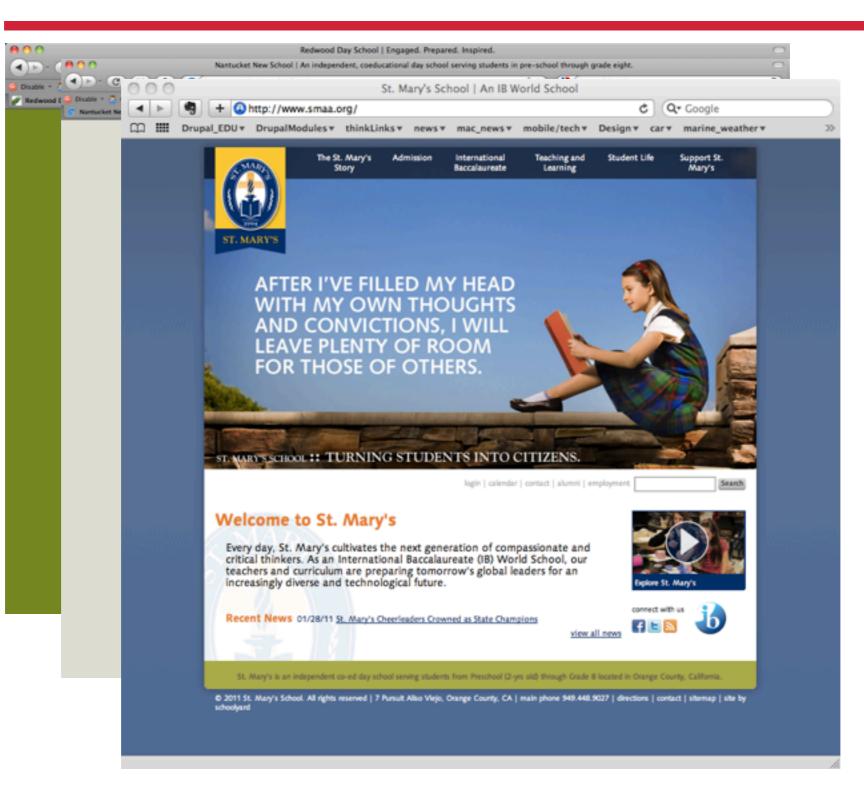
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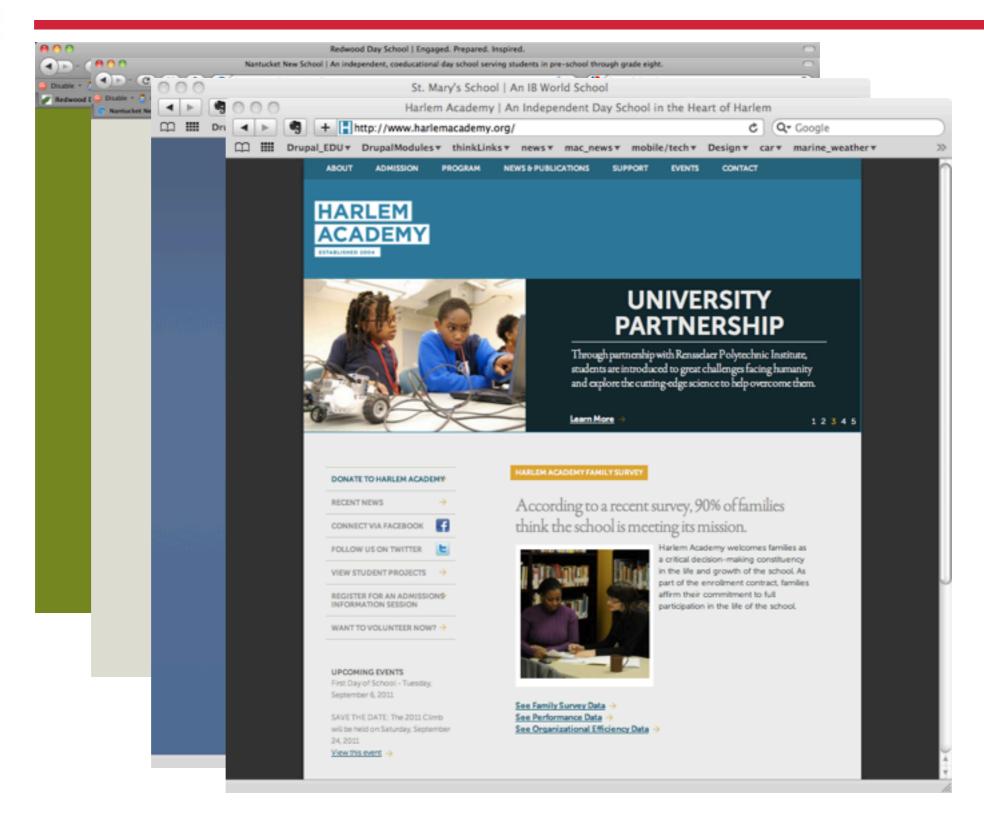




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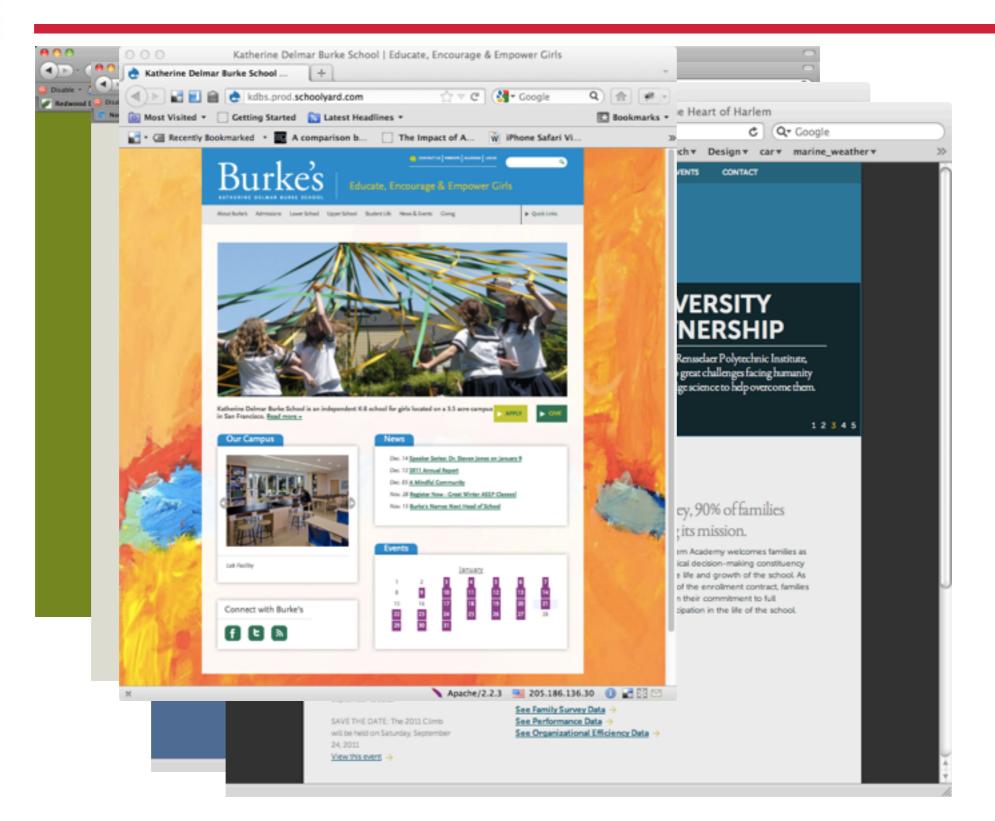


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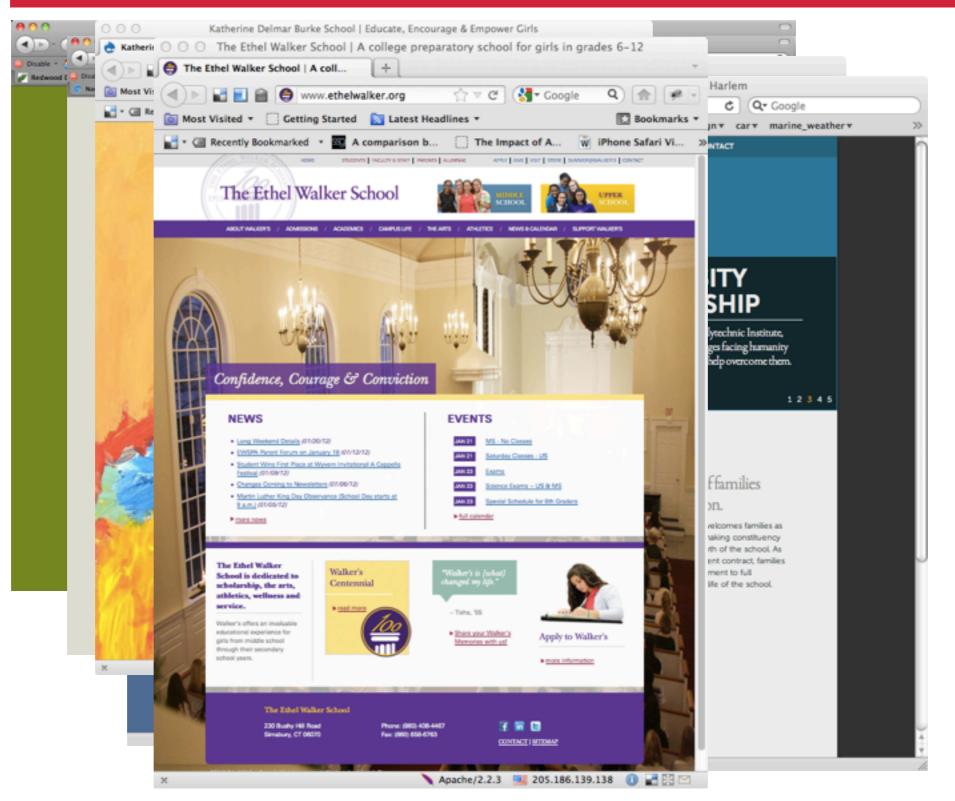
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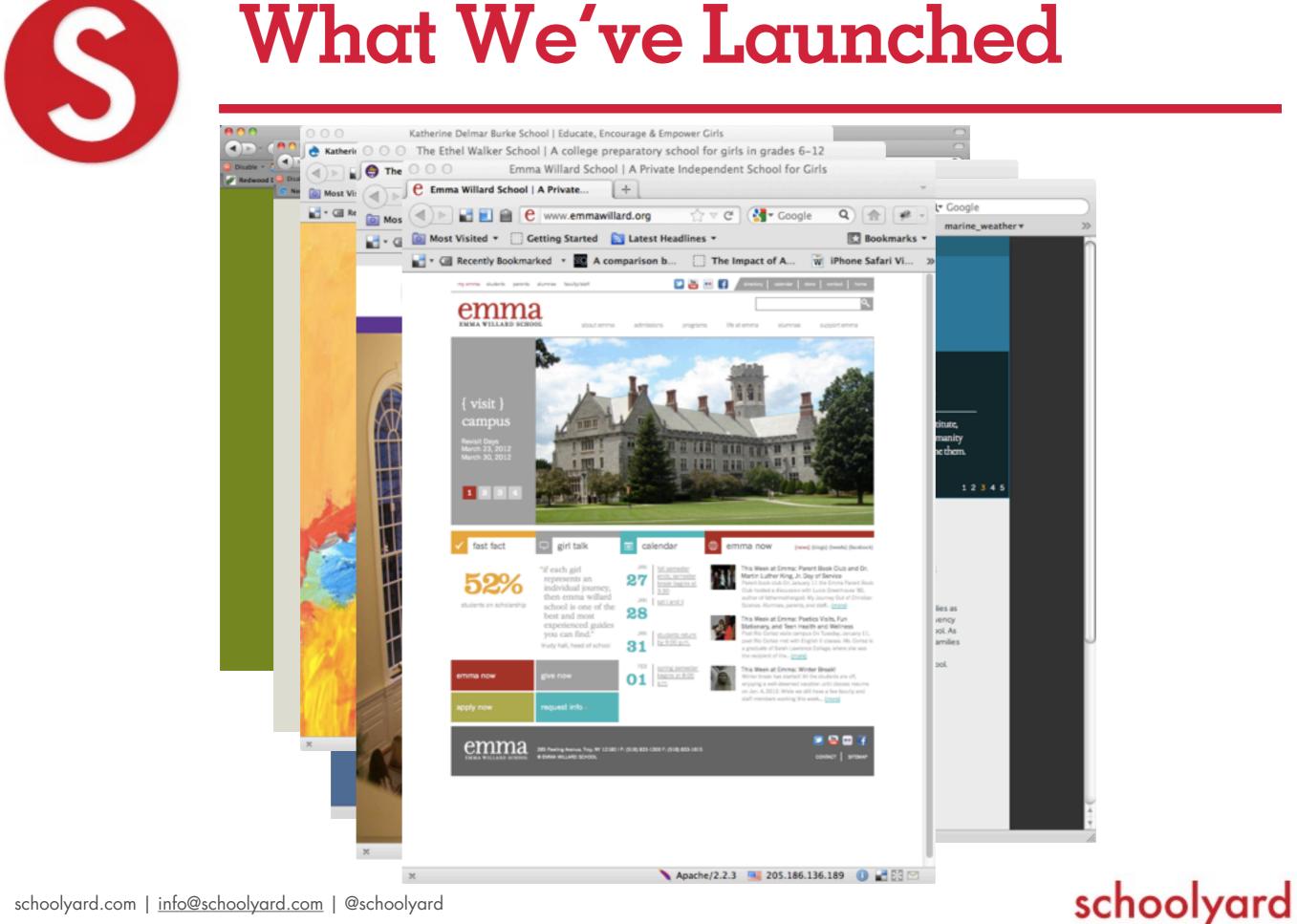
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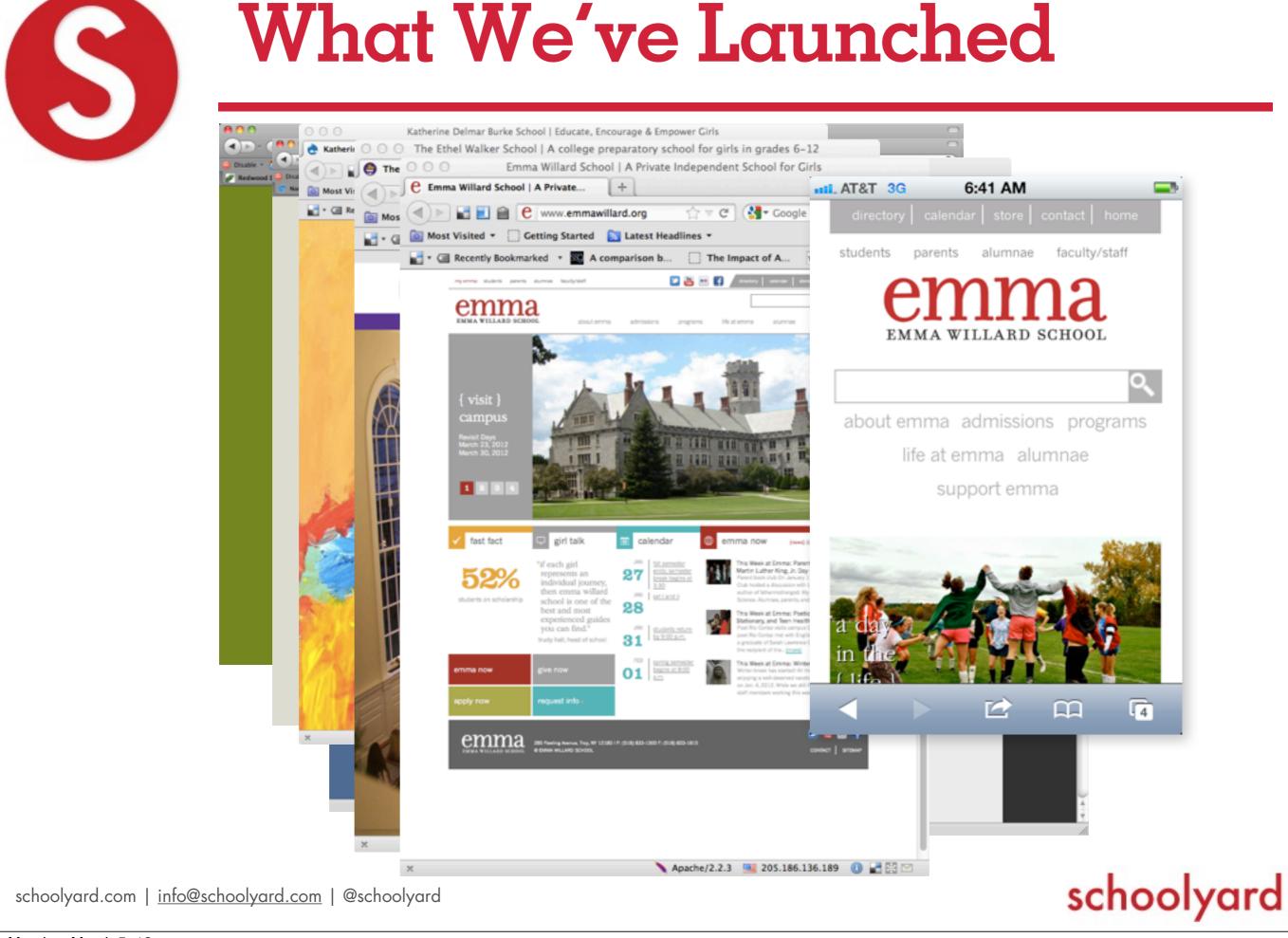


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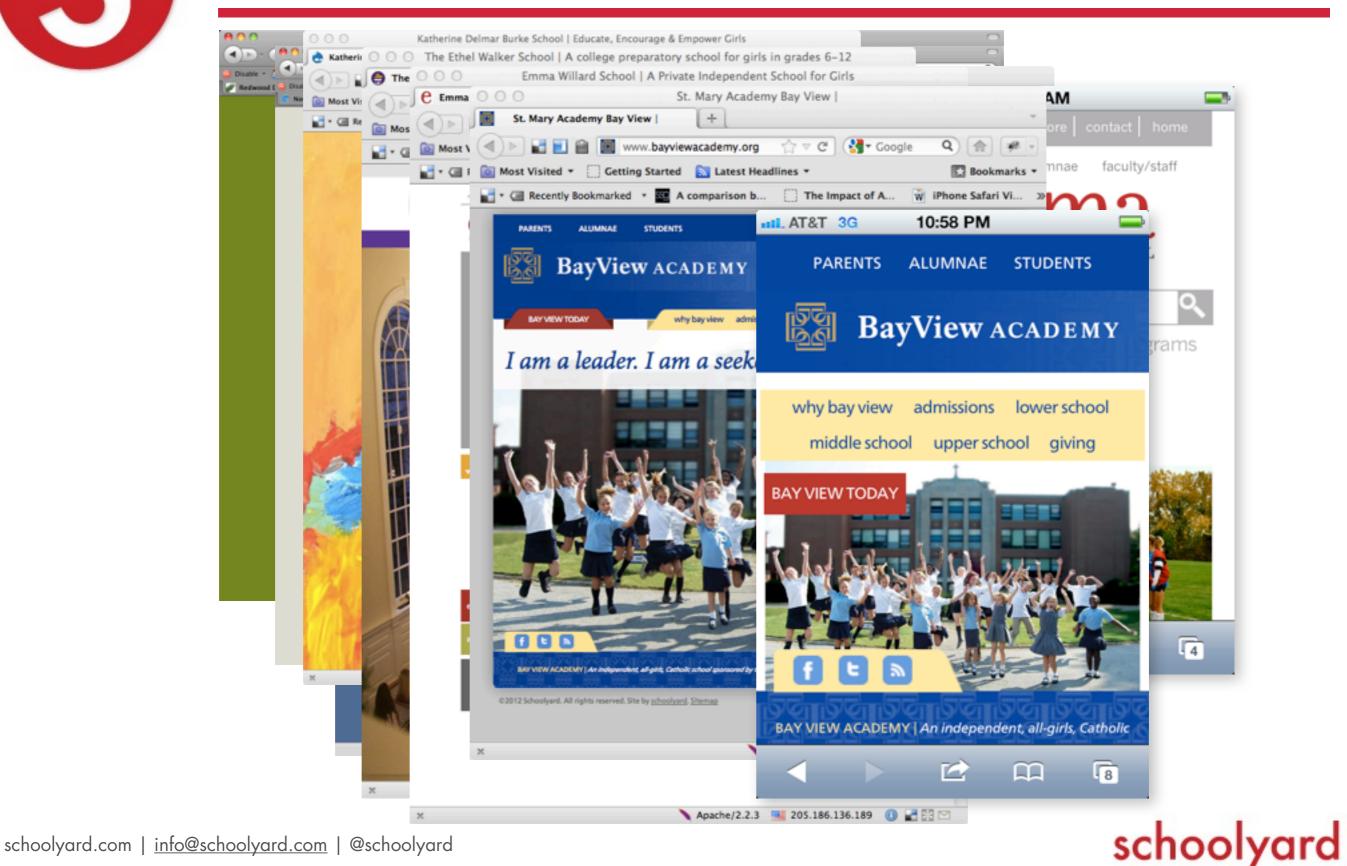




Monday, March 5, 12



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What We Feature

- Use the Features module to create super-flexible, robust collections of content types, views and more
- Simple: FAQs that are totally extensible w/taxonomy,
 3 content types & attached view
- Fancy: Newsletters multiple articles, announcements, flexible header images, column placement, statistics

schoo

 Complex but not Complicated: Athletics – teams, seasons, events, records, media, rosters, resources



FAQ In Progress

- Add FAQ Category
- Add FAQ 'Q/A' content
- Add FAQ List Page, select Category
- That's it!

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		Bookmark			
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ecently Bookmarke	d 🔹 🌃 A comparison b 🔄 The Impact of A 👾 iPho	ne Safari Vi			
The Gramm	nar School	-			
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		- 11			
Our School Admission I	Learning News and Events Support TGS	_			
Admission	Financial Aid FAQs				
Welcome	Tags: <u>Financial Ald</u> Open All I S	Inter All			
Application Process	How is financial need determined?	•			
Online Application	How are awards allocated?				
Affording a TGS Education	1s financial aid automatically renewed each year?				
Apply for	Do financial aid awards cover the full cost of suition?				
Financial Aid	Do I apply for financial aid at the same time I am applying for admission?				
Financial Aid	Does applying for financial aid affect admission decisions?				
FAQs	We are very proud that the admission offers are made without considering an applican	63			
Tuition and	need for financial aid. TGS determines whether an applicant meets the standards for admission without considering an applicant's need for financial aid. However, with a				
Fees	comprehensive yet finite financial aid budget, financial need becomes a consideration offers of admission are made, similar to how the limited number of available spaces in	when			
Admission Events	class also becomes a consideration. Our advice to families in need of financial assistance is to apply to TGS with confidence that their admission decision will be based on merit and if				
Parents as Partners	admitted, the school is committed to providing financial aid to enable their child to atte				
Bus Routes	If parents are divorced or maintain separate households, who must fill out a Parent Financial Statement?				
After TGS					
Online Inquiry	Do both parents have to work in order to receive financial aid?				
	We do not complete or file our taxes until April 15 or later. How will that affect my fina aid application?	incla _b			
	If my child(ren) receive financial aid the first year at TGS, will the amount remain the in subsequent years?	8006			
	What if our family is still unable to pay the tuition even after receiving a financial aid				
	award?				

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Newsletter Sample

- Changeable header
- Left/Right sidebar
- Add articles
- Add announcements
- Select events
- Send it
- Archived dynamically

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Family Bulletin #20

This Family Bulletin, #20, is the first to be sent from, posted on and connected to the School website. Please bear with me as I learn this new system. I would appreciate any feedback you may have (via my <u>email</u>) that might help make this newsletter a tool you will come to use regularly and rely on. Thank you, Joanne Guy

SCHOOL AND CLASS ACTIVITIES

This Week's Activities mud more a

DR. PETERS TO RETIRE Longtime Head of School, Dr. Robert G. Peters, announced his retirement this week, <u>med more a</u>

A MESSAGE FROM THE SEARCH COMMITTEE To find out what the Search Committee does, who the member are, how you can stay updated as the process moves forward and more read more a

SPECIAL HUI DINNER MEETING This is a wonderful opportunity to learn about the Head of School search process, to meet the Search Committee members and to ask any questions you may have. <u>med more a</u>

DOODLE FOR GOOGLE Your child is invited to participate in this year's Doodle 4 Google contest where children can "use their artistic talents to think big and redesign Google's homepage logo for millions to <u>read/more a</u>

PARENT ENRICHMENT - SAVE THE DATE! "Teaching Kids (and Parents) to Save, Share and Spend Wisely" by Amy Luersen and Lorraine Tamaribuchi, from the hawaii Community Foundation Date: Wednesday, February 15th <u>read more a</u>

FAMILY FUN RUN You and your family are invited to participate in The Hawaii 5210 Keiki Run on Saturday, February 18th at the Neil Blaisdell Center, The theme for this 1.5 mile run is H.O.P.E.-HELP OUR R.E. <u>read/more #</u>

FINANCIAL AID AND FAQ's To get all the information you need to apply for financial aid for the 2012 - 2013 school-year, <u>read more s</u>

MALAMA NA KEIKI UPDATE Get your contracts in! Deadline is Feb. 9. Read more to download a contract. <u>read-more a</u>

School LUNCH School lunch deadline: past due: late order accepted until January 22nd with\$5 late fee <u>mad/mare #</u>

VOLLEYBALL ENRICHMENT CLASS CORRECTION The volleyball class information was incorrect in the brochure. Class will be on Wednesdays, if there are at least six players interested. SCHOOL AND CLASS ACTIVITIES DR. PETERS TO RETIRE A MESSAGE FROM THE SEARCH

COMMITTEE SPECIAL HUI DINNER MEETING

DOODLE FOR GODGLE FARENT ENRICHMENT - SAVE

THE DATE! FAMILY FUN BUN

TINANCIAL AID AND TAQ'S MALAMA NA KEIKI UPDATE

SCHOOL LUNCH

VOLLEYBALL ENRICHMENT CLASS CORRECTION

FAMILY FUN RUN

The deadline to register: January 31st

SPRING ENRICHMENT CLASSES

Classes begin the week of January 23rd.

Moniad Deferre 02/18/12 The Hawaii 5210 Kelk Bat

12 Presidents Day Holiday

NESTIONS & COMPENTS

WEBSITE TROUBLESHOOTING

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Sector: Feature: Athletics

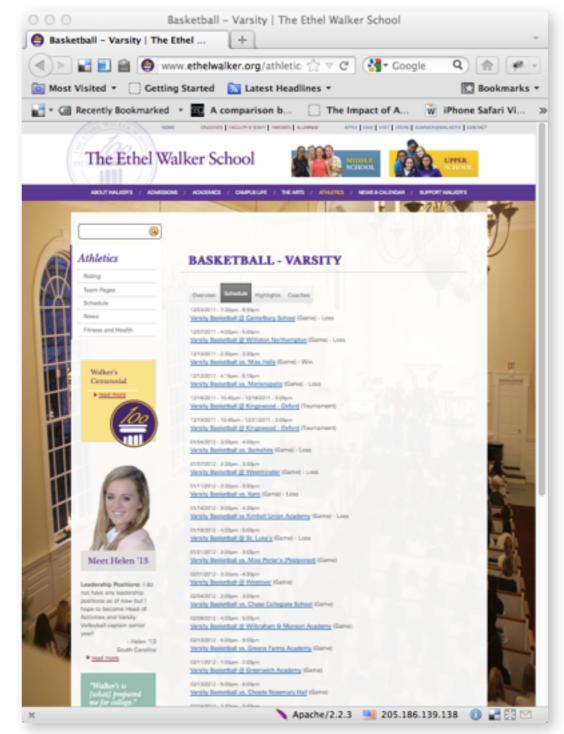
- Athletics: need teams, events, scores, records, seasons, highlights, media galleries and more
- Use Quicktabs to gather content into an easy-to-use and view format
- Define basics in a flexible way so school can use year-on-year without losing data, history
- View template to calculate season record based on Events, which double as record and highlights
- Uses Context, Views Attach, Quicktabs, Node Gallery

school



Athletics In Action

- Schedule/Highlights built on Events w/extra details
- Now calc's record by season automatically
- Media Galleries
- Coaches (user selection)
- Rosters, Overview





What We Connect

- Sites with thousands of user accounts: teachers, staff, students, parents – even integrated w/LDAP
- Integrated with Google Calendars (push sync import)
- Integrated with Schoology (a social learning platform SAAS) with single sign on (SSO) & synchronized account creation
- Integrated directly with Filemaker databases
- Developed SSO with Blackbaud, Veracross, Infosnap & others

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What We Give Back

- All updates, patches and new modules go back to the community
- Work actively on Filemaker, payment processing & web type modules
- Present, publish and share what we've built, how we've built it & why
- Sponsor local Drupal events like monthly DrupalPVD meetups & school technology conferences







It's A Win-Win-Win-(Win?)

- Schools: They get a great platform that continues to evolve and stay up-to-date for a fraction of the cost
- Drupal Community: We've created & contributed to a number of modules, sponsor local events & publish/ present what we learn
- Schoolyard (it *is* a business after all...): We get paid to help schools, not build a platform
- You: What we've learned, built and shared works for schools, but also for other organizations

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THANK YOU!

time for questions, answers & discussion



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