

ELECTRIC CITIZEN

Electric Citizen & UW - Eau Claire

A Site Rebuild Case Study

WWW.ELECTRICCITIZEN.COM





Adam Fuchs

Director of Development, Electric Citizen

- ❑ Drupaler since 2015
- ❑ With EC since 2015
- ❑ Costco sold over 128 million hot dogs in 2015



ELECTRIC CITIZEN



Electric Citizen

Web Agency Since 2012

- ❑ Dedicated to the civic sector
- ❑ Drupal specialists
- ❑ Strategy, design, custom development, support

WWW.ELECTRICCITIZEN.COM



UW - Eau Claire

Rebuild Core Team

- ❑ Whitney - Online Content Writer, Project Lead
- ❑ Mackenzie - Content Strategist
- ❑ Allie - Web Operations Manager
- ❑ Matt - IS Specialist, Developer

Many thanks to others: Kent, Becky, Chelsea, Denise, Swink Design, Meghan Casey and more!



Project Overview

Main Phases

- ❑ Discovery
- ❑ Content strategy & design
- ❑ Build
- ❑ Road to launch



Discovery

Discovery

Overview

- ❑ Why was this important?
- ❑ Process & deliverables
- ❑ Main takeaways

What's Working?

Flexibility & features,
academic programs,
internal expertise

What Isn't?

Content clutter, navigation,
editorial tools

What Do We Need?

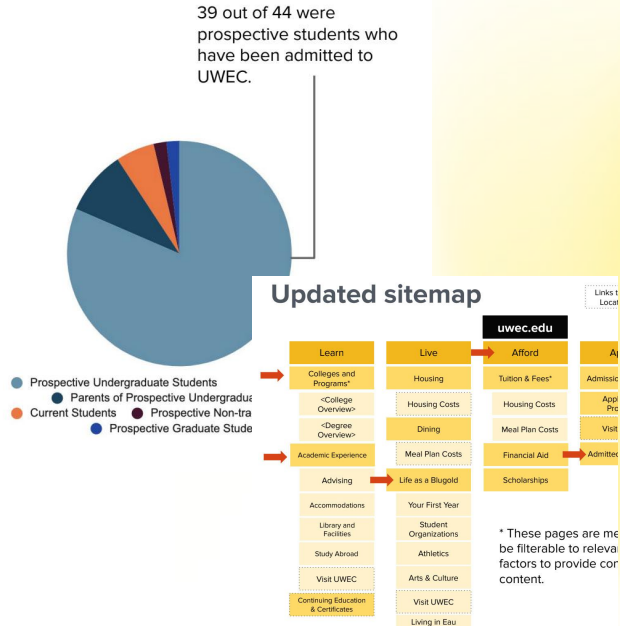
Content strategy, platform
modernization, enhanced
design & UX, better tools

What Don't We Need

Solve everyone's needs,
rebuild every few years,
much of the content



Process & Deliverables



Process: Workshops, site audits, and content strategy sessions to gather insights and analyze the existing CMS.

Deliverables: Detailed content strategy framework, a revised sitemap, recommendations for improving the editorial experience, and guidance on a CMS platform to meet identified needs.





Take a Sunset Stroll

[SCHEDULE A CAMPUS SUNSET VISIT TODAY >>](#)

Do Big Things

There's no place like the University of Wisconsin-Eau Claire. From the Midwest's largest marching band to our groundbreaking connections with Mayo Clinic Health System and Hewlett Packard Enterprise, you'll find UWEC is just right — a small-school vibe with big-school opportunities.

Put your learning into action from day one with unrivaled undergraduate research and immersive experiences in every field of study, and choose from 200+ active student organizations to get connected and involved. When you're a Blugold, employment or graduate school placement is practically guaranteed. And it's all right here on a welcoming campus in one of Wisconsin's coolest cities.

Want to do big things? Here you can.



At Eau Claire, you can truly accomplish whatever your specific goals are. I work, I am an athlete, I am in the nursing program. If you communicate with the people around you about the goals you have, they can be accomplished.

TEAGAN JONES
NURSING

What should I study?

Your opportunities abound in UWEC's diverse undergraduate and graduate programs. Here, you'll be at the center of collaborative classrooms, exciting research innovations, meaningful peer and professional networks, and world-changing ideas. Choose from a variety of academic programs, including majors, graduate degrees, minors, certificates and pre-professional programs that equip you to hone your interests and prepare for a thriving career.

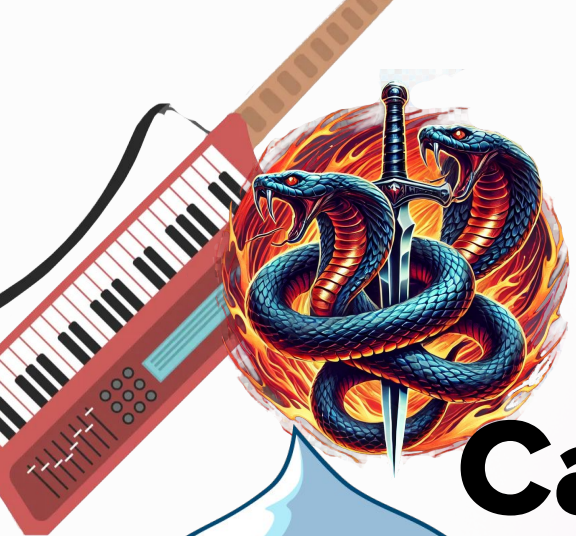
Main Takeaways

- ❑ Need an exciting, accessible new design that attracts new students
- ❑ Need content governance and strategy
- ❑ Need an enterprise open source CMS and improved editorial tools
- ❑ Need a managed hosting platform





Use Drupal!!



**Cause Drupal Is
Awesome!**





UWEC Thoughts

- ❑ Neutral 3rd party to help with honest assessment
- ❑ Don't jump into a rebuild without knowing what's working and what's not working
- ❑ Asking questions and communicating openly rather than pushing canned solutions built trust



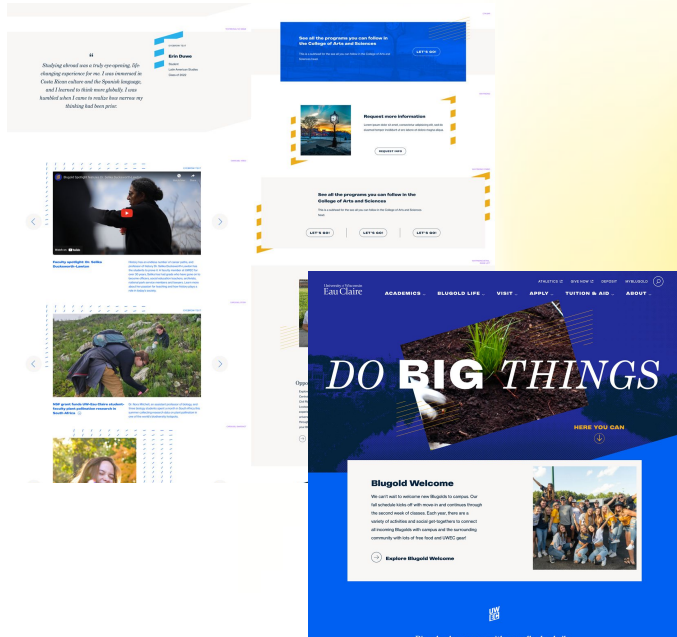
Strategy & Design



Strategy & Design

Overview

- ❑ Not just a website build
- ❑ Content is key
- ❑ Content, design and architecture need to work together



Rebrand Not Just Rebuild

- ❑ University-wide rebrand
- ❑ Develop an exciting, accessible new design that attracts new students



UWEC.edu Content Playbook

Our approach to content

December 2023 / V1

University of Wisconsin
Eau Claire

Table of Contents

Our content compass	4
Content guidelines	12
Web writing tips	14
Web page building blocks guidance	42
Style and usage	59
Content process and enablement	62

Click to add

Content Should Drive Everything

- ❑ Build on discovery to audit current content after articulating what is actually needed
- ❑ Define a content governance strategy that works for the University as a whole
- ❑ Develop a global playbook that editors can reference





A Crowded Kitchen

- ❑ Design team, content team, build team
- ❑ Open & honest communication
- ❑ Collaboration is crucial





UWEC Thoughts

- ❑ Strategy phase helped articulate needs
- ❑ Clear internal vision for the content module
- ❑ Custom, not canned



Development

Overview

- ❑ Shoot for the moon
- ❑ Agile(ish) sprints
- ❑ Tricky and limited migration
- ❑ Unexpected challenges

All The Tools

Old tools, new tools, flexible tools and future proof tools

MVP Candidates

What is absolutely necessary for launch? What can wait for a later phase?

Developer Collaboration

Split UWEC development and EC development

Mount Conteverest

Content strategy and new tools mean we have a huge mountain to climb




```
<div class="layout-container">
{% block pageHeader %}
  <header role="banner" class="site-header">
    {% block headerContent %}
      {{ page.header }}
    {% endblock %}
  </header>
{% endblock %}

{% block pageMain %}
  <main role="main" class="main-page-content">
    <a id="main-content" tabindex="-2"></a>{# link is i
    {% block mainContent %}
      <div class="layout-content">
        {% block pageContent %}
          {{ page.content }}
        {% endblock %}
      </div>{# /.layout-content #}
    {% endblock %}
  </main>
{% endblock %}

{% block pagePreFooter %}
  {% if page.prefooter %}
    <section class="prefooter-wrapper" role="complement
      <div class="prefooter-guard">
        <div class="back-anchor">
```

26 Weeks For Initial Build

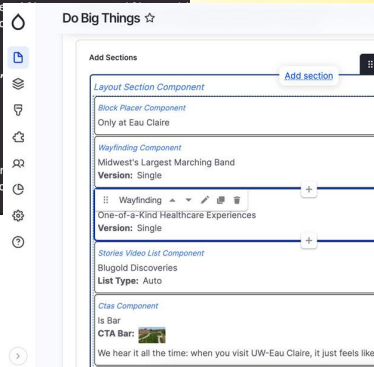
- Early content entry training and access
- Demo often
- Don't be afraid of change



```
academicprogram_categories", charset: "utf8mb3", force: :cascade do |t|
  t.string :program_id
  t.string :category_id
  t.string :rt_id
  t.timestamps :created_at, null: false
  t.timestamps :updated_at, null: false
  t.index [:category_id], name: "index_academicprogram_categories_on_category_id"
  t.index [:program_id, :sort_id], name: "index_academicprogram_categories_on_program_id"

academicprogram_certificates", charset: "utf8mb3", force: :cascade do |t|
  t.string :program_id
  t.string :certificate_id
  t.string :rt_id
  t.timestamps :created_at, null: false
  t.timestamps :updated_at, null: false
  t.index [:certificate_id], name: "index_academicprogram_certificates_on_certificate_id"
  t.index [:program_id, :sort_id], name: "index_academicprogram_certificates_on_program_id"

academicprogram_interests", charset: "utf8mb3", force: :cascade do |t|
  t.string :program_id
  t.string :interest_id
  t.string :rt_id
  t.timestamps :created_at, null: false
  t.timestamps :updated_at, null: false
  t.index [:interest_id], name: "index_academicprogram_interests_on_interest_id"
  t.index [:program_id, :sort_id], name: "index_academicprogram_interests_on_program_id"
```



Migration Magic

- Content blobs to Paragraphs
- Mesh old tools with new tools
- Clean up and manual entry





Unexpected Challenges

- ❑ Very ambitious design
- ❑ Budget constraints
- ❑ Difficult to determine priorities





UWEC Thoughts

- ❑ Transparent and confident
- ❑ Align content work with development
- ❑ Bold ambitions



Road to Launch



ELECTRIC CITIZEN

Road to Launch

Overview

- ❑ Content entry continues
- ❑ Change requests & bugs
- ❑ Launch



The Work is Never Done

- ❑ Still a lot of content work
- ❑ Online support book





Fresh Eyes Find Fresh Needs

- ❑ Change requests
- ❑ Drupal updates
- ❑ Ongoing QA



DO BIG THINGS

HERE YOU CAN



Blugold Welcome

We can't wait to welcome new Blugolds to campus. Our fall schedule kicks off with move-in and continues through the second week of classes. Each year, there are a variety of activities and social get-togethers to connect all incoming Blugolds with campus and the surrounding community with lots of free food and UWEC gear!

 [Explore Blugold Welcome](#)



Big-school resources with a small-school vibe.

High expectations joined with exceptional support. A wildly beautiful campus in one of the coolest small cities in America. Got big dreams?

UW-Eau Claire is the perfect place to make them real.

APPLY TODAY

Hello World!





UWEC Thoughts

- ❑ We are proud of this project!
- ❑ An accessibility focused site build
- ❑ A content model built for our needs, driven by user experience



Final Thoughts

FINAL THOUGHTS

WEBSITE REBUILD

FINAL THOUGHTS

- LIGHT
- LIGHTBULBS
- FOR TIPS
- TIPS
- GUIDE

WEBSITE REBUILD

NON-SPECIFIC TIPS



Takeaways & Tips

- ❑ Take the time to find good partners who listen
- ❑ Have a vision for the new site, even if you don't know how to achieve it
- ❑ Delegate decision-making to people in the weeds where possible
- ❑ Communicate a lot more than you think you need to
- ❑ Take time to fully understand the problem before coming up with a solution



Thank You!

Questions?

