Innovation via Collaboration in the development of the University of Edinburgh CMS
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- Head (Acting) of Website & Communications
  - Information Services, The University of Edinburgh
- Joined University in 2013
- Previously, owned his own web development company in Greece
- Motor racing fan
Tim J. Gray

• Senior Project and Programme Manager
• Joined University in 2008
• Previously, 10 years with Volkswagen AG
• Occasional photographer
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Overview

• Our environment
• What we offer
• Challenges
• Collaboration initiatives
• Achievements (to date)
• What’s next?
University Bingo

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<table>
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<td>1583</td>
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Corporate CMS (EdWeb) coverage

- 75% of Business Units
- approx. 350 of 1500 websites (23.33%)
- approx. 50,000 of 837,000 (Google scan) pages (6.9%)
What is EdWeb?

- Corporate University Website (https://www.ed.ac.uk)
- Back-end Web CMS
  - Powered by Drupal 7
- Training & support delivery
- Continuously enhancing

- It’s Free!
The University Web Landscape

- Centrally managed website framework
- Design Framework (EdGEL)
- Programme & Project Management
- Central Training & Support
- EdWeb Central
- EdWeb Distribution
- IS Infrastructure
- Search Engine
- Local Theming & Styling
- Local Project Management
- Local Training & Support
- Local Code Development
- Local Infrastructure

School A: Event Z
Unit X
School B
Event Z
Unit X
From concept to community...
Challenges in our environment

• **Not clear** web governance route
  • To be re-launched in 2018, alongside new strategy

• **A lot** of devolved sites

• **More than needed** committee-type decision making

• **Culture** of collaboration
WE SPENT $500K ON SHAREPOINT AND PEOPLE STILL AREN'T COLLABORATING

I COLLABORATED FIVE TIMES THIS WEEK, TWICE BEFORE COMING TO THIS MEETING

WHAT ARE THE ODDS THAT HE EVEN UNDERSTANDS WHAT COLLABORATION MEANS?

ROUGHLY EQUAL TO THE POSSIBILITY YOU KNOW WHAT SHAREPOINT IS...
Collaboration Initiatives

• Communities of practice
• Allow stakeholders to have a say in development
• Share our code & enable contributions
• Technical guidance & support
• Change processes to make collaboration easier
Communities of practice

• Audience-tailored events
• Not just broadcasting
• Provide a “focus” and follow up by open questions/discussion
• Lot of attendees are our users
• Training & Support
Community-driven road map

- EdWeb Steering Group
- User Surveys
- We are practitioners, we feel the pain!
- Horizon scanning
University community code sprint

A day to come together

- 4 code sprints
- 12 – 15 participants

To work on our CMS

- 40+ issues resolved

Live and breathe code!
Process adaptation

Manage change

• Formal process, using ITIL

Evolve

• Continuous development model

Use lots of common sense

• Communicate early, be responsive
Achievements (to date)

• Having an open discussion about EdWeb development direction
  • Alignment with other high-level web projects
• Stakeholder investment
• Foster and support a University-wide open source community
  • Code submissions into EdWeb’s code
• Steady transition to a true continuous development model
Review. Improve. Test.

• Wider collaboration, exploit opportunities
• Open up more to other similar minded organisations
  • Not only Higher Education
• Formalise continuous development model
  • Aligning with the new web strategy & governance
Thank you!

• Get in touch:
  • Stratos: stratos.filalithis@ed.ac.uk, @stratosf1
  • Tim: tim.gray@ed.ac.uk, @TartanZonePhoto

• We'll be at the social gathering later!

• Collaboration/Drupal posts in our blogs:
  [Link](http://edin.ac/edweb-collaboration)
  [Link](http://edin.ac/SwDevBlog-Drupal)